

TTMA opens new pathways to international markets

THE Tobago Manufacturers Association has announced its first-ever 'Trade Mission on the Seas', an initiative led by its chief executive Dr Mahindra Ramdeen.

The mission is taking place from March 23 to April 1, 'marking a transformative approach in overcoming traditional logistical challenges and opening new pathways to international markets', the TTMA said in a media release yesterday.

This trade mission departs from conventional methods by offering a dynamic, cruise-based platform, it stated.

It will transport a delegation of 39 people representing 25 companies including Christle Ltd, Gem Printery Ltd, Blue Waters Products Ltd, Creamery Novelties Ltd, Fresh Start Ltd and Mecalfab Ltd-on a strategic journey across key markets.

The cruise itinerary includes stops at:

□ Puerto Rico □ St Thomas □ Croix □ Saint Martin □ Martinique □ Barbados 'At each destination, the delegation will conduct meetings with key buyers and engage with state agencies. These agencies will provide essential tools and insights, ensuring that participating companies are well-equipped to navigate and succeed in these diverse markets.

'The mission is designed to move away from the logistical challenges that have traditionally hampered companies during market visits. By consolidating travel into a single, purpose-driven cruise, the Trinidad and Tobago Manufacturers' Association is not only enhancing efficiency but also creating an environment ripe for productive networking and seamless business interactions,' the TTMA stated.

Ramdeen added: 'We are thrilled to pioneer this innovative trade mission, which symbolises our commitment to breaking new ground in international trade. This initiative is specifically crafted to alleviate past logistical constraints and to offer our businesses access to vital markets and industry contacts. We believe this mission will set a new standard for trade engagements in the region.'