

» Headlines

- The birth of multi-media business news
- More business opportunities for St. Lucians
- Needed! Supervisors for the modern workplace
- Caribbean debt forgiveness from President Obama
- St. Lucia Tunes – Music store online
- CSR not the preserve of big business
- Liat flies from Vieux-Fort to Roseau

CBR – welcome

And now, the Caribbean Business Report

Thank you for taking the time to read the first edition of the Caribbean Business Report. This e-newsletter is the first step towards a full-fledged multi-media business news facility. In very short time this e-newsletter will show up in manifestations on the Internet, electronic and print media.

It is our intention to cover all aspects of business and all sectors impacting on the national and global economy. This e-newsletter is currently targeting business owners and executives, but will evolve and spill-over into a wider audience through dedicated website, print, radio and television services.

The Caribbean Business Report will also call upon the expertise of business executives, analysts, and other professionals to share experiences and to offer commentary and insights on current business issues.

The editorial side of the Caribbean Business Report is being supervised by Bernard Fanis, Consultant/Editor, also a director/shareholder of Visual Domain Limited. In time we will build a team of business reporters and analysts capable of adding depth to our coverage of business issues.

We invite you to join us as we begin our exciting journey into new territory.

Obama promises debt forgiveness

The Caribbean could be in for 100 per cent debt forgiveness from a Barack Obama presidency. The Jamaica Gleaner has quoted a spokesman for the Democratic presidential candidate as saying that Senator Obama is promising 100 percent debt relief if he wins the November elections.

The announcement was made by

Obama's foreign policy adviser during a meeting with Caricom leaders and tourism officials. Dan Restrepo says the Senator wants to see a 100 per cent debt cancellation for the world's poorest countries, including those of the Caribbean.



The North will be unrecognizable in five years!

St. Lucia's reputation as a major golf destination has been given a significant boost with the announcement of a Jack Niclaus signature golf course to be constructed at Raffles St. Lucia, a new luxury community coming to the north of the island. This is just one of many tourism developments taking place there.

Tourism Minister Allen Chastanet said prior to introducing the golf legend to the media that the north of St. Lucia was going to be unrecognisable in five years time. Quoting a recent article in Conde Naste Mr noted that 'St. Lucia's Moment' had arrived and with it came opportunities for St. Lucians to invest.

He commended those who invested in the Raffles St. Lucia project. Mr. Chastanet said a 'new type of tourism' was coming where 'persons with substantial wealth' will be purchasing villas as holiday homes and seeking to explore business ventures.

The Tourism Minister mentioned the Rodney Bay Marina expansion project which will accommodate 38 mega-yachts, or 'huge economic machines' as he described them. Mr. Chastanet urged St. Lucians to position themselves to offer the wide range of new services that a vastly developed north of the island will require.

The incomparable golf legend Jack Niclaus said he was thrilled to be involved in 'creating something special', the Jack Niclaus Golf Club, one of only 25 in the world. He is currently working on determining the flavor of the course – but he promised it would be one that will be fun to play and user friendly.

Mr. Niclaus said the golf course will be capable of handling major tournaments, but noted that the objective will be to fill hotels and to provide luxury facilities for the owners of those mega yachts likely to call in to Rodney Bay.

He said golfers who come to play in tournaments normally take money away from a destination and so a decision will have to be made on who would generate the most for the economy - professional golfers or vacationers?



Jack Niclaus & Prime Minister Stephenson King



“National CSR trainers”

Philanthropy and Profits

Small and medium sized enterprises in St. Lucia have been told that Corporate Social Responsibility is not the preserve of Big Business. In fact many small businesses are actually practising corporate social responsibility but probably doing so under a different label. These small business are actually best placed to impact positively on the community and the national economy. An Organisation of American States organised workshop targeting SME's was designed to convince business owners and managers that it is in their best interest to take an active interest in a community's wellbeing. The workshop participants were told that no longer can companies sit back and expect government to resolve all social and environmental problems. Businesses have a vested interest in ensuring they are operate within a healthy, prosperous and safe environment.

A clear distinction was made between Corporate Social Responsibility and sponsorship of community events. CSR is more in tuned with philanthropy which is driven by 'a desire to improve the material, social, and spiritual welfare of a community'.

The concept of CSR for SME's will be promoted here by two specially trained nationals Mr. Edward Harris a small business advocate and Martin Satney, a business consultant.

Participants of the OAS workshop will also be able to seek CSR certification through free online courses.

The modern supervisor

A workshop aimed at getting supervisors to adapt to a changing business environment took place here last week. It was conducted by the Cave Hill School of Business in collaboration with the St. Lucia Chamber of Commerce, Industry and Agriculture. The objective was to improve productivity and efficiency in the workplace. Key areas covered included the Importance of Strategic Management; Effective leadership; Creative Problem Solving; Motivation; Performance Management and Team Building Dynamics.

The two day workshop was held at Auberge Seraphine. We'll have a comprehensive report in our next edition

Buy St. Lucia Carnival Music Online

www.stluciatunes.com, a website dedicated to selling St. Lucian music online is close to becoming reality. That dream will materialise in time for carnival 2k Great!

Driving this initiative are Converge Solutions Inc led by Terrence Elliott; 4ya Marketing –a marketing company owned by music producer Werner 'Semi' Francis; Bernard Fanis –television producer of Visual Domain Limited; and Ian Sanchez – music promoter and an executive member of the Hewanorra Music Society.

St. Lucia Tunes is endorsed by the Hewanorra Music Society, the Cultural Development Foundation and STAMP, the St. Lucia Association of Music Producers.

St. Lucia Tunes has been certified by Verisign. For the artist, there is accountability through the issuance of quarterly reports. Nothing will be sold online without the express permission of the persons or entity with the exclusive rights to the music.

All genres of local music will be available for purchase including folk, gospel, rap, reggae, R&B, soca, calypso, country, contemporary and the spoken word.



Werner 'Semi' Francis & Terrence Elliott



Trading opportunities with Austria

The Dominican Republic is capitalizing on opportunities to increase trade and tourism links with Austria . The Dominican Today says 14,000 Austrian tourists visited in 2007 making a significant contribution to the economy. Austria is a leading manufacturer of machines and transport equipment, but it's the Austrian Red Bull energy drinks that many might be familiar with.

It's been reported that the Austrian government is offering soft loans to the Dominican government for several infrastructure, environmental or energy projects. Austria is advanced in its use of wind and solar generated power.



(flag of Austria)



Visual Domain Limited specialises in the production of documentaries, infomercials, commercials, media campaigns, special made-for-TV events, desktop publishing and website design. Please call Bernard Fanis at 485-3363, 453-2418 or email bernardfanis@gmail.com . Bernard Fanis is an award-winning documentary producer and is a director/shareholder of Visual Domain Limited.



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Vieux-Fort to Dominica direct

The Travel Daily News website is reporting a new daily non-stop service between the Hewanorra International Airport and Dominica's Canefield Airport. It says the news was welcomed by the Discover Dominica Tourism Authority. The flights will be operated by Carib Aviation in a codeshare agreement with LIAT. The 19 seater Twin Otter aircraft will arrive from Dominica at 12:55pm and depart at 4:05pm arriving 45 minutes later. These flights will connect passengers flying from Europe, Canada and the United States.



**non-stop service
between the Hewanorra
International Airport
and Dominica's
Canefield Airport.**

Happened last week:

- Workshop on Coastal Recreational Tourism – Barbados
- Caricom meeting focus on Food and Tourism – Antigua
- Supervisory Skills workshop – St. Lucia
- Chamber Mixer – Thursday – J. E. Bergasse