The Strategic Trade Development Roadmap
National Export Strategy Curaçao

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22 April 2020
Curaçao’s National Export Strategy

**Strategic Trade Development Roadmap**

Identifies competitiveness constraints and opportunities, and sets priorities at the national levels.

**Sector Strategies**

Provide detailed action plans for value chain development.

**Functional Strategies**

Provide detailed action plans for strengthening the trade support ecosystem.

**Implementation Management**

Capacity building and tools for management, and measure monitoring of implementation.
National competitiveness issues

Key competitiveness issues

- Declining labour productivity
- Skills mismatch and brain drain
- Insufficient interest in exporting
- Access to finance challenges
- Lack of institutional capacity and alignment
- Poor track record of implementation
- Weak trade promotion environment
- Weak trade facilitation environment
- Low labour force participation
Curaçao’s central development challenges

Build resilience

Improve diversification

Ingrain sustainability

Covid-19, for the most part, is magnifying Curaçao’s existing weaknesses

The STDR presents a development vision with business and technology at its heart
“Curaçao – where business succeeds”
Strategic objectives

- Forging better connections to markets through enhanced trade and investment policies
- Strengthen institutions and foster effective coordination for a conducive business environment
- Facilitate entrepreneurship and innovation to promote value addition
Priority sectors

- Tourism
- Education Services
- IT Services
- Financial Services
- Creative Industries
- Port & Maritime Services
## Priority trade support functions

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<th>Function</th>
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Strategic orientation – part 1

Curaçao – where business succeeds

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Priority trade support functions

- Trade Facilitation
- Trade Information
- Trade and Investment Promotion
- Skills and Entrepreneurship
Strategic orientation – part 2

Business environment underpinned by e-government for business
Curaçao Export Council

Curaçao must not stumble at the implementation stage! The Curaçao Export Council will ensure coordination, accountability, transparency and recommend actions to the Council of Ministers.

- **Policy level**
  - Endorsement and guidance

- **Oversight level**
  - Overall supervision and resource allocation

- **Management level**
  - Coordination, monitoring and evaluation, and resource mobilization

- **Implementation level**
  - Projects implemented in line with NES priority activities

- **Cabinet of Ministers**
- **Curaçao Export Council (CEC)**
- **CEC Secretariat**
- **Projects implemented by national or international organizations**
- **Specialized subcommittees**

- **Corrective actions, if required**
Building momentum

**Implementation Action 1:** Establish the Curaçao Export Council

**Implementation Action 2:** Strengthen Customs

**Implementation Action 3:** Improve information provision for new businesses

**Implementation Action 4:** Improve the availability of trade statistics

**Implementation Action 5:** Get a Doing Business and Logistics Performance Index score
“Curaçao – where business succeeds”