

**ASSOCIATION OF CARIBBEAN STATES
 DIRECTORATE OF TRADE DEVELOPMENT AND
 EXTERNAL ECONOMIC RELATIONS**

Santa Marta, Republica de Colombia 9 – 10 de diciembre 2010

**REPORT OF THE MACRO BUSINESS ROUND OF THE GREATER
 CARIBBEAN**

The Macro Business Round of the Greater Caribbean took place on 9th and 10th December at Club Santa Marta with the participation of 82 buyers from the greater Caribbean region, 172 Colombian exporters and a business expectation of **\$13,554.900 USD**.

It is important to underscore that with the objectives of broadening and strengthening trade relations; achieving greater synergies between public and private sectors of countries in the Greater Caribbean; creating alliances and business networks; and identifying possible chains, as well as new markets for our products, the ACS together with the Ministry of Trade Industry and Tourism and ProExport of Colombia held the Macro Business Round of the Greater Caribbean from December 9 – 10 2010 in the city of Santa Marta, Colombia which yielded the following positive results for the Region:

BUYERS		
State	# of Companies	# of Persons
Confirmed	82	92

EXPORTERS	
State	# of Companies
Confirmed	178

COUNTRY	COMPANIES
CARICOM	23
Costa Rica	20
El Salvador	3
Guatemala	13
Honduras	3
México	16
Panama	4
Total	82

SECTOR	# EMPRESA
Articles	31
Garment	27
Agribusiness	24
Total	82

Business Expectative	
USD	13,554.900
Appointments made	1.446

In conclusion it is expected that events of this nature will lend to the development of the business environment in the Caribbean region, as well as facilitate the way for an enhanced economic space that will benefit all greater Caribbean countries, with regards to services and products. As the Caribbean region grows, so too must its market accessibility in other regional countries. The development of this largely lies in the knowledge of neighbouring countries, their products and services. Most of the needs of the countries of this Region can be met within the same circle with the implementation of facilitation tools and mechanisms that must be put in place.