

# Exprodesk 2020 – Export Authority

Sharon Meijer

**BUSINESS PLAZA - STEP FORWARD!**



# Business Plaza Chamber of Commerce

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# Exprodesk 2020

*Export Authority*

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# Highlights Presentation

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- **Vision & Mission**
- **Current Situation**
- **Why export?**
- **Make it happen!**
- **Trade Statistics Aruba**
- **Ways we can help**
- **Rijksdienst voor Ondernemend Nederland (RVO)**
- **Caribbean Basin Initiative (CBI)**



# Vision & Mission

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## Vision Statement

To assist entrepreneurs with comprehensive export guidance, training, workshops and coaching in order to stimulate export of their goods and services.

## Mission Statement

To contribute to economic sustainable development and innovation in Aruba by building export capacity among entrepreneurs.

# Current Situation

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97%

## SMEs

52% of employment  
52% of the total  
amount of wages and  
salaries

63%

## Tourism Industry

Total receipts as  
percentage of GDP

3%

## Tourism Receipts

Average annual growth  
rate of (2014-2017)

5%

## Export

Businesses exporting  
products (excl.  
Freezone)

7,3%

## Unemployment

Unemployment rate  
in 2018

# Why export?

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## Expand your business by exporting



# Make it happen!

**To grow your  
business overseas,  
you will need to**





# Modes of Exporting

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## Brainstorming- what can I export?

4 Modes

### TRANS BORDER TRADE

Buyer and providers don't travel

1

### CONSUMPTION ABROAD

The buyer travel to the country of the provider

2

### COMMERCIAL PRESENCE

The provider establishes a commercial presence abroad

3

### PHYSICAL PRESENCE

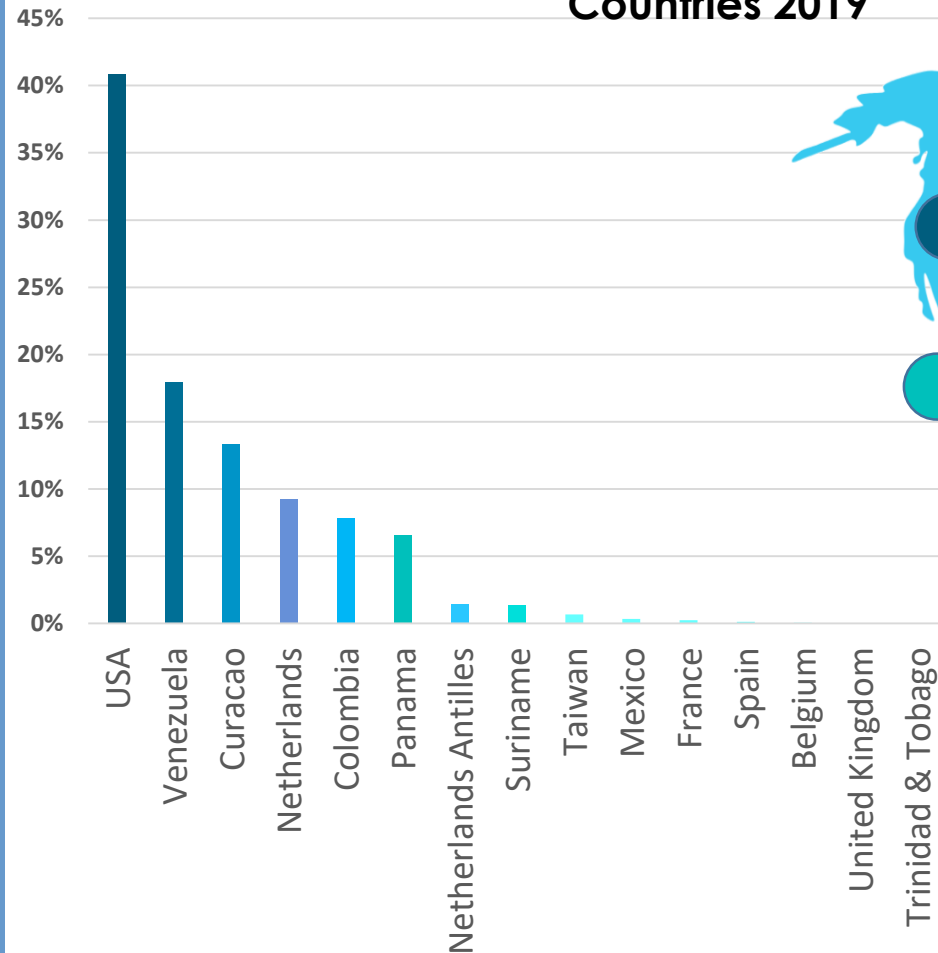
The provider travels to offer the service abroad

4

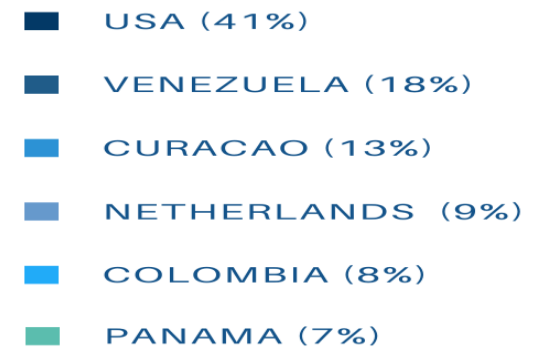
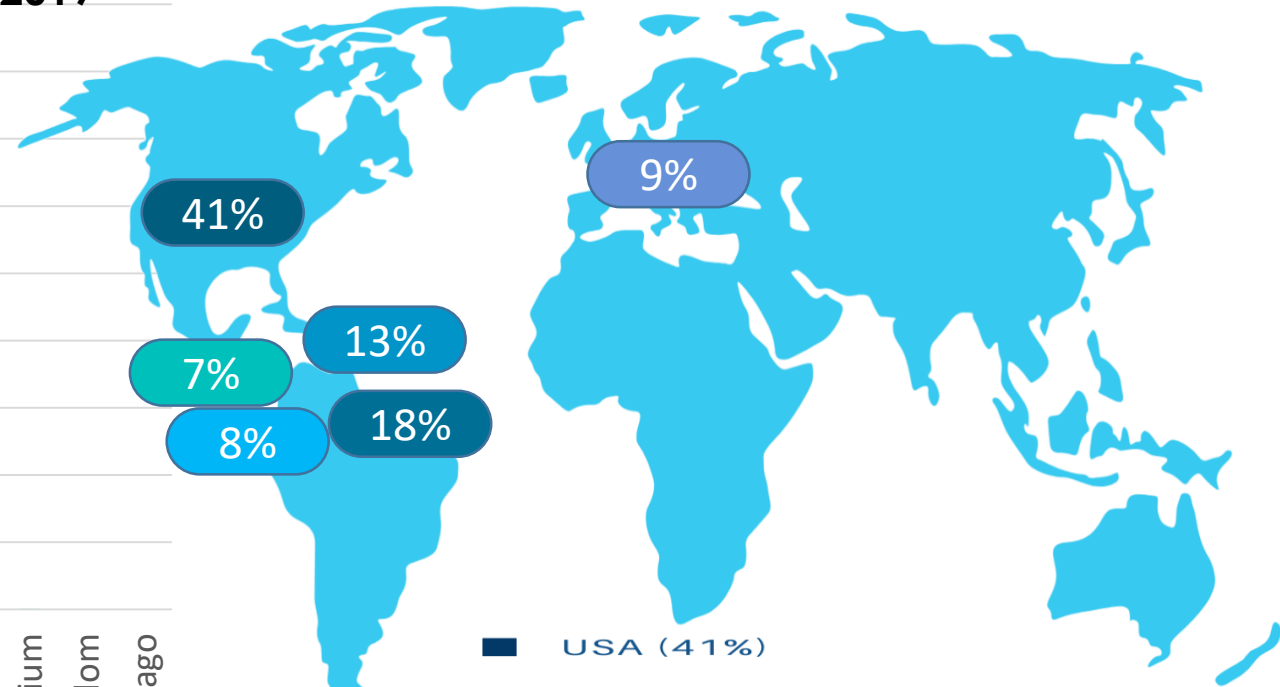


# Trade Statistics Aruba

**Total Export from Aruba by the 15 most important Countries 2019**



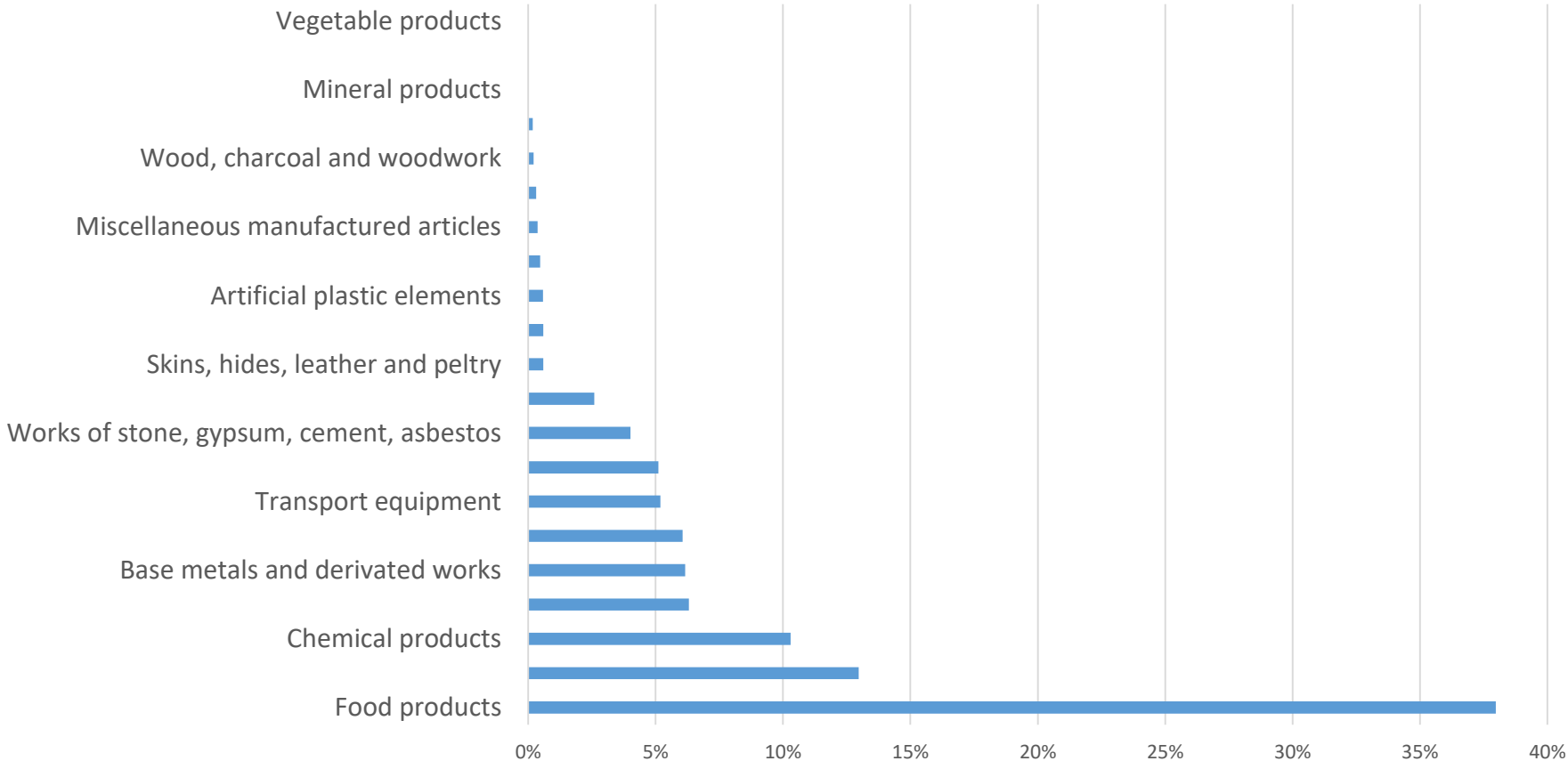
Source: CBS Trade Statistics 2019





# Trade Statistics Aruba

Total Export from Aruba 2019



Source: CBS Trade Statistics 2019

# Ways we can help

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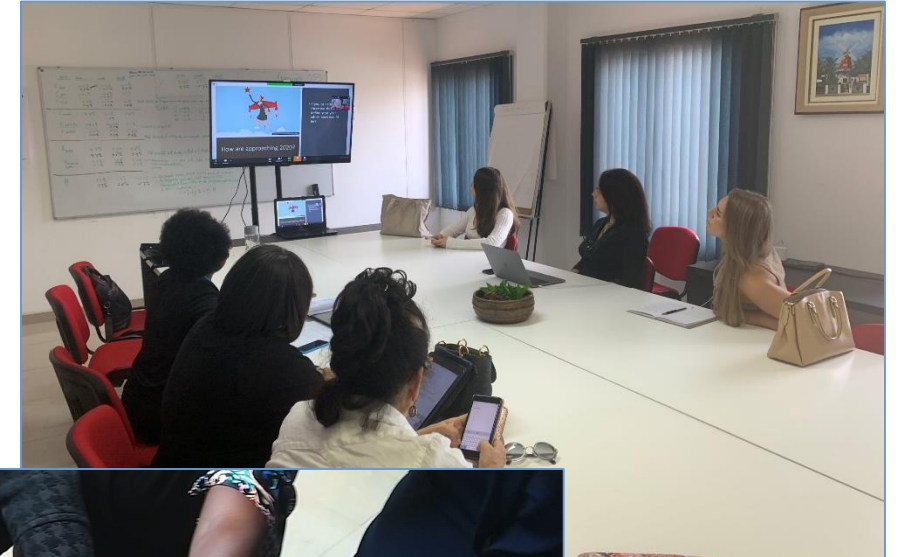
# Rijksdienst voor Ondernemend Nederland (RVO)

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# Empowered Women Exporters





# Caribbean Basin Initiative (CBI)





# Thank You !

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