

*United States Government*  
*2003 Trade Capacity Building Assistance (\$US)*  
**JAMAICA**

Activity Title	Activity Description	TCB Category	FY 03 Total
<b>Coastal Water Quality Improvement Project (CWIP)</b>	The CWIP Activity is facilitating progress towards the development and implementation of an Environmental Management System (EMS) in Jamaica and associated standard procedures, which will impact on the country and its trading partners. This effort includes technical assistance in the finalization of an EMS policy, which will assist local business firms to obtain market access. This activity also facilitates inter-agency/private sector working groups towards Blue Flag certification of beaches and marinas. The National Water Policy and the Sewage Connection Policy which were developed with assistance from USAID, have now been approved by Cabinet, along with the National Policy on Ocean and Coastal Zone Management which was also developed under this strategic objective. A Jamaica Wastewater Operators Association was formally registered in the last review year, providing a framework for establishing the first wastewater operators certification program in Jamaica. Funded and implemented by USAID/Jamaica.	Environmental Trade & Standards	77,000
		Gov/Transparency & Inter-Agency Coord.	33,000
		<b>Activity Total</b>	<b>110,000</b>
<b>Environmental Audits for Sustainable Tourism (EAST)</b>	Through the provision of technical assistance and training, the EAST Activity works to promote environmental sustainability in the small hotels tourism sector. The activity focuses on improved Environmental Management Systems (EMS) through Green Globe certification with this sector (hotels and attractions in particular) and ISO 14000 certification in the manufacturing sector, for manufacturers who supply these hotels. These certification standards are recognized globally as indicators of adherence to environmentally sound practices, and as such will also serve to enhance the marketability of the participating hotels. During the last review year, some 18 hotels, 3 tourist attractions and 5 small manufacturers (suppliers of hotel equipment) began implementing environmental management systems through the intervention of this program. These included 14 certified or soon to be Green Globe certified hotels and 1 hotel training institute. Nineteen local auditors were also trained and certified as hotels and attractions inspectors. Funded and implemented by USAID/Jamaica.	Environmental Trade & Standards	98,000
		Tourism Sector Development	392,000
		<b>Activity Total</b>	<b>490,000</b>
<b>Jamaica Cluster Competitiveness Program</b>	One of Jamaica's greatest challenges is to realize a diverse and growing economy which will support sustained improvements in standards of living and reduce vulnerability to domestic and international market fluctuations. The Jamaica Cluster Competitiveness Project seeks to enhance the international competitiveness of Jamaican enterprises by addressing a number of the issues through technical assistance in order to build momentum for and support the development and implementation of innovative strategies at the firm and cluster level. Three clusters have so far been developed: (1) agro-business, (2) tourism, and (3) entertainment. Work is now progressing in the agro-business sector to develop the linkage and the value chain. USAID is funding this activity jointly with Department for International Development (DFID), the Jamaican Government, and the Jamaica Exporters Association (JEA). The \$150,000 shown is USAID funds only. Funded and implemented by USAID/Jamaica.	Business Services & Training	97,500
		Human Resources & Labor Standards	15,000
		Trade-Related Agriculture	37,500
		<b>Activity Total</b>	<b>150,000</b>

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<b>Jamaica Cochran Fellowships</b>	The U.S. Department of Agriculture's Cochran Fellowship Program promotes global market-driven food systems through short-term agricultural marketing and agribusiness-related training in the United States. In 2003, a Jamaican produce inspector attended a Produce Handling and Export Inspection program. United States Department of Agriculture's (USDA) Cochran Fellowship Program promotes global market-driven food systems through short-term agricultural marketing and agribusiness-related training in the United States. In 2003, one Jamaican producer importer attended training in Produce Handling. Funded and implemented by Department of Agriculture/FAS.	Trade-Related Agriculture	6,300
		Trade-Related Agriculture	5,000
		<b>Activity Total</b>	<b>11,300</b>
<b>Ridge to Reef Watershed (R2RW) Project</b>	The R2RW Activity works on local governance and inter-agency collaboration in 2 target watershed areas as mechanisms towards sustainable, improved agricultural practices and technologies, which will lead to improvements in coastal water quality, thereby ensuring the environmental sustainability of the island's tourism trade. The activity is also facilitating the investigation of niche markets for products such as the Jamaican honey, medicinal herbs and essential oils. In the last review year, USAID met its target of 78% of water quality samples falling within the Environmental Protection Agency (EPA) standard for fecal coliform along the coastline, which incorporates the bathing area of Port Antonio. Also, the percentage area of land under sustainable management, under the program, exceeded its target by 5%, achieving 15%. Funded and implemented by USAID/Jamaica.	Export Promotion	80,000
		Environmental Trade & Standards	80,000
		<b>Activity Total</b>	<b>160,000</b>
<b>Support for Onlending Facility: Citibank Jamaica Framework Agreement</b>	The on-lending facility will provide needed capital to local companies, thereby facilitating trade and growth. Funded and implemented by Overseas Private Investment Corporation (OPIC).	Financial Sector Dev. & Good Governance	<b>277,250</b>
<b>TA for Fair Trading Commission</b>	In response to the growing need for fair competition legislation to support and protect the Jamaican consumers in an increasingly liberalized/free market economy, the Fair Trading Commission (FTC) is being given technical assistance in order to improve its effectiveness. This technical assistance will enable the FTC to successfully undergo restructuring and capacity building in order to respond to the increased demand for its services in consumer protection. With assistance from USAID, the FTC is now undergoing institutional strengthening, including improvements to the computer system and training. Funded and implemented by USAID/Jamaica.	Competition Policy & Foreign Investment	<b>165,000</b>

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<b>TA for the National Land Agency</b>	<p>The National Land Agency (NLA) is one of the new executive agencies established under the Government of Jamaica's Public Sector Modernization Program. The NLA brings together four core land information services of the government. Under this project, both local and foreign investors can access information on land &amp; titles. Technical assistance, equipment and training have been provided to the NLA to increase its efficiency in providing titles and land information to potential investors in a timely manner. With USAID's assistance, the NLA developed and launched the 'eLandjamaica' application and web site. Through this web site, the NLA customer now has online access to data related to location, ownership, valuation, and mapping of land, as well as payment of fees. The web site is e-landjamaica.com Funded and implemented by USAID/Jamaica.</p>	E-Commerce & IT	5,550
		Physical Infrastructure Development	18,500
		Competition Policy & Foreign Investment	12,950
		<b>Activity Total</b>	<b>37,000</b>
<b>TA for the Office of Registrar of Companies</b>	<p>The Office of the Registrar of Companies (ORC) embarked on a major three-year development plan to re-engineer its internal processes and to generate significant improvements in how business registration and monitoring are done. This allows for improved cost effectiveness of operations and additional value-added services. USAID's assistance is being used to provide technical assistance, equipment and training to improve the customer service of the ORC. The effectiveness of this program is reflected in a significant reduction in the time taken by customers of the ORC to register a company, and the cost associated with that process. Through the web-based information, customers can now browse the web site to research company names prior to finalizing the name of their new company. This facility is complemented by the other improvements in service at the ORC, creating a more customer-friendly atmosphere at that company. The web site is <a href="http://www.orcjamaica.org">www.orcjamaica.org</a>. Funded and implemented by USAID/Jamaica.</p>	Gov/Transparency & Inter-Agency Coord.	<b>23,000</b>

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<b>TA to the Jamaica Conference Board</b>	The Jamaica Conference Board (JCB) is an initiative with the Jamaica Chamber of Commerce to develop briefings, seminars and business information (based on researched analysis) to help business executives to understand important business issues, including the Free Trade Areas of the Americas (FTAA). The JCB has been empowering business leaders to play a more effective role in public affairs and make more informed investment and business strategy decisions. On a quarterly basis, the JCB now produces the business and consumer confidence indices for Jamaica, a first in the Caribbean. The Web site is <a href="http://www.jaconferenceboard.com">www.jaconferenceboard.com</a> . Funded and implemented by USAID/Jamaica.	WTO Awareness	10,745
		Customs Operation & Administration	5,373
		E-Commerce & IT	5,373
		Other Trade Facilitation	16,118
		Human Resources & Labor Standards	10,745
		Physical Infrastructure Development	5,373
		Competition Policy & Foreign Investment	16,118
		Trade-Related Agriculture	5,373
		Tourism Sector Development	10,745
		Other Services Development	10,745
		Gov/Transparency & Inter-Agency Coord.	10,745
		<b>Activity Total</b>	<b>107,450</b>
<b>The Briefing Room</b>	The Briefing Room is an initiative with the Jamaica Chamber of Commerce to improve executives' understanding of trade reform and to stimulate their proactive participation in on-going negotiations, thus increasing Jamaica's capacity to participate in global trade agreements. With USAID's assistance, the Briefing Room seeks to (1) improve the private sector's understanding of the implications of Free Trade Area of the Americas (FTAA), CARICOM Single Market Economy (CSME), WTO and new African Caribbean and Pacific States/European Community Agreements (ACP/EC), and 2) enhance the information flow on trade agreements to CEOs and the business community. It currently disseminates trade briefs to approximately 1000 business executives in Jamaica. As a result of the success of this activity, plans are now being made to expand these services to the wider Caribbean, in partnership with the Caribbean Regional Program. Funded and implemented by USAID/Jamaica.	WTO Awareness	21,000
		Other Trade Facilitation	84,000
		<b>Activity Total</b>	<b>105,000</b>
<b>Total FY 03 USG Trade Capacity Building to Jamaica</b>			<b>1,636,000</b>