



THE
CARIBBEAN
COUNCIL

POWERED BY



MARKET ENTRY & ACCESS
OUR SERVICES
CARIBBEAN & CENTRAL AMERICA

Leading gateway for UK and European firms
into 30+ Caribbean, Central American and
Guianas markets

@caribbean-council.org



About Us

A successful entry into a new market requires connections, accurate information, and on-the-ground support.

We provide intelligence-led business development support from our London base across the Caribbean, Central America and the Guianas, via our long-standing relationships across the region and our extensive network of trusted local associates. Whatever the requirement, we ensure you understand the market opportunities and risks, and are in the best position to engage with reliable business partners and stakeholders, which will be critical to your success.

Overview of Services

- Market Intelligence & Data
- Strategy & Risk
- ESG / Impact Investing
- Due Diligence & Compliance
- Corporate Advisory Services
- Trade & Regulatory Policy
- Bespoke Market Entry



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WHO WE ARE



Colibri is the commercial sister company of The Caribbean Council, the highly respected London-based not for profit organisation.

The Council has been publishing its weekly market intelligence publication "Caribbean Insight" since 1973. Having worked with hundreds of clients operating in the region over decades, we bring a deep intuitive understanding of the critical factors and cross-cutting issues which are vital to take into account to succeed in the region.

We offer our clients an independent and objective perspective on their prospective and actual projects that are being developed across the **Caribbean, Central America and Northern Latin America.**



Vision & Expertise

We help corporations and investors export and trade with confidence, combining highly reliable, granular market intelligence with strategic insight, expert analysis, and practical support.

Our tailored reports and guidance are thorough, frank, and commercially focused, helping clients navigate the region's business environment and make strong, well-informed decisions.

- Local knowledge with international expertise
- Long-term partnerships across the region
- Private sector experience across all sectors
- Unrivalled regional network spanning 38 jurisdictions
- Strong pipeline of high-level contacts
- Impartial, tailored guidance
- Full-time specialist staff and on-the-ground advisors
- Best-in-class locally sourced data and information

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Our Partners

We work in partnership with organisations across the Caribbean, Central America and beyond



A Trusted Partner of Government



UK Export
Finance



Department for
Business & Trade



Foreign &
Commonwealth
Office

We work closely with the Department for Business and Trade, the Foreign, Commonwealth and Development Office, HM trade commissioners and British ambassadors to engage with overseas governments and multinational companies looking to do business in the Caribbean and Central America.

Our exclusive network of regional advisors are based directly in the Caribbean and Central America with access to high-level private sector and diplomatic offices.

We are able to offer first point of contact in-country for overseas buyers, UK and international suppliers, contractors and all other counterparties with an interest in the region.

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Who We Can Help

From small to medium-sized enterprises (SMEs) to large businesses to international investors
– our market entry solutions can help accelerate your business journey.



New to Exporting

About 1 in 5 of all UK business have a product suitable for export, but have not yet found their first international customer.



Small or Medium-sized Enterprises

We have industry experts across all sectors to help grown your business in new developing regions.



Large Corporations

We support large corporations each year seeking advice and project specific market entry on all aspects of trade, advocacy and regulation.



Overseas Companies

Our market access services are designed to help businesses reach new markets, stay abreast of international trade regulations and opportunities, and connect with in-country experts.

An aerial photograph of a tropical harbor. A large cruise ship is docked at a pier on the right, and a cargo ship is docked at a pier on the left. The harbor is surrounded by lush green hills and a town with colorful buildings. The water is a vibrant blue. In the top left corner, there is a blue banner with the text 'THE CARIBBEAN COUNCIL'. Below it, the text 'POWERED BY' is followed by the 'COLIBRI' logo, which consists of a stylized bird icon and the text 'COLIBRI CORPORATE ADVISORY'. In the bottom right corner, there is a large blue banner with the text 'OUR SERVICES' in white.

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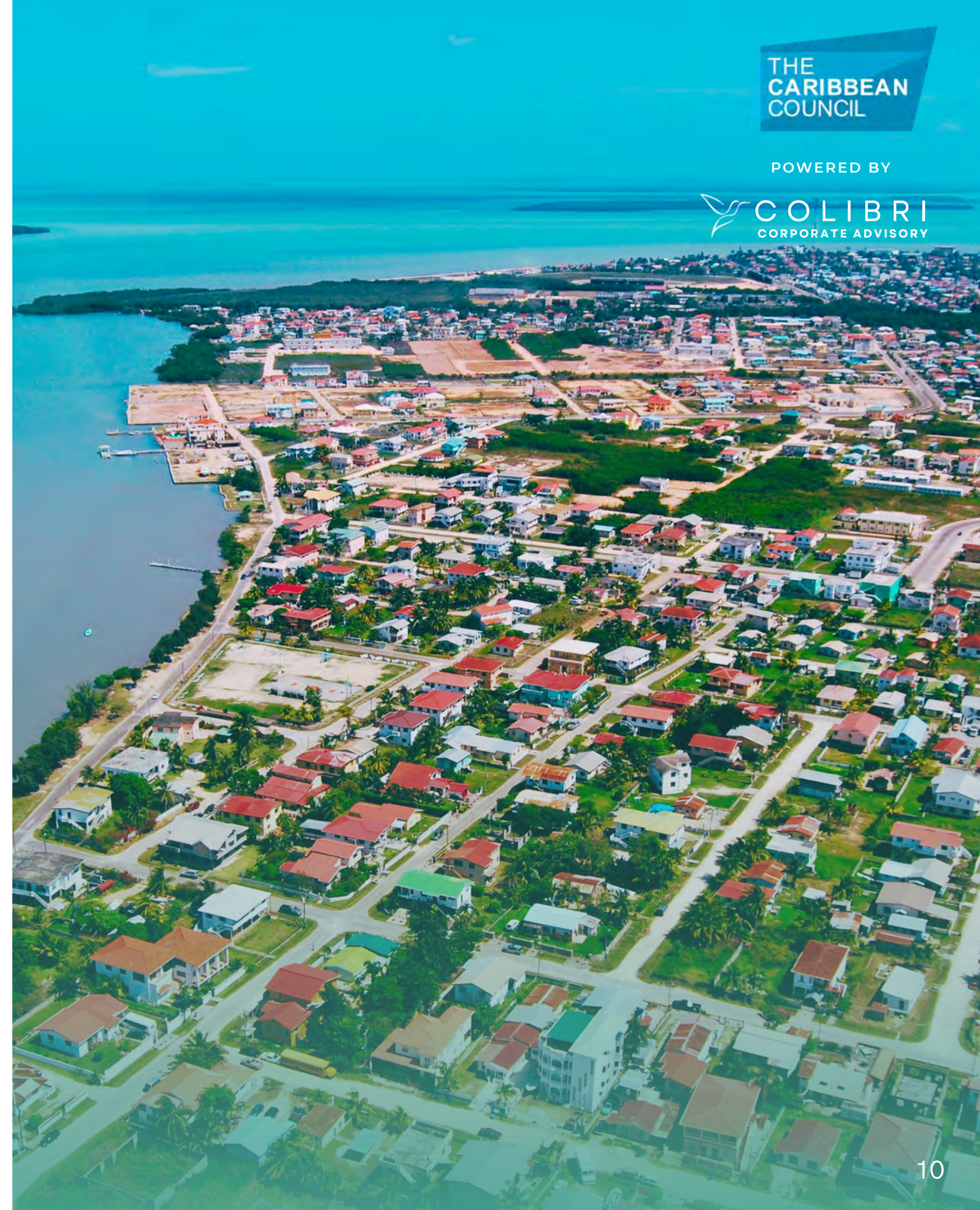
OUR SERVICES

Market Entry

Whether you are already present in the region, or looking to enter the market for the first time, our advisory teams can help you **identify opportunities and mitigate risks.**

Our specialists can undertake bespoke research to develop a market-specific strategy based on your business needs and understand the business opportunities. Our approach guarantees an efficient market introduction programme, pre-screened access to local presence, business networks and introductions. **Engage your target customer in-country with our team.**

You can access various services to boost your business strategy, such as compliance and due diligence support, feasibility studies, investment advisory, risk monitoring solutions, political risk analysis and intelligence, advocacy and reputation management, ESG advisory services and more.



Market Entry Services



Starter Service

Export guidance
Market intelligence
Tailored matchmaking list
Virtual introduction programme



Market Builder Service

Bespoke in-country market
introduction
In-depth market intelligence
Partnership identification
Curated business meeting



Market Entry Premium

Highly Bespoke Programme
Custom Intel & Insights
On-the-ground presence
High Engagement

We are specialist **trade and investment advisors** for the Caribbean, Central America and the Guianas.

We have been supporting businesses of all sizes **since 1973**.

Impartial and
tailored guidance



Starter Service

Our **starter market entry service** gives businesses a practical first step into the region, combining tailored research, targeted importer and distributor identification, and warm introductions to key decision-makers.

Package Includes:

30-minute Discover Call with Colibri specialist. Ensuring we fully understand your product and normal supply chain requirements in other markets to conduct our research effectively.

Identification of 5 Top Importers/ Distributors

Via our local associates and proprietary databases, Colibri will identify the 5 most prospective leads as import and distribution channels for your products/services. Either based on handling similar product categories or desired synergies.

You will receive a short description of each company including scale, history, and products as well as identification of any competitor products or concerns. Where possible, we will provide details of current estimated volumes and shipment sizes.

Key Decisionmakers

You will receive identification of key decision makers at each company including core contact information: Full name, job title, email address and contact telephone number.

Letters of Introduction: Your company will receive personal introductions with expressed interest in exploring business partnerships.

Impartial and
tailored guidance



Other Available Extra Services

Provision of 5 Years of Purchase Data: Quarterly breakdown at national level for product category. Providing you with insight into the current demand and any seasonal patterns.

Competitor Product Positioning: Field market research into onsite visual merchandising, brand positioning, pricing and promotional strategies.

Letters of introduction: Your company will receive personal introductions setting out the advantage of your product or service and encouraging an early meeting to explore a business partnership.

Benefits:

- Significantly reduce risk, cost and time – This fast track programme ensures you have the right data.
- Vetted and warm access to decision-makers with better partner selection.
- Gain local market understanding.
- Efficient method for market entry and reduce your internal workload.
- Align your brand and business with our reputation and credibility in the region.
- Leverage our expertise to build long-term business relations.

Your tailored market
entry programme
in-country



Market Builder Service

We are able to deliver fully tailored, in-country market entry programmes in any of the 38 Caribbean and Central American jurisdictions we cover; combining targeted introductions, curated meetings, and on-the-ground support to maximise your visit.

- Tailored market entry programme (in-country) to suit your needs – 5 days
- Market introduction programme to any of the regions in our coverage (38 jurisdictions)
- Discovery meeting to understand your exact priorities for visit and objectives
- Identification of 20–25 proposed targets for meetings with brief descriptions
- Written approach to sales target for meetings with follow-up to secure meetings
- Local partner for your visit with agenda and arranged logistics
- Meet & greet services with on-the-ground associates
- 5-day in-country programme and itinerary:
 - Time for each meeting
 - Journey time to each meeting
 - Name, designation, and organisation for each meeting
 - Contact details for each meeting (telephone and email)
- Availability of local partner to attend meetings (in-country) and to assist with requests for additional meetings

You can access various additional services to boost your business strategy, such as compliance and due diligence support, feasibility studies, investment advisory, risk monitoring solutions, political risk analysis and intelligence, advocacy and reputation management, ESG advisory services and more.

We offer our clients an independent and objective perspective on their prospective and actual projects that are being developed across the Caribbean and Central America.

Supporting your
business highly
experienced local
presence



Market Entry Premium

With over 20 years of experience working across the Caribbean and Central America, we will help you understand the key players in your sector. In addition to providing clients with bespoke market entry strategies and in-country growth programmes, Colibri facilitates business development meetings and introductions with new potential networks.

Our **premium service** offers a full support package including vetted highly experienced and reliable local on-the-ground presence compliant with all UK and US regulatory requirements on AML and anti-bribery legislation.

Package Includes Ongoing Support:

- On-the-ground monitoring of opportunities
- Gathering of business intelligence – ongoing basis
- Following up and chasing up with public officials, calling in regularly for updates on progress
- Engaging with stakeholders and presenting company position
- Attending networking events on behalf of the company and representing their interests
- Monitoring local press for relevant new stories
- Gathering information on competitor activity

We provide access to experts in all fields in the Caribbean and Central America. Whatever the requirement, we can connect you to the right international contacts and arrange pre-vetted business development meetings for targeted growth and expansion. This bespoke service can include tailored in-country meetings and events.

**Boosting your
business strategy
with bespoke
intelligence and
approach**



We can also offer Market Analysis to allow you to prioritise your target markets and provide you with all the necessary market intelligence you may require as you prepare for market entry. Support available includes:

- Detailed stakeholder mapping of entities relevant to the client – policy makers, politicians, third sector, suppliers, clients, associations, unions and influencers.
- Partner assessment – shortlisting of suitable local partners according to relevant metrics agreed with clients.
- In-market review of pricing, costs and delivery strategies.
- Analysis of proprietary data of trade and consumption patterns of goods/services.
- Supply chain analysis of existing business /competitors in market.
- Regulatory review to understand the requirements for local operation including labour laws, local content, environmental regulations and other requirements.
- ESG reviews of supply chain to ensure compliance with international standards or company policy.

Our specialists will undertake bespoke research to develop a market-specific strategy based on your business needs and understand the business opportunities. Our approach guarantees an efficient market introduction programme, pre-screened access to local presence, business networks and introductions.

You can access various additional services to boost your business strategy, such as compliance and due diligence support, feasibility studies, investment advisory, risk monitoring solutions, political risk analysis and intelligence, advocacy and reputation management, ESG advisory services and more.

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Additional Services

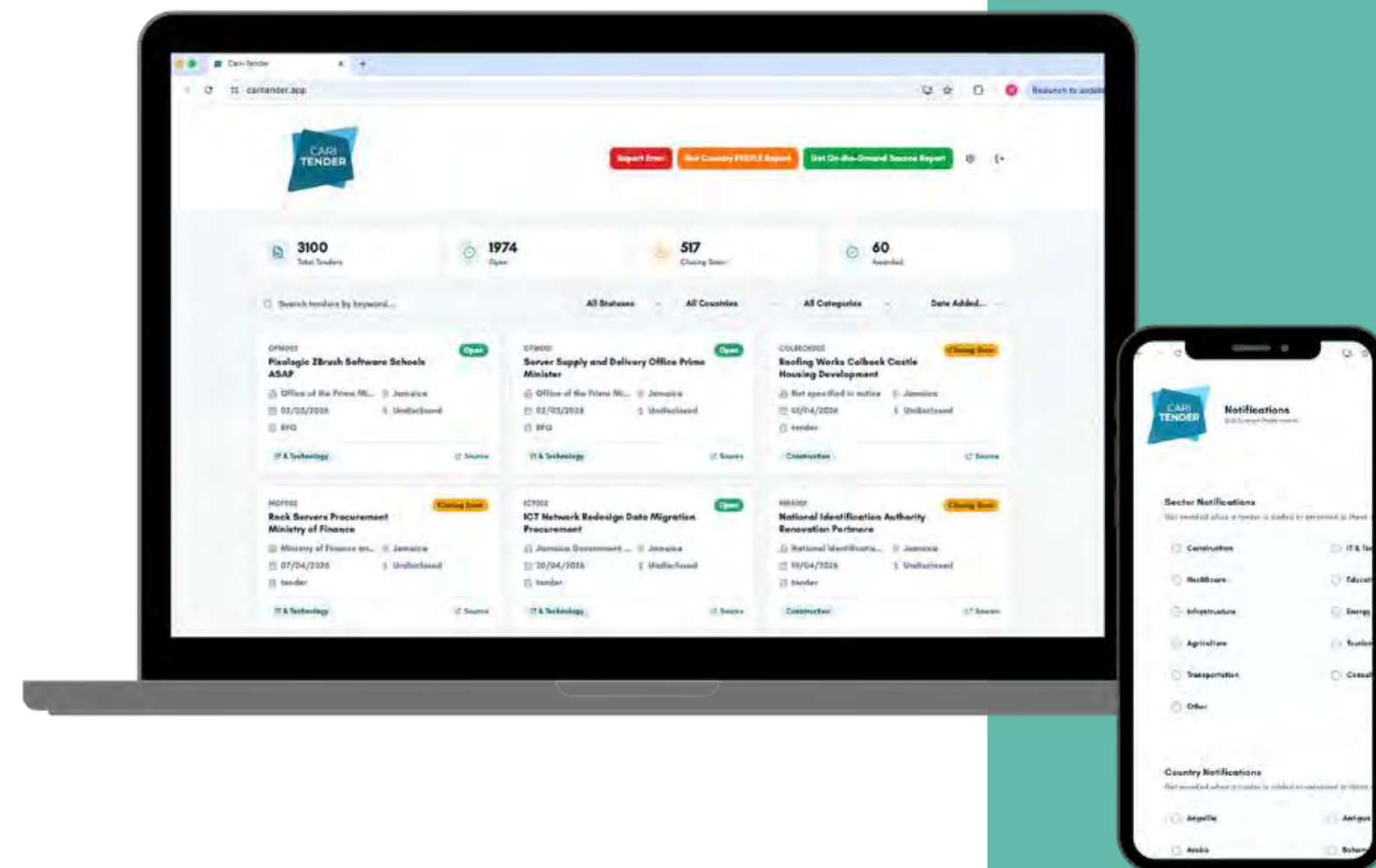
CARITENDER

CARITENDER is a procurement intelligence monitoring app giving daily updates on new procurement opportunities across 40 jurisdictions in the Caribbean, Central America and Guianas.

Updated every 24 hours, CARITENDER uniquely provides you with coverage of opportunities across the full range of small diverse nations and territories in the region.

Key Benefits:

- Updates to your inbox by sector or country of interest
- Open keyword search available of all tenders
- Updates on progress of tenders (EOI/RFP/Tender etc)
- Construction, education, IT, infrastructure and more
- Unique coverage of small jurisdictions including non-independent territories
- Exclusive access to forward calendar of key industry and government events across region for business travel planning



Additional Services

PESTLE Country Reports, BD Intel Reports & On-the-ground Representation

PESTLE Country Reports

Our PESTLE reports allow you to understand, monitor and track the external factors in the overseas business environment in which you are operating and demonstrate to key financial and internal stakeholders that you have in-place all the necessary information to manage and mitigate risks facing the business.

PESTLE stands for Political, Economic, Social, Technological, Legal, and Environment.

By bringing these strands together, this form of analysis provides a comprehensive view of the business operating environment.

We offer PESTLE reports at different levels of complexity for different compliance purposes.

BD Intel Reports

New market opportunities in the region are typically very difficult to assess properly from overseas. Information online can be scarce or inaccurate and out of date.

Via our long-standing network of trusted local associates across every jurisdiction in the region, we are able to offer services to support companies as they assess new opportunities or projects.

Such reporting can include; detailed tender documents, procurement information, competitor analysis, project or risk advisory, and larger understanding of policy or political influences.

The client receives a detailed summary of findings which are fully referenced, all key documents and a set of recommendations.

Ongoing Representation

With Governments in the region often facing budgetary limitations and limited staff resources, decision-making and project implementation can become prohibitively slow, especially when combined with often outdated legislative and regulatory bureaucratic practices. Whilst regular visits to the meet with key local stakeholders are the best approach, this is often not practical when projects are still in early stages of business development.

We offer companies on-the-ground support to address your needs. These can include; monitoring target projects, regularly checking in with Ministers, key officials and stakeholders, engaging with gatekeepers, attending events and local networking.

Close monitoring allows for swift identification of new opportunities and project progression.

Why work with us?

- Reduce risk, cost and time by using a single, integrated market entry framework.
- Combine on-the-ground insight, curated meetings and fast, targeted lead identification to drive effective market expansion.
- Save internal resources by outsourcing research, stakeholder engagement and follow-up to experienced regional specialists
- Strengthen credibility and compliance by aligning with a trusted organisation operating to UK and US regulatory standards with established regional partnerships.
- Gain robust market understanding through tailored intelligence; competitors, pricing, regulation and risks to support better commercial decisions.
- Increase success rates by accessing vetted decision-makers, warm introductions and structured in-country or virtual engagement programmes across priority markets.
- Build long-term growth potential by leveraging ongoing monitoring, local presence and strategic advice that support both initial entry and future expansion.
- Trusted partner to governments and public agencies across the Caribbean and Central America, working closely with UK and regional institutions to support trade, investment and policy priorities.
- Access our network of stakeholders including government ministries, development agencies, regulators, embassies, multilateral bodies, and private sector clients from SMEs to FTSE-listed companies.

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MORE ABOUT US

Our Regional Coverage

Anguilla, Antigua & Barbuda, Aruba, Barbados, Belize, Bermuda, Bonaire, British Virgin Islands, Cayman Islands, Cuba, Dominica, Dominican Republic, French Guyana, Grenada, Guadalupe, Guyana, Haiti, Jamaica, Martinique, Montserrat, Netherlands Antilles, Puerto Rico, St Kitts & Nevis, St Lucia, St Maarten, St Vincent and the Grenadines, St. Barts, Suriname, The Bahamas, Trinidad & Tobago, Turks & Caicos, U.S. Virgin Islands, Costa Rica, El Salvador, Guatemala, Honduras, Nicaragua, Panama

Our Associates

We have experienced in-country associates across 38 jurisdictions.



Sector Coverage

Construction, Infrastructure, Engineering, Construction Equipment, Real Estate, Ports & Shipping, Logistics & Transportation, Marine Sector, Environmental Protection, Oil & Gas, Energy & Renewables, Healthcare & Pharmaceuticals, Banking & Financial Services, FinTech, Professional Services, Education, Manufacturing, Argi-business, Import & Export, Food & Drink, Tourism, Hotels & Suppliers



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CASE STUDIES & TESTIMONIALS



Case Study 1

Market Entry for a Leading Pharmaceutical Company

Client Need

To improve its ability to understand and service a high growth market, a leading pharmaceutical company asked to provide a detailed analysis of the national market for health services – public and private, the regulatory environment and procurement processes, including corruption risks, as well as a map of key public and private sector players, and potential clients. The report included a gap-analysis of anticipated future demand and a competitor landscape analysis.

Our Approach

- Conducted 20 confidential interviews in-country
- Discreet reputational source enquiries regarding key individuals
- Site visits of key facilities with full documentation
- Public records, open-source, proprietary, geolocation and archive data
- Full custom reporting and analysis

Our Project Value

- Client gained detailed understanding of size and value of market
- Comprehensive understanding of the commercial opportunities and risks associated
- Analysis of in-country procurement, as well as wider political and social risks
- Client engagement methodologies across both public and private sectors
- PR advice, in-country consumer behaviours and key player market intelligence

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Case Study 2

Bespoke Market Entry Programme in Guyana – Mining & Building Materials

Client Need

We offered the client consultation to develop a clear understanding of the business objectives in Guyana, identify key stakeholders for engagement, and determining the most effective way to do so.

Our Approach

Using our extensive database of contacts and local associate partners, we provided the client with 30 prospects which met these requirements, including company details and detailed insight into relevant business matching. Following a review by the client, engagement was made with each local company for business introduction and collaboration. We further supported the client in-country with hotel, transport, and an experienced local advisor to accompany them to meetings as requested.

Our Project Value

- Bespoke marketing intelligence & on-the-ground support
- 4-day curated business visit to Guyana
- Client met with 20 relevant senior business contacts who were commercially relevant
- Access to sector specialists & strategy advisors for market entry
- Secured high-level new business introductions



Case Study 3

Supporting Operations in the Americas for Oil & Gas Company

Client Need

Supported a prominent listed company in the oil and gas industry with various operations in the Americas. The company required on-going bespoke service to cover a wide spectrum of tailored intelligence including analysing politics, policies, geopolitical trends, market developments, and other socio-political factors and disruptions which could impact their operations and profitability across multiple jurisdictions in the Caribbean and Central America region.

Our Approach

- Corporate advisory services
- Strategic consultancy across all areas politics, policies, trends, developments
- Bespoke risk register tracking with strategic reports
- Monthly deep dive reporting on particular claims or developments

Our Project Value

- Bespoke marketing intelligence for the Americas
- Strategic and risk advisory support
- Detailed reporting and investigation
- Access to sector specialist

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Testimonials

We work with FTSE 100, FTSE 250 and SME companies across diverse sectors, including consumer goods, oil and gas, mining, shipping, tourism, renewable energies, infrastructure, financial services, fintech, and more

"PERCEPTIVE AND STRATEGIC.
THEY GET THE JOB DONE."

Vice-president | Food Sector

"WHEN WE ARE FACING A STRATEGIC
DECISION IN THE REGION, WE WANT TO
HAVE THE BEST INFORMATION
AVAILABLE. THIS IS THE PLACE TO GET
IT."

Managing Director | Manufacturing

"INCREDIBLY WELL-CONNECTED
AND INFORMED."

General Manager | Construction Equipment

"FOR ANY COMPANY LOOKING TO
DEVELOP IN THE CARIBBEAN, I WOULD
FULLY RECOMMEND THEM. THEY CAN
PROVIDE FANTASTIC MARKET RESEARCH,
SUPPORT AND ACCESS TO KEY DECISION
MAKERS."

Business Development Manager | Ports & Cargo

"IT IS CRITICAL FOR US TO HAVE ACCESS
TO NEW CONTACTS, IN NEW AND
EXISTING REGIONS...COLIBRI HAVE
DELIVERED THIS VERY WELL."

CEO | Infrastructure & Construction

"AN UNRIVALLED OPPORTUNITY TO MEET
AND NETWORK WITH PEOPLE, COMPANIES
AND GOVERNMENT OFFICIALS FROM ALL
OVER THE CARIBBEAN."

Managing Director | Global Law Firm





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Contact

To find out more about how we can support your business needs in the Caribbean, Central America and The Guianas.

For a more detailed conversation:
email colibri@caribbean-council.org

Visit our websites:
colibriadvisory.com
caribbean-council.org

Unrivalled Business Support for the Caribbean & Central America