

# USA-CARIBBEAN INVESTMENT FORUM

 **New York, 15-16 September, 2023**

**PARTNERING FOR SUSTAINED DEVELOPMENT IN THE CARIBBEAN**

## CAIPA MEMBERS:

ANGUILLA, ANTIGUA & BARBUDA, ARUBA, BAHAMAS, BARBADOS, BELIZE, THE BRITISH VIRGIN ISLANDS, THE CAYMAN ISLANDS, CURAÇAO, DOMINICA, DOMINICAN REPUBLIC, GRENADA, GUYANA, HAITI, JAMAICA, ST. KITTS AND NEVIS, MONTSERRAT, SAINT LUCIA, SINT MAARTEN, ST. VINCENT & THE GRENADINES, SURINAME, TRINIDAD & TOBAGO, AND THE TURKS AND CAICOS ISLANDS



# OUR GOAL

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PARTNERING FOR SUSTAINED  
DEVELOPMENT IN THE CARIBBEAN





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# Summary of Event

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The US-Caribbean Investment Forum aims to promote the Caribbean as a location for investment to US investors and the Caribbean Diaspora.

The event will be held on 15-16 September 2023 in New York, New York Marriott at the Brooklyn Bridge.

The event is a collaboration between the Caribbean Association of Investment Promotion Agencies (CAIPA) and the CARICOM Consular Corps (CCC) New York City.





# TARGETS

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1. Confirm 3 investment projects
2. 30% of Caribbean Diaspora expressing interest in investing in the Caribbean
3. Launch of a Feasibility Study for the Caribbean Equity Fund

# KEY EVENT MARKETING GOALS

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Attract at least 250 delegates attending the event in person

- 15 September – 50 institutional investors
- 16 September – 200 Caribbean Diaspora

Attract more than 10,000 views of the live streamed event (16 Sept.)

Set-up 60 business meetings – qualified leads

750 registrations to attend the event

Achieve 10% post show engagement

# STRATEGIC APPROACH

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15 September

- Retail and private investors as well as institutional investors

16 September

- High net worth and middle-class Caribbean Diaspora

Targeting: Tri State Area: New York, New Jersey, Connecticut. Pennsylvania, DMV area: Washington DC, Maryland, Virginia.





## STRATEGIC APPROACH

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15 September

- Engage an investor leads generator firm to attract and book meetings with retail/private and institutional investors.

16 September

- Website
- CARICOM Consular Corps' database of Caribbean Diaspora
- Engage USA Media
- Social media – Caribbean Governments and IPAs' websites, websites of Caribbean Overseas Missions and Consulates, Facebook, Twitter, Instagram, LinkedIn



# EVENT MARKETING TIMELINE

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## Pre-Event

- Webpage development
- Partner Outreach and Confirmation
- Direct calling/invitation

## Event Launch (11 August)

- Launch email
- Press Release
- Social media
- Promotion of sponsors-social media

## Day to Day

- Emails
- Social
- Announcement of confirmed speakers
- Direct calling/invitation

## Last Call

- Email blast
- Influencer Outreach (e.g. Julie Mango)
- Referrals

## During the Event

- Live streaming

## Post Event

- Press Release
- Newsletter





## WHY PARTNER WITH US?

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1. **Increased visibility/Marketing** for your brand with a target audience that can bring business your way – the Caribbean Diaspora, US investors/private sector businesses/companies.
2. **More business opportunities** - Pre-arranged meetings, opportunity to arrange meetings at the event.
3. **Opportunity to contribute to Sustained Economic Development** - Opportunity to contribute to economic growth across the Caribbean region.

# WHY PARTNER WITH US?

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5. **Increase Partnerships** - Opportunity to build long term lasting partnerships
6. **Opportunity to collaborate** and dialogue with a cross-section of Caribbean public sector entities and Senior Government Officials on various and/or specific initiatives
7. **Increased Membership/Client Database** - Opportunity to increase your companies membership base.



# BENEFITS OF SPONSORSHIP – TAILORED BASED ON FINANCIAL CONTRIBUTION

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- Logo on webpage
- Display desk at the event
- Feature presentation on the agenda
- Special mentions during the event
- Arranged meetings with High Net Worth Caribbean Diaspora and institutional investors
- Feature your firm in social media posts





# Opportunities to Partner

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\$20,000

- Display table at the event on 16 September
- Logo displayed on event website and in social media posts
- Advertisement sent to mailing list 3 times after the event
- Featured speaking opportunity at the event (10 mins)
- Meetings arranged with high-net-worth investors
- Access to event registration list

\$15,000

- Display table at the event on 16 September
- Logo displayed on event website and in social media posts
- Advertisement sent to mailing list 3 times after the event
- Speaking opportunity at the event on a panel (5 mins)

\$10,000

- Display table at the event on 16 September
- Logo displayed on event website and in social media posts
- Advertisement sent to mailing list 3 times after the event

\$5,000

- Display table at the event on 16 September
- Logo displayed on event website and in social media posts
- Advertisement sent to mailing list 1 time after the event

\$1,000

- Display table at the event on 16 September
- Logo displayed on event website and in social media posts

\$500

- Display table at the event on 16 September



## CONTINUED ACTION/ SUSTAINABILITY

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- CAIPA intends to take this event to Canada and the UK in 2024. You will receive an invitation to join us on those missions as well
- We will develop a special Newsletter for the Diaspora – featuring investment opportunities in the Caribbean. Here is your chance for continued promotion to this target audience.
- Development of the Caribbean Equity Fund – Opportunity to partner for the development and implementation of the Fund

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