

Buy Local. Build Haiti.

Your insight into the Haitian Marketplace

Monthly Newsletter – February 2012

Email: haiti@pdtglobal.org Website: <http://haiti.buildingmarkets.org/>

Registering Your Business with PDT Is Now at Your Fingertips!

Peace Dividend Trust is launching a new mobile platform to enable Haitian businesses to register on our free online directory quickly and easily via SMS.

To register, businesses can send an SMS that says REGISTER in English or INSCRIRE in French to 509-31-20-62-63 (Digicel) or 509-44-23-29-27 (Voila). The automated registration system will prompt them to respond to specific questions via SMS, and a PDT verification officer will then contact the business to arrange an on-site meeting.

Since 2009, Haitian businesses registered with PDT's online directory have won \$33 million in contracts from international organizations and companies.

"Haitians do business via SMS, so we're matching the technology to the country," explained Haiti Country Director Ségolène d'Herlincourt. "Enabling them to sign up using SMS anytime and anywhere extends that opportunity to even more entrepreneurs."

Businesses already registered on the PDT directory receive SMS alerts about business opportunities, can access national and international tender notifications, and are eligible for PDT's business training and matchmaking services. To visit the Peace Dividend Marketplace-Haiti online directory, go to <http://haiti.buildingmarkets.org/>



Featured Supplier of the Month

Ivresse des Tropiques Turns Local Tradition into a Thriving Business

As a young girl Kettelyne Villemenay remembers watching her mother make *cremas*. The drink made from creamed coconut, milk, and rum is a Haitian favorite. When Kettelyne turned 10, her mother passed the baton. "It's your turn to make it," she said. Kettelyne has been making *cremas* — and now selling them — ever since.

When she started her own company in 2004, Ivresse des Tropiques, Villemenay sent bottles to all the big supermarkets in Haiti. "I told them, 'you've tried *cremas* before, but never like this.'" Soon Ivresse was being sold in 50 supermarkets. →

Ivresse des Tropiques (continued)

Ivresse des Tropiques was one of more than 30 companies that participated in PDT's Food Expo in October in Port-au-Prince, and is among a dozen companies selected to participate in PDT's recently-released food and beverage sector survey (see below).

Villemenay often caters her product line for parties and important festivities. "There's definitely a season from cremas," she explains. "Haitians drink it year round, but come September you're making a big batch. The drink has to mature for four months, and we need to make sure we're well stocked for Christmas and Haitian Independence Day."

The Ivresse des Tropiques brand sold over 5,000 bottles in 2011. Its bottles were used in the gift baskets for one of the biggest Haitian companies, and the brand is available at the new duty-free shop at the Port-au-Prince International Airport. The brand is growing so rapidly that Villemenay is often asked by friends who ask her if she's tried the cremas from Ivresse des Tropiques. Laughing, she tells them: "C'est moi!"

New PDT Report Looks at Haitian Agribusiness Sector

Ivresse des Tropiques was one of a dozen local companies interviewed for a new report by Peace Dividend Trust on Haiti's agribusiness sector. To read the report, go to http://buildingmarkets.org/files/Doing_business_in_Haiti's_Food_and_Beverage_Sector.pdf

The report is aimed at buyers interested in purchasing Haitian foods and beverages and organizations that support Haiti's agribusiness sector. The businesses interviewed source nearly all of their products and raw materials in Haiti, process their goods locally, and sell mainly to local retailers. Agriculture directly accounts for 25 percent of Haiti's GDP.

Calendar of Events – February 2012

Send an email to doblas@pdtglobal.org or call 2941-1001 / 2941-1002 to register.

Thursday, March 1. Training for Local Suppliers on NGO Procurement Procedures. At PDM-H headquarters. Free of charge.

Thursday, March 8. Training for Local Suppliers on NGO Procurement Procedures. At PDM-H headquarters. Free of charge.

Monday-Tuesday, March 19-20. Management of Family Businesses. Cohosted by Finpyme and the Inter-American Development Bank. Free of charge.

Thursday, March 29. Networking and training for women entrepreneurs. Location TBA. Free of charge.

Contact Us!

Address: Peace Dividend Marketplace-Haiti
JBE'S Plaza, Blv. 15 Octobre, Tabarre, Haiti
Tel: (509) 2941-1001/1002

PDM-H Country Director: Ségolène d'Herlincourt
Tel: 3410-1013; E-mail: dherlincourt@pdtglobal.org

Business matchmaking: Marie Anne Amadiou
Tel: 3900-0738; E-mail: matchmaking@pdtglobal.org

Business registration & verification: Mario Thélusmé
Tel: 3401-1213; E-mail: thelusme@pdtglobal.org

Training: Fransonnnette Prussien
Tel: 3465-5353 ; E-mail: prussien@pdtglobal.org



Project undertaken with the financial support of the Government of Canada provided through:

