



BUY THE BEST OF THE CARIBBEAN

MarketSail  
2020



Black-belly sheep  
fine leather goods

Caribbean Entrepreneurs are encouraged to apply for the opportunity to showcase and export their products to their sister islands.



## S/V RUTH LIMITED

CARIBBEAN SAIL CARGO INITIATIVE &  
BLUE STAR NAVIGATION COMPANY

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# MarketSail 2020



Schooner Ruth

A 'Caribbean Sail Cargo Initiative' enabling Caribbean Manufacturers and Entrepreneurs to **Showcase**, **Sell**, **Export** and **Import** manufactured and agri-products among sister Islands.



Registration Fee  
USD \$250.00  
Per Participant,  
Deadline  
November 30,  
2019



S/V Ruth Limited





# Caribbean Sail Cargo Initiative

## Berth of new markets

S/V RUTH - Caribbean Sail Cargo Initiative and the Blue Star Navigation Company are sailing from island port to island port, bringing innovative and authentic Caribbean products to Inter-Island MarketSails. Join the adventure and show your support - 'Buy the Best of the Caribbean!'

The Caribbean Sail Cargo Initiative is a promotion of the Barbados-based company, S V Ruth Ltd. The implementation of this Initiative coincided with the launch of the inter-island schooner the S/V Ruth in a public ceremony at Browne's Beach, Barbados on Saturday, 6 December 2014. S. V. Ruth Ltd conducts the commercial business operations of the Caribbean Sail Cargo Initiative.

This exciting new development in marine transportation using ultra-modern specially designed sail cargo ships with solar powered refrigeration will promote sustainable development by reducing dependence on fossil-based energy, and food security by linking up countries of supply of manufactured and agri-products to those of

demand in an efficient and predictable scheduled manner. The Initiative will also promote the export of high quality manufactured goods.

The Caribbean Sail Cargo Initiative will promote the green economy initiatives of Barbados, and other Caribbean countries including Grenada, St. Vincent, St. Lucia and Dominica, by operating a marine transportation system which extends the low-carbon foot-print chain into the market place of the countries of import. For countries setting up green economy productive sectors based on the utilization of biodiversity and other selected natural resource assets, the development will also preserve the green identity of products for export.



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## Promotional & Sales Opportunities

Schooner Ruth the flagship of the 'Caribbean Sail Cargo Initiative' will collaborate with governmental agencies and entrepreneurs throughout the Windward Islands and Barbados to facilitate the promotion, sale and trading of high quality manufactured and agri-products. Opportunities are available to create spaces with branded portable booths showcasing the manufacturers' products. Island Manufacturers' associations on a reciprocal basis, are being asked to have their members supply their own branded booths or product displays based on an agreed template design. These displays will be setup at each destination with a standard template. The display booths, entertainment and refreshment can be sponsored privately or by local government agencies. Interested businesses will also have the opportunity to join the MarketSail display to promote and sell their local products with the goal of fulfilling orders throughout the region. Locals and visitors alike can explore, sample and 'Buy the Best of the Caribbean!'

Governmental agencies and manufacturers' associations in each participating Island can identify promotional and export partners. These agencies can also assist in coordinating and streamlining authorizations for port support, security, VAT-free sales, customs, immigration and ships clearances. Liat and local hotels in each territory will be reached out to for special fares and rates for representatives of MarketSail participants.

## Export & Import

Schooner Ruth and other sail cargo vessels, will provide the inter-island transport linkage for MarketSail 2020 participating businesses to transport their high quality goods, artisanal crafts and agri-products, creating a convergence where the Green Economy intersects the Blue Economy throughout Barbados and the Windward Islands.

## 5 MarketSails in 5 weeks - Register Now!

To be set up at publicly accessible central port locations such as Kingstown Cruise Ship facility in St. Vincent, Port St. Louis in Grenada, Port Seraphim in Saint Lucia, Belfast Jetty in Dominica and Spring Garden pier in Bridgetown.

**Week 1 - GRENADA - (February 22 & 23, 2020)** showcasing and selling Grenadian and Barbadian products. Set up Friday - MarketSail open to the public Saturday and Sunday

**Week 2 - ST. VINCENT - (February 29, March 1, 2020)** showcasing and selling Vincentian, Grenadian and Barbadian products. Set up Friday - MarketSail open to the public Saturday and Sunday

**Week 3 - ST. LUCIA - (March 7 & 8, 2020)** showcasing and selling St. Lucian, Vincentian, Grenadian and Barbadian

products. Set up Friday, open to the public Saturday and Sunday

**Week 4 - DOMINICA - (March 14 & 15, 2020)** showcasing Dominican, Saint Lucian, Vincentian, Grenadian and Barbadian products. Set up Friday, open to the public Saturday and Sunday

**Week 5 - Barbados Grand Market-Sale - (March 21 & 22, 2020)** showcasing products of Grenada, St Vincent, St. Lucia, Dominica and Barbados

1- 10 x 10 Branded Tent  
1 - 6' Branded Spandex Table Cover  
2 - 8' Branded Tear-drop Banners

MarketSail 2020  
Display Booth Template



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Sea island cotton apparel  
at MarketSail in Barbados