

2023
HALF YEAR REPORT

**Department of Economic Affairs,
Commerce and Industry**

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OVERVIEW

VISION, MISSION & OBJECTIVES

Vision Statement

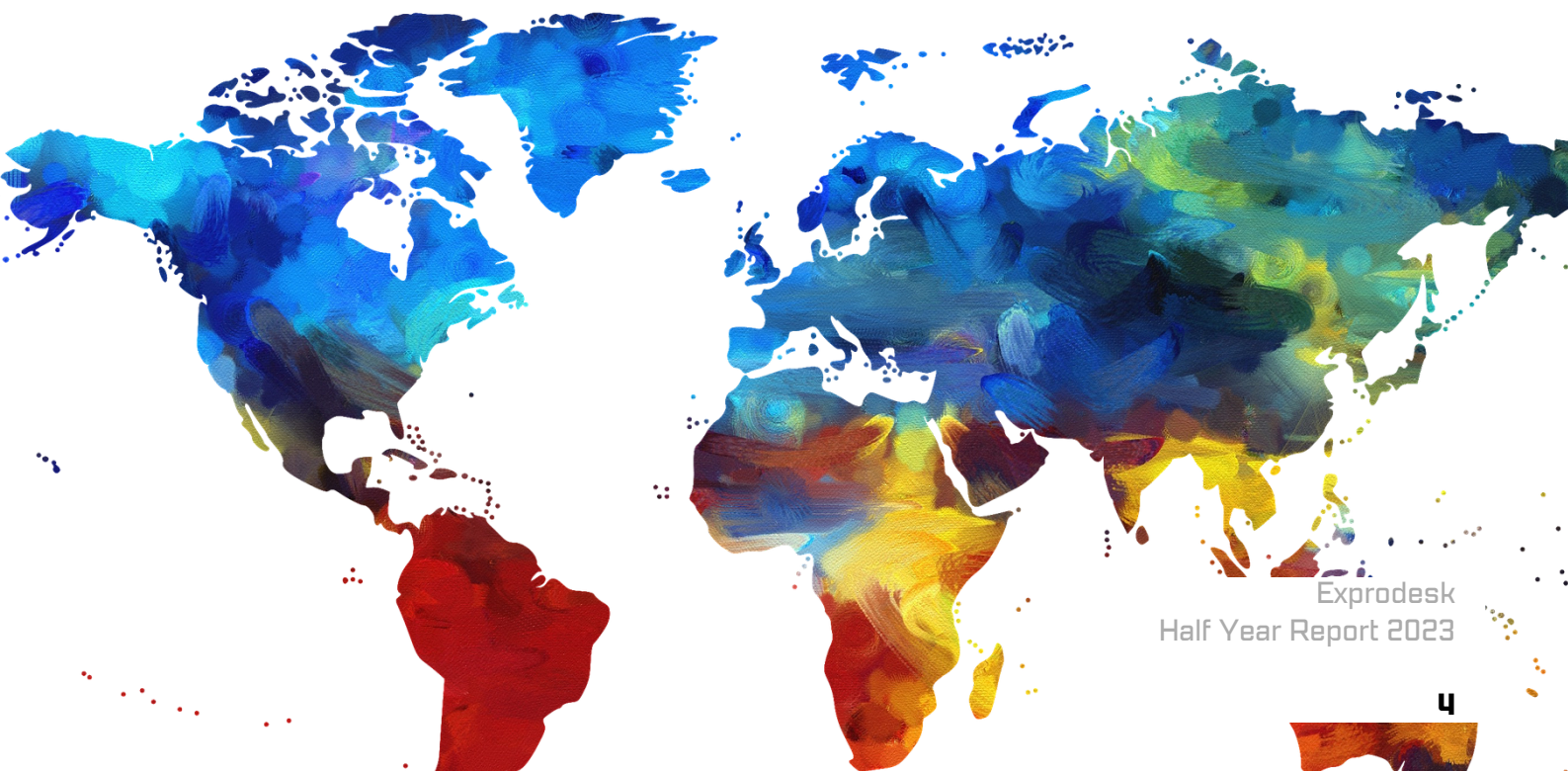
To assist entrepreneurs with comprehensive export guidance, training, workshops and coaching in order to stimulate export of their goods and services.

Mission Statement

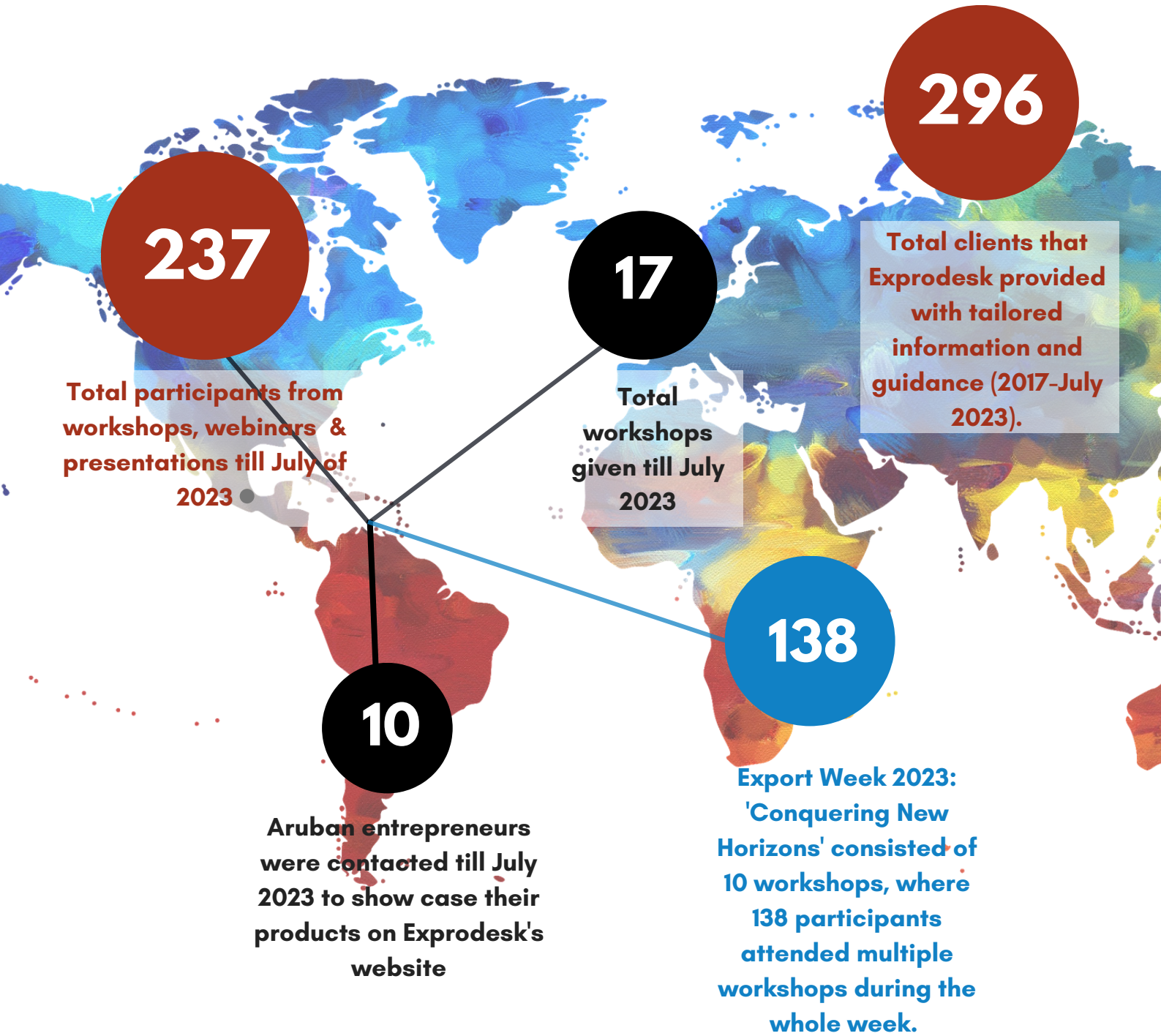
To contribute to economic sustainable development and innovation in Aruba by building export capacity among entrepreneurs.

Strategic Objectives

- Promoting trade and international business development for the purpose of strengthening and diversifying the economy of Aruba;
- Foster innovation and economic growth by stimulating new export sectors and business models;
- Promoting Exprodesk as the export authority and central point of contact by providing trade and market intelligence;
- Supporting the strategic planning process and encouraging coordination and cooperation between the authorities involved.



OVERVIEW



INFORMATION AND GUIDANCE



Nowadays, accurate information is more than simply useful or important for an SME to operate and to compete at the international level, it is vital! Therefore, we create and provide both digital and non-digital documents with single or with combined types of information such as a printed or online guide of foreign importers, a guide or brochure on how to do business in a given country, reports, announcements of business opportunities, market studies, a list of upcoming trade fairs for a particular sector, trade articles, a list of potential buyers or a market news report.

We go beyond providing our clients with information and guidance. We offer a series of presentations, workshops, webinars and training to ensure that they get the maximum benefit and skills necessary to successfully export their services and products.

Detailed trade and market access information in multiple one-on-one sessions were given to 12 clients. Exprodesk assisted RVO with 2 Dutch companies by providing 'customized land information'. Exprodesk granted also general information to 18 local and 2 international organization/businesses.

PRESENTATIONS

Collaboration with Partners and Stakeholders

January 31, 2023

On January 31st, the Department of Economic Affairs, Commerce and Industry and its unit Exprodesk provided a joint presentation with Mr. Bruce Harms, Member of the Caribbean Blockchain Alliance and Managing Director of Full Stack Vision Foundation to the Aruba Tourism Authority (A.T.A.). The presentation provided information on the project 'arubaverse.io' goal, which is to educate the Aruban community of artists, entrepreneurs, businesses, organizations on the principles of Web 3.0 and also help drive adoption and/or safe practices.

Presentation 'arubaverse.io' to ATA



PROJECTS

ONGOING PROJECTS

We conduct various projects to stimulate export activities that will contribute to a sustainable and innovative economy. The projects will also contribute to the competitiveness and diversification of the Aruban economy.

Exprodesk works closely with the Department of Culture Aruba on the Cultural and Creative Industry Projects in order to promote and develop those industries which have their origin in individual creativity, skills and talent and which have a potential for wealth and job creation through the generation and capitalization on intellectual property.

We select and Build Capacity of entrepreneurs from the Creative Industry and Service Sectors in Aruba. We also Develop Strategies that Increase Export Opportunities and Establish Market Prospects.



Exprodesk Ongoing Projects:

1. **The Cultural and Creative Industry;**
2. **The Aruban Professional Services Sector Project;**
3. **Empowered Women Exporters Project;**
4. **arubaverse.io**

PROJECTS (CONT'D)

1. The Cultural and Creative Industry Project;

Exprodesk organized tailored workshops for the Cultural and Creative Industry (CCI) based on current events and trends.

Goal: create a customized action plan for each Artist, including short-term tactics to maximize export potential.



The Agenda 2030 underlined appreciation for cultural diversity and cultures contribution, in targets 4.7, 8.3, 8.5, 8.7, 11.4 and 12.b. Creative economy empowers people to take ownership of their own development and stimulates the innovation and creativity that is becoming increasingly important in the era of a rapid technological change. Cultural and creative industries (CCI) are generally inclusive both on the production and consumption side. Culture has a crucial role to play in SDG 11: Make cities and human settlements inclusive, safe, resilient and sustainable.

Target 11.4 calls for strengthening efforts to protect and safeguard the world's cultural and natural heritage. Strengthening trade in cultural goods and services provides impetus for local and national markets, which in turn provides employment opportunities for decent work (Targets 8.3 and 8.5 of SDG 8) and promotes local production. Cultural policies that promote preferential treatment in trade for locally-produced goods contribute to reducing inequalities within and among countries (SDG 10). Quality education, are most effective when they are responsive to the cultural context and the particularities of a place and community. Culture is noted specifically in Target 4.7 (SDG 4), which calls for education to promote a culture of peace and non-violence , an appreciation of cultural diversity, and of culture's contribution to sustainable development.

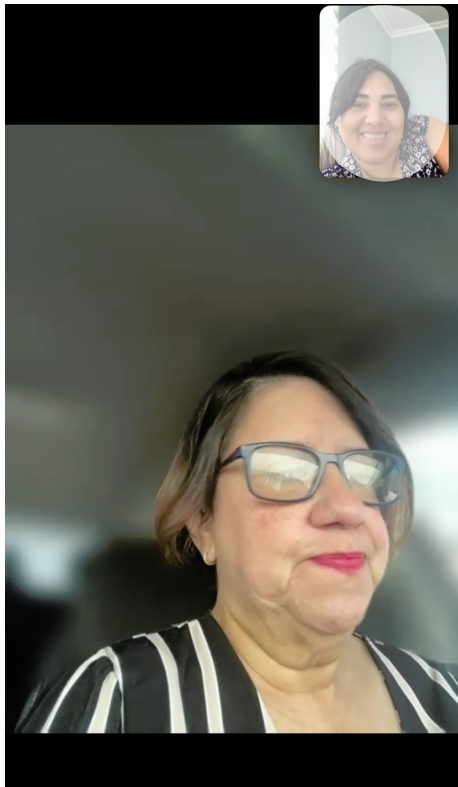
PROJECTS (CONT'D)

2. The Aruban Professional Services Sector Project

Exprodesk implements a strategy to support SMEs in the Professional Services sector through the development of personalized solutions and services:

- Continue implementing service sector strategies for Professional Services;
- Seek cooperation from sector stakeholders for implementation of the aforementioned strategies;
- Train and guide local SMEs in Professional Services to export their services;
- Foster economic trade for the benefit of all trading parties.

Goal: Identify and help prepare those companies with a realistic potential for export.



This project will also contribute in supporting the Sustainable Development Goals (SDGs) number 4, 8, 10, 11 and 12

- Exprodesk partners with relevant stakeholders to enhance opportunities for entrepreneurs in trade and to make their exporting process of their services sustainable.

PROJECTS (CONT'D)

3. Empowered Women Exporters Project

Exprodesk started in December 2019 with the new project: Empowered Women Exporters and will end in December 2023. This project goal is to design and implement a strategy to support and stimulate export activities among women entrepreneurs by educating them and building their capacity through presentations, workshops, training, courses and networking activities to:

- Empower women through international trade (challenges and solutions);
- Unlock markets for women to trade;
- Provide insights and training on export strategies;
- Grant tools and resources to enter new markets;
- Supply understanding on how to build an export-friendly digital presence;
- Provide guidance on package flow and preparing an export shipment.



This project will also contribute in supporting the Sustainable Development Goals (SDGs) number 4, 5 and 10:

- Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all;
- Achieve gender equality and empower all women and girls;
- Reduce inequality within and among countries.

PROJECTS (CONT'D)

4. arubaverse.io

Exprodesk started in November 2022 with the new project: arubaverse.io. This project goal is to educate the Aruban community of artists, entrepreneurs, businesses, organizations on the principles of Web 3.0 and also help drive adoption and/or safe practices in the following:

- NFT: Non-fungible Tokens (NFTs) are tokens that are individually unique and are kept in a blockchain with a cryptographic hash;
- Cryptocurrency: A new universe of money that strives to be distinct from the traditional world of fiat cash is being created through Web 3.0 apps like cryptocurrencies like Bitcoin;
- DeFi: Decentralized blockchain technology is being utilized as the foundation for decentralized finance (DeFi), a new use case for Web 3.0 that allows for the provision of financial services beyond the constraints of conventional centralized banking infrastructure;
- dApp: Decentralized applications (dApps) are programs that run programmatically and are logged in an immutable ledger. They are built on top of the blockchain and use smart contracts to facilitate service delivery;
- Chain-crossing bridges: In the Web 3.0 age, there are numerous blockchains, and cross-chain bridges provide some kind of connectivity between them.
- DAOs: DAOs are poised to potentially take on the role of Web 3.0's governing bodies, offering some structure and decentralized governance.



This project will also contribute in supporting the Sustainable Development Goals (SDGs) number 4, 9 and 17:

- Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all;
- Infrastructure, industrialization, innovation;
- Strengthen the means of implementation & partnerships for development.

WORKSHOPS

During the first half of 2023, Exprodesk organized numerous workshops to equip entrepreneurs with the necessary tools, knowledge and a list of requirements needed for establishing a businesses successfully outside of Aruba. The workshops/webinars are specifically tailored to the needs of the different projects that Exprodesk is guiding, being the 'Empowered Women Exporters', 'Music Market Ready' and 'arubaverse.io'. Besides these tailored workshops, Exprodesk organized also general workshop where all local businesses can participate at.



General Workshops/Webinars

Exprodesk has a program of workshops for potential exporters, designed to highlight opportunities, address concerns and guide them through the initial steps into new markets. Participation is open and free for all local SMEs. They will obtain knowledge on how to become an exporter by understanding the export processes and international trade requirements.



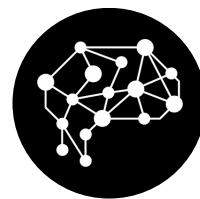
Empowered Women Exporters

Women entrepreneurs obtain the opportunity to improve their knowledge of competitiveness in the export market to overcome the challenges of exporting and keeping a business afloat and assist these professional women with tailored workshops/webinars that improve their domestic and international sales.



Music Market Ready

Local artists selected for this program receive professional training and mentoring, assistance with their artist portfolio, branding and digital marketing in order to distribute their music internationally. The artists are chosen via a thorough and transparent selection process, where they follow a series of intensive webinars and receive individual coaching.



arubaverse.io

Aruba has an opportunity to get their Blockchain IQ to a level for easy adoption and ultimately participating in a rising industry. The borderless economy as explained in Web 3.0 can give true exporting possibilities of digital assets and/or services. Therefore, Exprodesk organizes specialized monthly meetups containing expert blockchain content and small projects that entails computational thinking, Technology IQ and the principles of Web 3.0 within the Small and Medium Enterprises (SMEs).

WORKSHOPS

General Webinars 'ALES Experiences' 2023 for Potential Exporters

During the first half of 2023, Exprodesk provided numerous workshops in collaboration with strategic partners for the general public consisting of local entrepreneurs that are potential exporters or interested in seeking new opportunities abroad. Therefore, Exprodesk is pleased to have assisted ALES (Asociación Latinoamericana de Exportadores de Servicios) in inviting Aruban potential exporters to join numerous webinars.

ALES is an international organization made up of 35 public and private institutions from 18 countries. ALES objective is to promote Latin America as a global services hub. ALES activities are developed to promote a better positioning of the region in the international services market, leveraging countries competitiveness as well as their attractiveness as investment destinations.

General Webinar (4 months presentations): Asociación Latinoamericana de Exportadores de Servicios (ALES)

Monthly program:

- Webinar 1 (April 24, 2023): Oportunidades en Servicios Globales: Qué se requiere y cómo ingresar a Florida (USA);
- Webinar 2 (May 23, 2023): Oportunidades en Servicios Globales: Qué se requiere y cómo ingresar a Silicon Valley (USA);
- Webinar 3 (June 27, 2023): Impuestos que aplica Ecuador en la Exportación de Servicios;
- Webinar 4 (July 20, 2023): ¿Cómo prepararse para vender servicios remotamente a USA?



ales
Asociación Latinoamericana de
Exportadores de Servicios

WORKSHOPS

General Webinars 'ALES Experiences' 2023 for Potential Exporters

Webinar 1 (April 24, 2023): Oportunidades en Servicios Globales: Qué se requiere y cómo ingresas a Florida (USA)

ALES Experiences

Oportunidades en Servicios Globales: Qué se requiere y cómo ingresar a Florida (USA)

24 Abril, 10 AM
(hora de Miami)

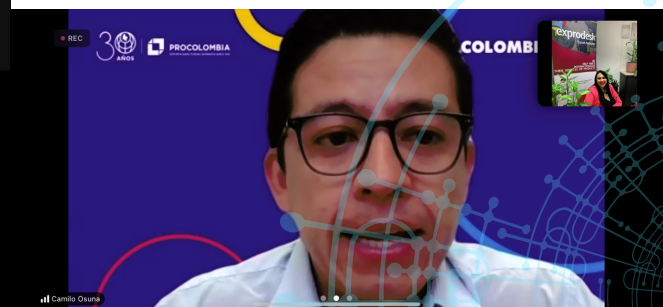
speaker:
Camilo Osuna

MBA, Exports Director -
Industry 4.0, PROCOLOMBIA 🇨🇴

ales
Asociación Latinoamericana de
Exportadores de Servicios

The first session of the 'ALES Experiences' started with a webinar consisting of the following topic: Opportunities in Global Services- What is required and how to enter Florida (USA).

The presenter was Mr. Camilo Osuna, MBA, a well-known specialist in Global Services, with many years of experience in the Florida market in the USA.



WORKSHOPS

General Webinars 'ALES Experiences' 2023 for Potential Exporters

Webinar 2 (May 23, 2023): Oportunidades en Servicios Globales: Qué se requiere y cómo ingresas a Silicon Valley (USA)



ALES Experiences

Oportunidades en Servicios Globales: Qué se requiere y cómo ingresar a Silicon Valley (USA)

23 Mayo, 10 AM
(hora de San Francisco)

speaker:
Ignacio Gonzalez

Cónsul General de Uruguay en San Francisco 🇺🇵



The second session of the 'ALES Experiences' was the webinar 'Opportunities in Global Services: What is required and how to enter Silicon Valley (USA)'.

The speaker was Mr. Ignacio Gonzales, Consul General of Uruguay in San Francisco, who has stood out for being in contact with relevant actors in the Silicon Valley technological ecosystem.



WORKSHOPS

General Webinars 'ALES Experiences' 2023 for Potential Exporters

Webinar 3 (June 27, 2023): Impuestos que aplica Ecuador en la Exportación de Servicios



ALES Experiences

Impuestos que aplica Ecuador en la Exportación e Importación de Servicios

27 Junio, 9 AM
(hora de Ecuador)

speaker:
Verónica Peña

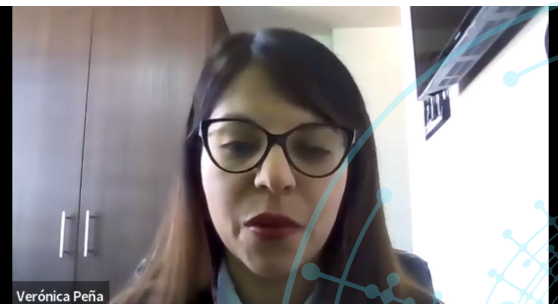
Socia de Impuestos y Precios de Transferencia,
BDO TAX & LEGAL Ecuador 

 **ales**
Asociación Latinoamericana de Exportadores de Servicios

The graphic features a dark background with geometric patterns. On the left, the text 'ALES Experiences' is written vertically. The main title is in large, bold white letters. Below it, the date and time are shown in a light grey box. A portrait of the speaker, Verónica Peña, is on the left. To her right, her name and affiliation are listed. At the bottom right, the ALES logo and full name are displayed.

The third session of the 'ALES Experiences' was the webinar 'Taxes applied by Ecuador in the Export of Services'.

The speaker was Mrs. Verónica Peña, Tax and Transfer Pricing Partner, BDO TAX & LEGAL Ecuador.



WORKSHOPS

General Webinars 'ALES Experiences' 2023 for Potential Exporters

Webinar 4 (July 20, 2023): ¿Cómo prepararse para vender servicios remotamente a USA?

ALES Experiences

¿Cómo prepararse para vender servicios remotamente a USA?

20 Julio, 11AM
(hora de Uruguay)

Speakers:

Jorge Corral 🇺🇷

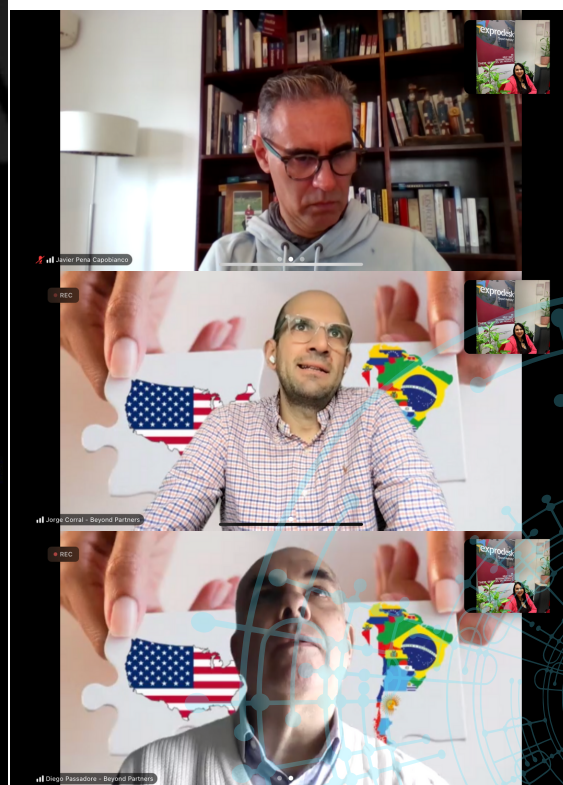
Socio en Beyond Partners

Diego Passadore 🇺🇷

Socio en Beyond Partners



The third session of the 'ALES Experiences' was the webinar 'How to prepare to sell services remotely to the USA?'.
The speakers were Mr. Jorge Corral and Mr. Diego Passadore from Beyond Partners.



WORKSHOPS

Empowered Women Exporters Monthly Mastermind Meetings

Empowered Women Exporters consist of a group of professional ladies and one gentleman, each expert in their own field, that meet, support, collaborate and work together. In addition, Exprodesk in collaboration with the renowned international coach Ms. Taiana Mora from NEX Consulting organizes also monthly Mastermind webinars where the group receives mentoring, coaching and networking sessions, as well as export preparation workshops. It's an honor for Exprodesk to guide this group of professionals for 4 years now and see each one grow and conquer new horizons internationally, as they started in Exprodesk's project 'From Zero to hero' since July 2019.

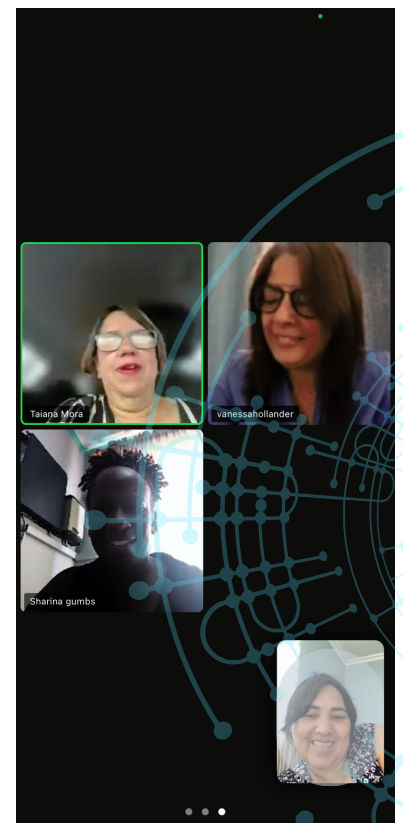
Empowered Women Exporters Monthly Mastermind Webinars



2023

**EMPOWERED
WOMEN
EXPORTERS
PLUS**

April 25, 2023
9:30am @ DEACI



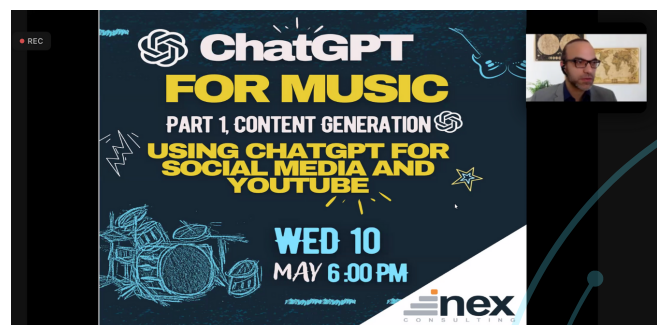
WORKSHOPS

Music Market Ready

Webinars Chat GPT & Digital Marketing for Musicians

As part of Exprodesk's music industry export initiative, the Department of Economic Affairs Commerce and Industry, has implemented a four-step project, named 'Music Market Ready', which includes multiple workshops/webinars with music industry experts and one-on-one coaching program. This project started in August 2020 and will end in December 2023. The selected musicians are now in the last step, where they are implementing everything they learned in the first three steps. Step 4 is a change in metrics for each artist on Facebook, Instagram, YouTube and Streaming Platforms. This change in metrics during and after the digital promotion period in step 4, will show the artists the amount of control they can have on the market reach of their releases and will further drive the message of the importance of "digital promotion as a constant activity".

Music Market Ready Webinars: Chat GPT & Digital Marketing for Musicians



WORKSHOPS

arubaverse.io

Meetups to educate the Aruba's community of artists, entrepreneurs, businesses, organizations on the principles of Web 3.0 and also help drive adoption and/or safe practices

In the first half of 2023 Exprodesk, hosted monthly meetups in collaboration with Ms. Thanya Croes, Strategy Officer of Full Stack Vision Foundation and Mr. Bruce Harms, Member of the Caribbean Blockchain Alliance and Managing Director of Full Stack Vision Foundation. The Project arubaverse.io is a blockchain education & adoption platform. The meetups are designed to Grow Members; Learn about Blockchain & Cryptocurrencies; Obtain Relevant News; Learn about Safe Practices; Drive Wallet Adoption; Create Projects; Promote Non Fungible Token Projects; Help Artists with NFT Learning and Experiment with NFT's & Web 3.0 Marketing.

Project arubaverse.io
A blockchain education & adoption platform



EXPORT WEEK 2023: CONQUERING NEW HORIZONS

Digitalization and the Role of Artificial Intelligence (AI) July 3- 7, 2023

The Department of Economic Affairs, Commerce and Industry (DEACI) through its unit Exprodesk, on behalf of the Minister of Economic Affairs, Communications and Sustainable Development, H.E. Mr. Geoffrey Wever organized 'Export Week 2023: Conquering New Horizons'. This year, Export Week, brought awareness to the latest 'Disruptive Technologies'. Hence, the topic of 2023 was 'Digitalization and the Role of Artificial Intelligence (AI)'. During this Export Week there was the possibility to go more in-depth into topics like e-commerce; free Artificial Intelligence (AI) tools like ads creation and content writing; digital assets latest trends; how AI can assist you in adapting or creating new business models; how to distinguish between good - and bad product offering; the right channel to reach your end-users; how to organize digital events with a cashless payment system; blockchain; the future of digital payments; digital goods/NFTs and much more! Holland House Colombia gave a presentation also in Export Week 2023 in order to give all information regarding doing business with Colombia as well as the Colombian creative industries sector & opportunities for Aruban entrepreneurs.

Digitalization and the Role of Artificial Intelligence (AI)

A promotional poster for Export Week 2023. The background is dark blue with a grid of binary code (0s and 1s). In the center, a white robotic hand and a human hand are reaching towards each other, with a glowing blue network diagram between them. The text is in white and light blue. The Aruban coat of arms is in the top left corner.

EXPORT WEEK 2023: CONQUERING NEW HORIZONS
DIGITALIZATION AND THE ROLE OF ARTIFICIAL INTELLIGENCE (AI)

**JULY 3-JULY 7,
2023**

Everyday from 9:00 am- 12:00 pm
@The Department of Economic Affairs
L.G. Smith Boulevard #160, Sun Plaza Building 2nd Floor
RSVP: <https://cutt.ly/ExportWeek2023>

 DEACI
Department of Economic Affairs,
Commerce and Industry of Aruba

 exprodesk
"Export Authority"



EXPORT WEEK 2023: CONQUERING NEW HORIZONS

Day 1: Monday, July 3, 9:00 AM- 9:15 AM: Minister of Economic Affairs, Communications and Sustainable Development, H.E. Mr. Geoffrey Wever.

- Welcome Session and Opening Export Week 2023: Conquering New Horizons!

Welcome Session and Opening Export Week 2023: Conquering New Horizons!

EXPORT WEEK 2023: CONQUERING NEW HORIZONS
DIGITALIZATION AND THE ROLE OF ARTIFICIAL INTELLIGENCE (AI)

H.E. MR. GEOFFREY WEVER

Minister of Economic Affairs, Communications and Sustainable Development

Welcome Session and Opening Export Week 2023: Conquering New Horizons!

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EXPORT WEEK 2023: CONQUERING NEW HORIZONS

Day 1 Welcome Session and Opening Export Week 2023:

- Minister of Economic Affairs, Communications and Sustainable Development, H.E. Mr. Geoffrey Wever

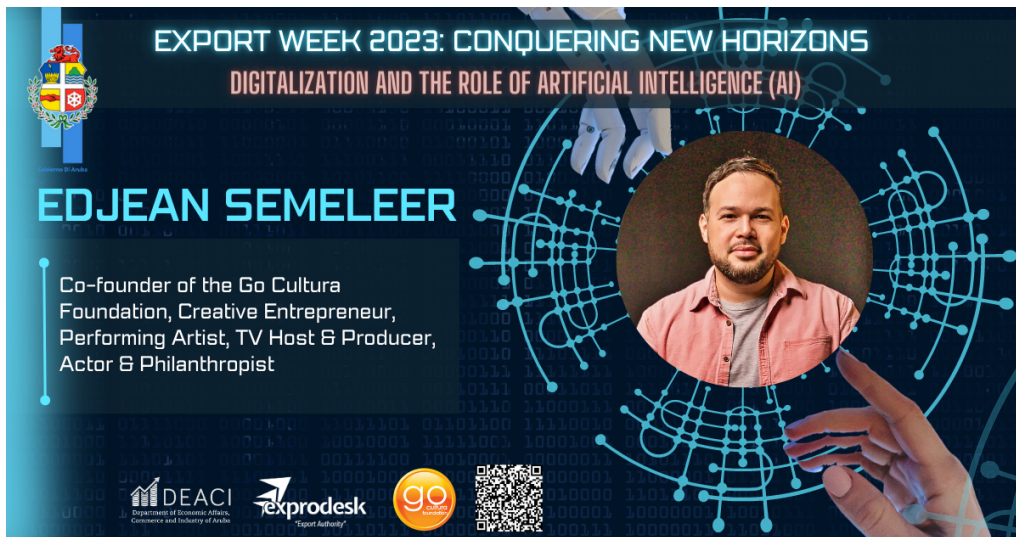


EXPORT WEEK 2023: CONQUERING NEW HORIZONS

Day 1: Monday, July 3, 9:00 AM- 12:00 PM: Cracking the Cultural Goldmine & Doing Business with Colombia:

- How can you as an entrepreneur benefit from Aruba's Cultural Goldmine;
- The Mapping of Aruba's Cultural and Creative Industries;
- The Colombian creative industries sector & opportunities for Aruban entrepreneurs;
- Doing Business with Colombia (how can your business navigate the Colombian market).

Cracking the Cultural Goldmine & Doing Business with Colombia as well as the Colombian creative industries sector & opportunities for Aruban entrepreneurs

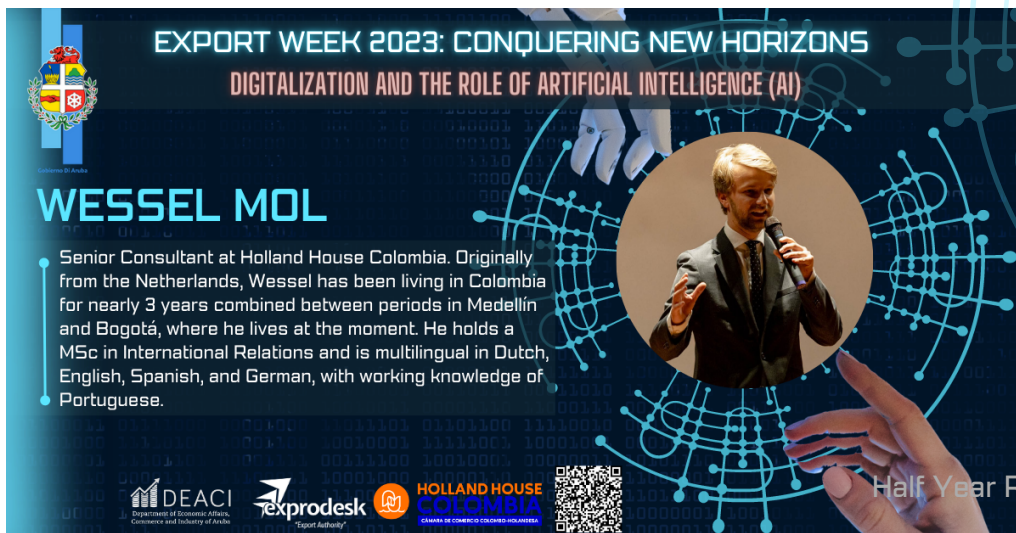


EXPORT WEEK 2023: CONQUERING NEW HORIZONS
DIGITALIZATION AND THE ROLE OF ARTIFICIAL INTELLIGENCE (AI)

EDJEAN SEMELEER

Co-founder of the Go Cultura Foundation, Creative Entrepreneur, Performing Artist, TV Host & Producer, Actor & Philanthropist

Logos: DEACI, Exprodesk, go cultura, QR code



EXPORT WEEK 2023: CONQUERING NEW HORIZONS
DIGITALIZATION AND THE ROLE OF ARTIFICIAL INTELLIGENCE (AI)

WESSEL MOL

Senior Consultant at Holland House Colombia. Originally from the Netherlands, Wessel has been living in Colombia for nearly 3 years combined between periods in Medellín and Bogotá, where he lives at the moment. He holds a MSc in International Relations and is multilingual in Dutch, English, Spanish, and German, with working knowledge of Portuguese.

Logos: DEACI, Exprodesk, HOLLAND HOUSE COLOMBIA, QR code

EXPORT WEEK 2023: CONQUERING NEW HORIZONS

Day 1, Monday, July 3, 2023 Speakers:

- **Mr. Edjean Semeleer: Cracking the Cultural Goldmine**
- **Mr. Wessel Mol: The Colombian Creative Industries Sector and Opportunities for Aruban Entrepreneurs as well as Doing Business with Colombia**



EXPORT WEEK 2023: CONQUERING NEW HORIZONS

Day 2: Tuesday, July 4: 9:00 AM- 12:00 PM: The AI Revolution, improving your time and effort more efficiently!

- How can AI technology help your business?
- First you have to know the purpose of your business when starting a project or campaign or new product or service in order to select the correct AI tools for your business;
- Set a clear purpose and set of goals to utilize the best AI technology to increase productivity;
- How to grow and scale your businesses, that you can make massive impact on the world, without having to do everything yourselves;
- Small Business Excellence Framework: where you might have been, where you are right now, and where you might be going to.

The AI Revolution, improving your time and effort more efficiently!



EXPORT WEEK 2023: CONQUERING NEW HORIZONS
DIGITALIZATION AND THE ROLE OF ARTIFICIAL INTELLIGENCE (AI)

JORGE ZARRAGA

Business & Marketer Advisor and Owner of JZ Marketing & Communications. Studied in HES Amsterdam and is Owner of 3 Local Companies. With a carrier of more than 15 years of experience in the Marketing field. JZMarketing offers companies an All-in-One service, taking care from the full corporate branding to the development of Google AdWords campaigns, as well as tailor made services geared towards the needs of companies.

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Marketing



EXPORT WEEK 2023: CONQUERING NEW HORIZONS
DIGITALIZATION AND THE ROLE OF ARTIFICIAL INTELLIGENCE (AI)

FRED DE JONG

Mindvalley Certified Business Coach, Consultant & Mentor, High Performance Team Leader. Entrepreneur, Business Coach, -Consultant & Mentor and I show you entrepreneurs how to grow and scale your businesses, that you can make massive impact on the world, without having to do everything yourselves.

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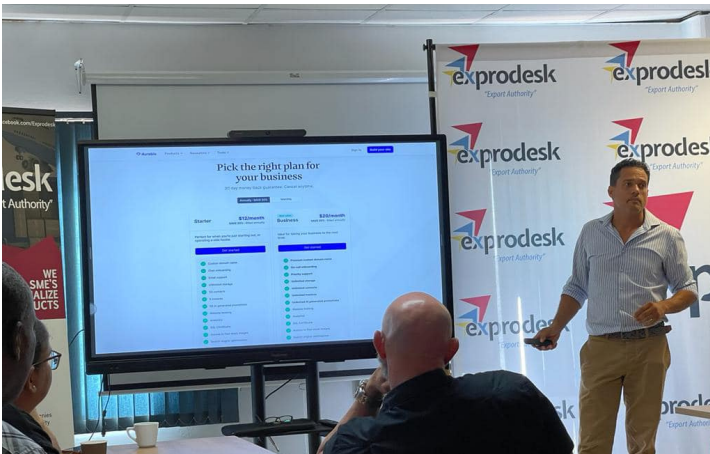
Reconnoître



EXPORT WEEK 2023: CONQUERING NEW HORIZONS

Day 2, Tuesday, July 4, 2023 Speakers:

- Mr. Jorge Zarraga: The AI Revolution, improving your time and effort more efficiently
- Mr. Fred de Jong: The 9 Phases Of Small Business Excellence



EXPORT WEEK 2023: CONQUERING NEW HORIZONS

Day 3: Wednesday, July 5: 9:00 AM- 12:00 PM: Unlocking the Future: How UX Design, Automation, and AI Tools Shape the Digital Landscape

- Hands-on Workshop*
- Does your product or website offer the most optimal experience for your users?
- How to distinguish between a good - and bad product offering?
- Are you using the right channel to reach your end-users?
- How do you fix it? Create better alignment between your offering and end-users.
- What is the role of Automation tools?
- How can AI tools help?

*All participants must bring their own laptop to test the FREE AI tools!

Unlocking the Future: How UX Design, Automation, and AI Tools Shape the Digital Landscape

EXPORT WEEK 2023: CONQUERING NEW HORIZONS
DIGITALIZATION AND THE ROLE OF ARTIFICIAL INTELLIGENCE (AI)

IR. MARLON KOCK

Team Leader IT Projects & Architecture at Aruba Bank. Marlon holds a master's degree in Information Science and has over 15+ of professional experience developing web applications and mobile apps. He is an expert in User Experience Design and plays a pivotal role as a lecturer at the University of Aruba, where he teaches how to identify bad product design and equipping individuals with the tools and techniques to fix them effectively.

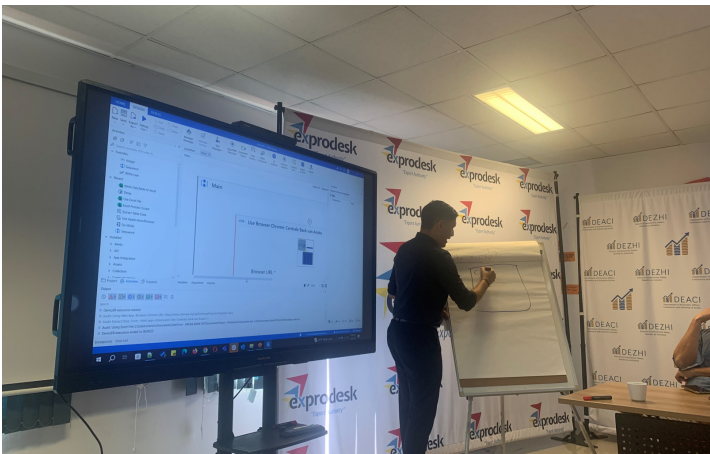
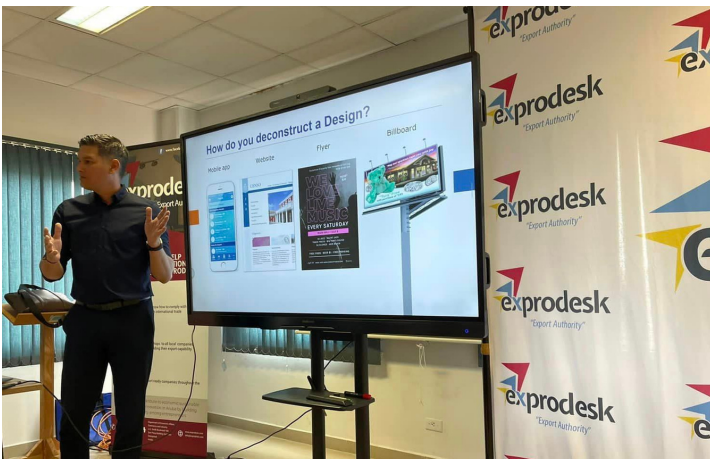
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Commerce and Industry of Aruba

Exprodesk
"Export Authority"

EXPORT WEEK 2023: CONQUERING NEW HORIZONS

Day 3, Wednesday, July 5, 2023 Speaker:

- IR. Marlon Kock: **Unlocking the Future: How UX Design, Automation, and AI Tools Shape the Digital Landscape.**



EXPORT WEEK 2023: CONQUERING NEW HORIZONS

Day 4: Thursday, July 6, 9:00 AM- 12:00 PM: Virtual Economy as a New Economic Pillar & Unique Protection against Competition in the same Segment or Niche

- Virtual Economy as a New Economic Pillar;
- A stepping stone on to a new economy where identity and content is king;
- Capitalizing on it in the virtual world;
- Healing our financial relationships with our current tribe on virtual platforms;
- Building a new playground for all Aruba Lovers to participate in from the comfort of their homes;
- Intellectual Property as a unique protection against competition in the same segment or niche;
- Communicating and building your Intellectual Property through a virtual world.

Virtual Economy as a New Economic Pillar & Unique Protection against Competition in the same Segment or Niche



EXPORT WEEK 2023: CONQUERING NEW HORIZONS
DIGITALIZATION AND THE ROLE OF ARTIFICIAL INTELLIGENCE (AI)

GERMILLE GEERMAN

Culinary Artisan, Poet, Storyteller, Safe Keeper of island narratives with a digital multimedia background of 20 years and counting, on a journey between e-commerce and other virtual economies. (Yes, i have actually worked with giant production video tapes that are now obsolete).

DEACI Department of Economic Affairs, Commerce and Industry of Aruba
Exprodesk "Export Authority"



EXPORT WEEK 2023: CONQUERING NEW HORIZONS
DIGITALIZATION AND THE ROLE OF ARTIFICIAL INTELLIGENCE (AI)

RUBEN METEVOSYAN

Innovation Consultant, Creative Strategist and Concept Designer specializing in catalyzing Mindful Multiverse Ecosystems. With 15+ years of professional experience in Multidisciplinary Innovation & Intellectual Properties. Operating at the intersection of Interactive Retail, Work-Fun Spaces, and Magnetizing Metaverse Experiences.

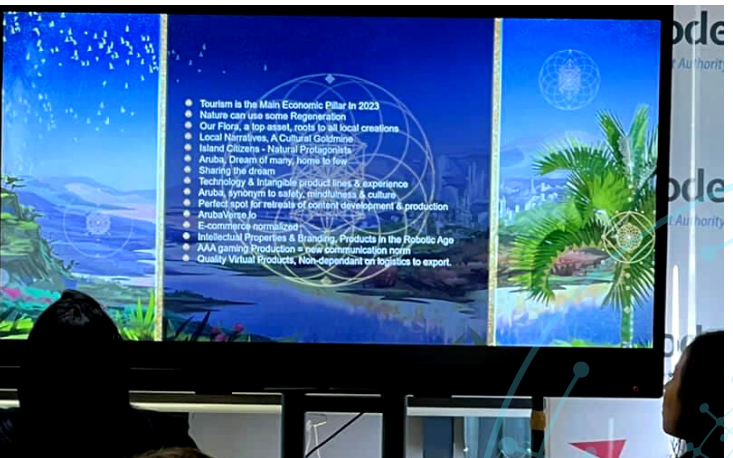
DEACI Department of Economic Affairs, Commerce and Industry of Aruba
Exprodesk "Export Authority"



EXPORT WEEK 2023: CONQUERING NEW HORIZONS

Day 4, Thursday, July 6, 2023 Speakers:

- **Mr. Germille Geerman: Virtual Economy as a New Economic Pillar**
- **Mr. Ruben Matevosyan: Thursday, July 6: Intellectual Property as a unique protection against competition in the same segment or niche.**



EXPORT WEEK 2023: CONQUERING NEW HORIZONS

Day 5: Friday, July 7, 9:00 AM- 12:00 PM: How to organize Digital Events with a Cashless Payment System CX Pay - Payment Gateway Services and more...

- The what, the How and the Why of eCommerce and the importance for Export;
- How can CX Pay assist Aruban Exporters?
- Compatibility of CX Pay;

Online Tickets:

- 20+ payment options;
- Seating chart available;
- Track purchases and check-ins.

Cashless Events:

- Top-up into a closed network;
- The use of digital tokens, no counting of tokens;
- Faster and efficient service with Food & Beverage;
- Available event without internet.

How to organize Digital Events with a Cashless Payment System CX Pay - Payment Gateway Services and more...

EXPORT WEEK 2023: CONQUERING NEW HORIZONS
DIGITALIZATION AND THE ROLE OF ARTIFICIAL INTELLIGENCE (AI)

DAVID LEVY MADURO

CXPAY Director and in charge of Day to Day operations as Chief Operating Officer.

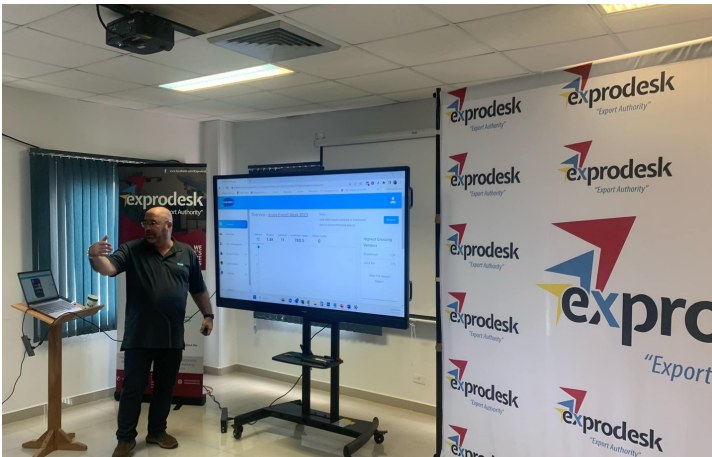
Mr. David Levy Maduro has shown to be very Open Minded when it comes to the online business world. With over 23 years of experience in the eCommerce and Web Development world, 14 years in Sales & Marketing, many local and regional businesses have taken advantage of the solution that CX Pay can provide them.

Logos: DEACI (Department of Economic Affairs, Commerce and Industry of Aruba), Exprodesk (Export Authority), CX PAY, and a QR code.

EXPORT WEEK 2023: CONQUERING NEW HORIZONS

Day 5, Friday, July 7, 2023 Speaker:

- **Mr. David B. Levy Maduro: How to organize Digital Events with a Cashless Payment System**



EXPORT WEEK 2023: CONQUERING NEW HORIZONS

Day 5: Friday, July 7, 12:00 PM- 12:30 PM: Minister of Economic Affairs, Communications and Sustainable Development, H.E. Mr. Geoffrey Wever

- Closing Ceremony: the Minister of Economic Affairs, Communications and Sustainable Development, H.E. Mr. Geoffrey Wever granted Certificates to participants who attended minimum 3 days of workshops.

Closing Ceremony and Granting Certificates Export Week 2023: Conquering New Horizons!

EXPORT WEEK 2023: CONQUERING NEW HORIZONS
DIGITALIZATION AND THE ROLE OF ARTIFICIAL INTELLIGENCE (AI)

H.E. MR. GEOFFREY WEVER
Minister of Economic Affairs, Communications and Sustainable Development

Closing Ceremony
Export Week 2023: Conquering New Horizons!

DEACI
Department of Economic Affairs,
Commerce and Industry of Aruba

Exprodesk
"Export Authority"

EXPORT WEEK 2023: CONQUERING NEW HORIZONS

Day 5, Friday, July 7, 2023 Closing Ceremony Export Week 2023: Conquering New Horizons and Granting Certificates by the Minister of Economic Affairs, Communications and Sustainable Development, H.E. Mr. Geoffrey Wever



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ARUBA TRADE BOARD

PROMOTING COMMERCE AND INVESTMENTS

March 30, 2023

Exprodesk as a unit of the Department of Economic Affairs, participates in the Aruba Trade Board (ATB) meetings. The ATB was formally established in October 2020 and consists of the following members: the Department of Economic Affairs, Commerce, and Industry; the Chamber of Commerce; the Aruba Trade and Industry Association; the Free Zone Aruba NV and the Department of Foreign Affairs.

This cooperation aims at supporting the local commerce and targeting international business as well as to support economic diversification in Aruba by attracting quality investors and innovation in the new economic/promising sectors as this platform can cluster their work, execute tasks, and organize activities to help local businesses do business in foreign countries and attract investors in new economic sectors.

The Government and private sector joining knowledge and expertise with the goal to create new business and commerce opportunities for the local companies and to work together to portray Aruba to foreign potential investors.



ARUBA SHOWCASE

Exprodesk Website

January–June 2023

Exprodesk contacted Aruban entrepreneurs to offer them the possibility to showcase their products or services (made in Aruba) on its website. The aforementioned entrepreneurs, who are interested will have to fill in a consent form as Exprodesk will only facilitate the display of their products as Exprodesk/ Department of Economic Affairs Commerce and Industry will not facilitate transactions with regard to goods and/or services provided by the Aruban entrepreneurs' through the Exprodesk's website. Exprodesk will expose and promote the products and services Aruba has to offer in order to make it easier for buyers to make a purchase decision.

Aruba showcase will be launched in the second half of 2023!

Promoting and Showcasing Aruba's Products and Services 2023



PUBLIC RELATIONS

PROMOTING EXPORT

Exprodesk publishes Press Releases and Flyers of its lectures, presentations, training, workshops, courses and other services through BUVO, its website and social media. Moreover, Exprodesk makes guest appearances in important local TV and Radio Programs to promote various export awareness and capacity building opportunities.

Promoting Export opportunities on Exprodesk's website and social media as well as guest appearances in important local TV and Radio Programs



Charon Meijer Van der Linden



PUBLIC RELATIONS

PROMOTING EXPORT

Exprodesk promotes on its website and social media, key business opportunities for our local potential exporters like alerts, trade benefits, business news and developments, like the Latin America Business Dialogue 2023, the Trade Mission to Bogota, Colombia, Trade Mission Agroalimentaria from ProDominicana, the Dominican Republic government's export and investment agency and Webinar Encuentro Aduana Empresa para usuarios Aduaneros from Dirección de Impuestos y Aduanas Nacionales (DIAN).

Promoting key business opportunities,
important Trade Missions,
New Developments and Alerts!

Latin America
Online Business Dialogue
16 maart 2023

Rijksoverheid voor Ondernemend Nederland

Icons: Tractor, Water drop, Ship



GOBIERNO DE LA
REPÚBLICA DOMINICANA

AGRICULTURA

CONVOCATORIA 8^{ta} Edición
Agroalimentaria 2023
Para el Subsector de Alimentos, Tabaco y Bebidas

Del 31 de Mayo al 3 de Junio, 2023
Centro de Convenciones - Hotel Dominican Fiesta
Santo Domingo, República Dominicana

REGISTRO DE EXPORTADORES

JAD
PRO DOMINICANA

AGRICULTURARD

DEZHI

JOIN US!

TRADE MISSION TO BOGOTÁ, COLOMBIA

In collaboration with the Ministry of Economic Affairs, Communication and Sustainable Development, we are excited to announce a trade mission to Colombia and we want you to join us!

Why participate?
Doing business with Bogotá, Colombia has benefits for your company.

- Colombian exports into Aruba grew with 881%.
- Colombia produces a wide array of interesting products for the Aruban market such as construction parts, coffee, banana, kitchen items.
- Full guidance and support by the Aruba Chamber of Commerce with the possibility to receive subsidy by the Rijksoverheid voor Ondernemend Nederland (RVO).

Dates:
May 22 till May 26, 2023

Total mission cost:
Afl. 3.779,76

Contact Us
+297-5821566 | www.arubachamber.com | businessinfo@arubachamber.com

COLOMBIA VIDA

Hacienda

Participe en el
**Encuentro Aduana
Empresa para
usuarios aduaneros**

La Subdirección de Operación Aduanera orienta y apoya en la adecuada aplicación de los regímenes aduaneros, dirige y evalúa las actividades relacionadas con el desarrollo de la operación aduanera, fortaleciendo siempre la prestación del servicio aduanero, como soporte básico de facilitación y agilización de las operaciones de comercio exterior.

La Dirección de Impuestos y Aduanas Nacionales a través de la Dirección de Gestión de Aduanas, la Subdirección de Operación Aduanera invita a los usuarios aduaneros, zonas francas y a la ciudadanía que interviene en estos procesos a participar en el Encuentro Aduana Empresa que se realizará de manera virtual el próximo:

MARTES 27 DE JUNIO
8:30 A.M. A 10:30 A.M.

-Plan Canguro MiPymes en zonas francas - (Lanzamiento).
-Régimen de Exportación - (Normas y ejercicio práctico)

Enlace conexión a través de: T

Conéctese aquí

DIAN

PUBLIC RELATIONS

PARTICIPANTS COMMENTS ON WEBINARS, PRESENTERS AND EVENTS:

EXPRODESK ONLINE CUSTOMER SATISFACTION & EVALUATION FORM 2023 COMMENTS:

6. Do you have any other comments or suggestions regarding this Workshop (or new topics) and the presenter(s):

I'm happy with the info

6. Do you have any other comments or suggestions regarding this Workshop (or new topics) and the presenter(s):

I found the way of participation very innovative. The way of the survey and that your answer is anonymous is just brilliant.

6. Do you have any other comments or suggestions regarding this Workshop (or new topics) and the presenter(s):

Keep it up!!!

6. Do you have any other comments or suggestions regarding this Workshop (or new topics) and the presenter(s):

Great workshop

6. Do you have any other comments or suggestions regarding this Workshop (or new topics) and the presenter(s):

Satisfactory

COLLABORATIONS AND POTENTIAL PARTNERSHIPS



Exprodesk met with new potential partners to pursue new ventures and initiatives being inter alia:

- Assist, support and meet SMEs needs;
- Create new opportunities for Exporters;
- Showcasing Aruban products and services internationally;
- International publication, distribution and promotion of local musicians;
- Facilitation of online payment for SMEs;
- Valued Partner for Periodical Workshops.

- RIJKSDIENST VOOR ONDERNEMEND NEDERLAND (RVO)**
DUTCH MINISTRY OF FOREIGN AFFAIRS
- DIY MEDIA GROUP**
DISC MAKERS, BOOKBABY, AND MERCHLY
- QREDITS**
MICRO FINANCE ENTITY
- GRANT THORNTON**
ACCOUNTING & TAX ADVISORY SERVICES
- CXPAY**
ECOMMERCE AND ONLINE TRANSACTIONS COMPANY
- NEX CONSULTING**
INTERNATIONAL PUBLISHER
- WDNA, 88.9 FM, Miami, FL**
ONLINE FLORIDA RADIO
- POST ARUBA**
EXPORTA FASIL
- FULL STACK VISION FOUNDATION**
BLOCKCHAIN AND AI EDUCATION & ADOPTION PLATFORM

COLLABORATIONS AND POTENTIAL PARTNERSHIPS



'Mapping of Aruba's Cultural and Creative Industries (CCI)'

Exprodesk was approached in May 2023 by Go Cultura Foundation in order to make a video (in the second half of 2023) to promote awareness on the importance of collecting the necessary data for this 'CCI Mapping' research to obtain evidence not only of the challenges but also of the opportunities in the Cultural and Creative Industry. Go Cultura teamed up with Cornerstone Economics to conduct this research in order to determine the value and impact of the CCI in order to stimulate economic growth, diversify Aruba's economy, promote sustainable development, create employment, attract more investment, stimulate more export of cultural and creative products and services and also its potential for social transformation.



Presentation: "DUCAPRO- Dutch Caribbean Performance Rights Organization"

On May 30th and 31st, 2023, Exprodesk assisted Mr. David Kock of DUCAPRO with a presentation at the DEACI for stakeholders as well as a presentation for the Minister of Economic Affairs, Communications and Sustainable Development, H.E. Mr. Geoffrey Wever. The presentations for both, the stakeholders and the ministers discussed the following topics:

- Copyrights;
- Royalties system;
- Reasons to change the situation in Aruba;
- Potential on a regional level (Attraction of international authors, Attraction of international authors, Trading platform for the entire region and Awards & conventions);
- Collaboration BUMA/CISAC;
- Cultural Contribution;
- Role of the Aruban government (No investment).

RIJKSDIENST VOOR ONDERNEMEND NEDERLAND (RVO)

DUTCH MINISTRY OF FOREIGN AFFAIRS

The deepening ties in terms of economic cooperation between Aruba and the Netherlands is leading to more opportunities for Aruba's (potential) exporters to gather knowledge and information about foreign markets.

Therefore, Exprodesk promotes RVO instruments and trade missions, as they play an important role in supporting our local businesses and provide key opportunities in international markets. In addition Exprodesk supports and collaborates with RVO by providing them with customized information when requested.

Exprodesk as central point of contact of RVO



Rijksdienst voor Ondernemend
Nederland

Exprodesk Collaborate and supports RVO by:

- By Promoting Trade Missions among Exprodesk's clients database;
- By Providing RVO with customized country information by assisting RVO's with personalized information and requests from their European entrepreneurs;
- By promoting the SIB vouchers among Aruban potential exporters (like the mission and knowledge vouchers).

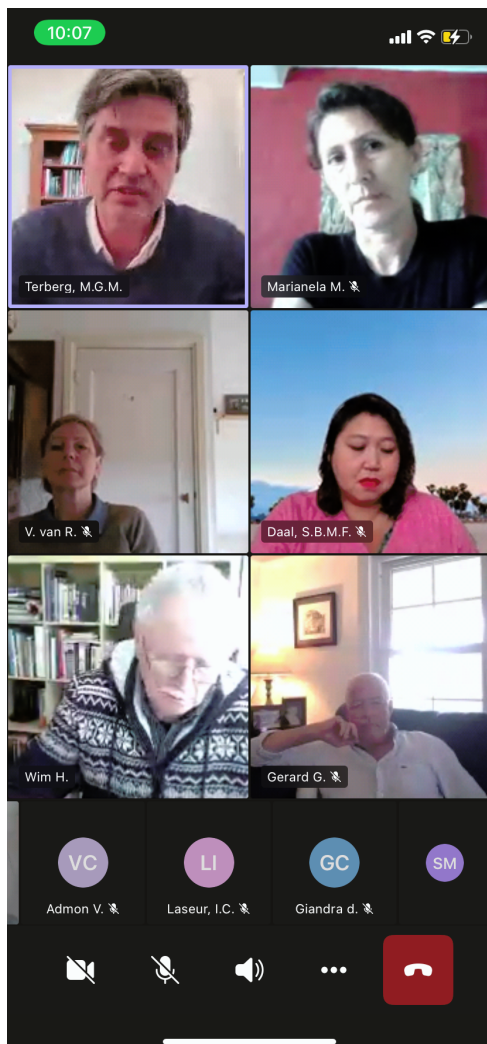
RIJKSDIENST VOOR ONDERNEMEND NEDERLAND (RVO)

Dutch Ministry of Foreign Affairs

April 4, 2023

Exprodesk, being the central point of contact of Rijksdienst voor Ondernemend Nederland (RVO) invited local potential exporters to attend an information sessions, where RVO presented specific subsidies and vouchers possibilities for entrepreneurs who would like to increase their opportunities in a new or existing foreign market or would like to expand their network and make contact with potential foreign customers/institutions for their products or services.

Exprodesk in collaboration with RVO supports Aruban companies on foreign markets through Dutch embassies and consulates general worldwide!



Economic Network through embassies and consulates (in 114 different countries):

- Requested trade information;
- Potential network partners;
- Contact details from organizations that can provide support locally;
- Legislation;
- Achilles tool for a professional network; and
- Other relevant topics.

Exprodesk
Half Year Report 2023

CAPACITY BUILDING EXPRODESK

COURSES AND WEBINARS IN 2023

The policy advisor of Exprodesk attended various courses, presentations and webinars in 2023 to gain more knowledge in order to serve her clients better as well as to assist and meet the varying and challenging needs of her job being Policy Advisor Foreign Economic Relations and Business Advisor at Exprodesk.

Lecture
International trade negotiations

Speaker
FRITS H. VON MEIJENFELDT

Sign up now

Aula, University of Aruba
February 3, 2023
11:00 a.m. - 12:00 p.m.

Lecture at the University of Aruba: "International Trade Negotiations"

Trade negotiation experiences and the impact of trade relations on strategic partnerships. By focusing on theory and philosophy of trade, the presentation was about the establishment of the World Trade Organization and discussed the prospects of international trade from an Aruban perspective. The lecturer was Frits H. von Meijenfeldt who served as a manager international trade policy/GATT-Uruguay-Round/WTO, EU, OECD, UN/ECE, CSCE to the Ministry of Economic Affairs in The Hague.

Webinar: "Digital Marketing for Policy Advisors"

This virtual webinar was given by Carlos Delgado Imbert, MBA, Business Development Manager – LatAm. this webinar consisted of the following topics:

- The building blocks of successful Digital Marketing;
- Unified Online Presence;
- What is your current story;
- The key concepts (Unity of URLs, Text and images; Digital Real Estate; and Keep People Clicking).

Digital Real Estate
YouTube Naming Convention

<https://www.youtube.com/@pinkfloydvidoes>

Lecture
Good Governance/ Governancecode, Hype of Noodzaak

Hier registreren

Speaker
Drs. Becker Awad

Aula, Universiteit van Aruba
Donderdag, 25 mei
7:00 - 8:00 p.m.
Toegang gratis

Lecture at the University of Aruba: "Good Governance/ Governancecode, Hype of Noodzaak"

This lecture was presented by Drs. Becker Awad MHA MBA-H, and discussed how companies are governed and regulated by a Corporate Governance Code as well as brief comparison between the Anglo-Saxon and Rhineland models. It also discussed the history of the Dutch Codes and the current codes in the Netherlands and Aruba. The dynamics in the management and the relationship between the Supervisory Board/Supervisory Board and the Executive Board as well as with the other Stakeholders were discussed from the point of view of structural, process and cultural dimensions, specific to Good Governance.

CONCLUSION

Looking back, we can only say that the first half of 2023 has been a very successful one for Exprodesk. Our clients are satisfied with the projects, workshop/webinars that were organized as well as with the information and guidance that were given.



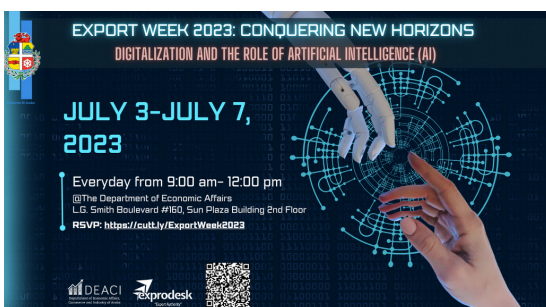
Information, Guidance and (Online) Meetings:

- Exprodesk provided 296 clients with tailored information and guidance since September 2017, which consists of:
 - 169 potential exporters;
 - 21 new exporters;
 - 8 existing exporters;
 - 42 local organizations; and
 - 56 international organizations.



Presentations, Workshops and Webinars first half of 2023:

- A total of 237 participants attended 17 workshops, webinars & presentations;
- On average, 96.4% of the responses showed a positive appreciation of the workshop by providing 'Strongly Agree' and 'Agree' as answers in the evaluation form;
- Exprodesk received an 'Excellent' score (80 NPS) by our customers!



Export Week 2023: 'Conquering New Horizons':

- Export Week consisted of 10 webinars, where 57 participants attended multiple webinars during the whole week resulting in a total of 138 attendees to all workshops;
- This event had a 82.5% attendees turnout;
- A total of 9 presenters/ facilitators.

Besides the aforementioned services, Exprodesk organized also a teambuilding workshop for DEACI employees (see photos on the following pages). Exprodesk strengthened the relationship with its partners and stakeholders also in 2023 in order to promote trade and international business development for the purpose of strengthening and diversifying the economy of Aruba. Ultimately, in January 2023, Exprodesk's hard work was recognized by the DEACI, by granting Exprodesk's policy advisor with a certificate of gratitude for a job well done in the division of Foreign Economic Relations (see photos on the following pages).

CONCLUSION

Workshop Teambuilding DEACI- An interactive, Self-Discovery Journey
June 30, 2023



CONCLUSION

Workshop Teambuilding DEACI- An Interactive, Self-Discovery Journey
June 30, 2023



CONCLUSION

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June 30, 2023



CONCLUSION

Workshop Teambuilding DEACI- An Interactive, Self-Discovery Journey
June 30, 2023



CONCLUSION

Certificate of Appreciation Mrs. Sharon Meijer
January 24, 2023



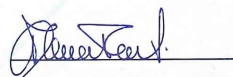
CERTIFICADO
Di Aprecio



E CERTIFICADO AKI TA WORDO OTORGA NA:

Sharon Meijer

Como gradicimento pa bo bon trabao den e seccion di
BEB/Exprodesk na Departamento di Asuntunan Economico,
Comercio y Industria


MARIA DIJKHOFF-PITA
DIRECTORA



JANUARI 2023

FECHA