

# The Socio-Economic Impact of the UK-based African Caribbean Entrepreneurial Diaspora on the Caribbean

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# Agenda

1. Introduction
2. Aims
3. Methodology
4. Research findings
5. Conclusions
6. Recommendation

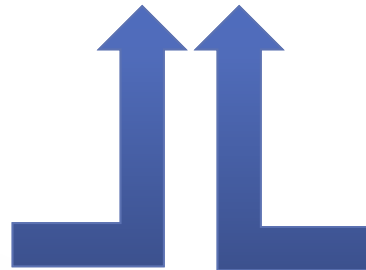
# 1. Introduction

- Diasporas – important to economic growth
- India: Intel, Sun Microsystems, IBM
- Bal Joshi (Nepal) web portal
- Diaspora entrepreneur dearth (Newland and Tanaka (2010); Ramkisson-Babwah 2013)

The African Caribbean diaspora?  
Two Valid Viewpoints



Caribbean



UK

## 2. Aims

1. Goals and Motivations
2. Experiences and Lessons/Areas for Improvement
3. Benefits:
  1. Non-financial
  2. Financial
4. Job Creation

# 3. Methodology

- 2008-2011
- African Caribbean entrepreneurs
  - UK(25) – food and bev (31%), retail (24%), business services (14%)
  - Caribbean: Grenada, Saint Vincent and the Grenadines, Barbados, Jamaica
    - Caribbean (37) – agro(45%), leisure (17%), manufacturing (17%)
- High Commission (Barbados) + business support agencies (Caribbean)
- Anonymity of responses guaranteed - £
- Qualitative data - semi-structured Interviews
- Quantitative data - questionnaires
- Interpretive – uncover and understand phenomenon and the perspectives of my informants (Merriman 2002)
- Nvivo

# 4. Research Findings

1. Goals and Motivations
2. Experiences and Lessons/Areas for Improvement
3. Benefits:
  1. Non-financial
  2. Financial
4. Job Creation

# 4.1 Goals

## Goals:

Generate revenue  
Business dev  
Product dev

## Goals:

Sales  
Independence  
Promote products

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## Goals:

Business dev  
Sales  
Supply business need

## Goals:

Nostalgia  
Supply need  
Financial



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# 4.1 Motivations

Motivation:

Continue family tradition  
Service/product

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O

“The first thing you learn is you must have your own business and don’t go work for anyone..”



Caribbean

Motivation:

Independence  
Products/ family

“I’m open to any offer if it makes sense.... I’d be selling shoe laces.”



UK



## 4.2 Experiences and Lessons

### Financial

Business Intelligence

- Management/operational issues
- Variety in the product range
- Realistic expectations



Caribbean

- Finance and pricing
- Operations: supply chain and customer services

- Unmet income expectations
- Perspectives of offer
  - Cultural issues/customer



UK

## 4.3 Non-financial Benefits

Non-financial Benefits  
Sales!  
Business development  
Product development

Sales, advice, business development.  
Innovators.

“We finally got into Sainsbury and Tesco.... It comes with a lot of problems.”



Caribbean

“taking sample products to labs in the UK for the complete food analysis”



UK

## 4.3 Non-financial Benefits

Gen: Sales, skills, product

Ind: Agro, leisure

Occupation: Sales, admin,  
manual + tech, managerial

Sectors: Market dev, tech

Ind: Agro, leisure, manuf

Countries: Jamaica, TnT,  
Barbados, Grenada, St. L

“improve marketing...given  
us a shop window.”

“perhaps 5% less sugar to  
appeal to a wider range”



Caribbean



UK

# 4.3 Estimated Financial Benefits



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Participants

25

37

TEP  
Project

Timeframe

1973 – 2011 (38)

1971-2011 (40)

Value of Trade

£11.4 M

£169 M

Annual Trade (ave) £299 K

£4.2 M

Education  
Education

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Impact

Leisure,  
agriculture,  
business services

Agriculture,  
leisure,  
manufacturing

Export  
promotion

## 4.3 Estimated Financial Benefits

Jamaica	£86,111,745
Exact countries not disclosed	£64,000,000
Exceed range of questionnaire	£10,000,000
Trinidad and Tobago	£2,588,000
Barbados	£1,444,502
Saint Lucia	£1,218,000
Guyana	£670,001
Antigua and Barbuda	£661,001
Saint Kitts and Nevis	£601,001
Grenada	£516,000
Saint Vincent and the Grenadines	£340,000
Dominica	£121,000
Saint Maarten	£55,000
Montserrat	£20,000
Bahamas	£5,000
<b>Total</b>	<b>£168,351,250</b>
+ Diaspora Return Visits	£68,000

TEP  
Project



UK

Export  
promotion

## 4.4 Estimated Jobs Created



Caribbean



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Timeframe	1973 – 2011 (38)	1971-2011 (40)
Jobs Created	279 exc. 300 farmers	1,005
Salaries Paid est.	£777,000	£4.2 million

### Caribbean Entrepreneurs

1. Sales: Jamaica
2. Production: Jamaica, Grenada
3. Customer Services: Jamaica; Trinidad, Antigua  
Grenada, Guyana, St Lucia.

## 4.4 Jobs Created

“...once we started to supply larger quantities of things, naturally our income grew, we were able to help a lot more people with work.”



Caribbean

“Approximately responsible for 50 jobs over the 20-year period.”



UK

# 5. Conclusion

- Descendants of Africans from entrepreneurial family traditions.
- Highly motivated and proven entrepreneurs.
- Support Caribbean economies through sales, business development, ideas, wages (albeit small).
- Demonstrate self-actualization, self-direction and agency as valuable contributors to Caribbean socio-economic development.
- A relationship to be fine-tuned and nurtured.



# 6. Recommendation

A dedicated diaspora sales force to exploit the global marketplace could foster future Caribbean-diaspora relations and support Caribbean growth through trade and entrepreneurship.

Education  
Education



## Bibliography

- Newland K and Tanaka H, (2010). Mobilizing Diaspora Entrepreneurship for Development. Migration Policy Institute Washington, DC.

<https://migrationpolicy.org/pubs/diaspora-entrepreneurship.pdf>

- Ramkissoon-Babwah, N. (2013). The Role of the Caribbean Entrepreneur in Economic Development - Strategy and Process. Journal of Economics and Sustainable Development. Vol.4, No.11, 2013