



# REAL TALK

## EXPORTER CONFIDENCE

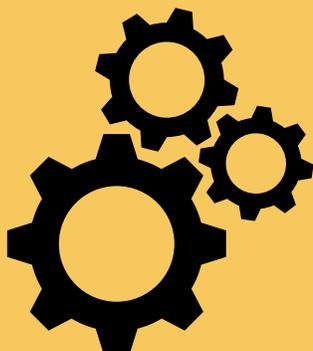
There are many tools, programmes, and materials focused on how SMEs can export-market entry guides, compliance checklists, logistics manuals, and financing options. Far fewer, however, speak to SME exporter confidence, which is often the most critical and overlooked ingredient in the export journey. Before the paperwork, before the pitch decks, and before the first shipment ever leaves port, an SME must first believe that exporting is possible for them. Exporter confidence is rooted in mindset. It is built on determination, persistence, planning, patience, and the resilience to pivot and adapt in an ever-changing economic climate. SMEs must understand that size does not determine capability. Being micro or small does not make a business inferior- it simply means the journey may look different. Exporting is rarely linear, and setbacks are part of the process, not a sign of failure. The most successful exporters are not always the biggest, but often the most prepared, committed, and mentally ready to stay the course.

## CONFIDENCE IS THE FIRST EXPORT



Building confidence in SMEs is exactly what the Export Action Programme delivers - each and every time. Through structure, guidance, and hands-on support, we don't just provide answers; we build belief. We give SMEs clarity when things feel overwhelming, reassurance when doubts creep in, and momentum when progress feels slow. In many ways, the EAP holds the ladder while SMEs climb- and sometimes, just as importantly, gives them the confidence to take the first step.

**Kevin Tang Nian**  
Lead Consultant



## TOOLS AND TIPS OR RESOURCES AND REAL-TIME OPPORTUNITIES

### UPCOMING EVENT:

TTMA'S MOTHERS DAY POP UP SHOP- SATURDAY 2<sup>nd</sup> MAY, 2026  
STAY TUNED FOR VENDOR REGISTRATION OPENING

# SMALL WINS BIG SHIFTS



## SKM GREENS LTD

### *Successful Amazon Seller Onboarding*

Through the guidance of their designated programme consultant, SKM Greens was able to successfully undertake the process of registering and onboarding as an Amazon seller, optimizing their eCommerce and fulfillment efforts and therefore increasing their export potential.

## BEYOND BUSINESS AS USUAL



Scanning the horizon is about stepping back from day-to-day operations to anticipate what lies ahead and prepare before pressures emerge. The Export Action Programme encourages SMEs to be proactive, not reactive- identifying alternate raw material sources before prices rise and costs escalate. In Trinidad and Tobago, increases in input drivers such as natural gas can have a direct ripple effect on manufacturing costs, raw material pricing, and profit margins. Through the EAP, businesses are guided to interpret what is happening now, ask the right questions early, and take informed action to build resilience and safeguard long-term competitiveness.

## STAY CONNECTED

