

# Born Global & Born-Again Global Businesses: Pathways to Internationalization

*Caribbean Immigrant Entrepreneurs &  
Peer Entrepreneurs*



Prepared by Meegan Scott

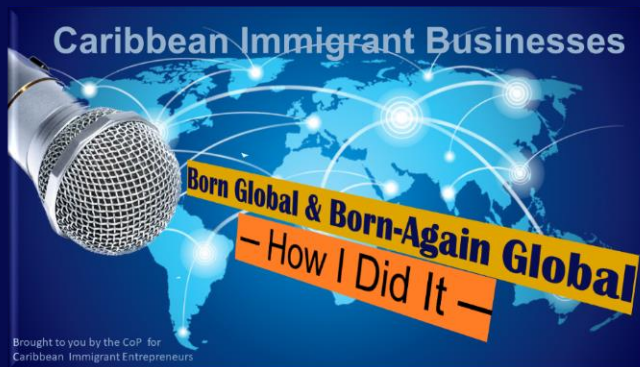


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**CoP**  
**for Caribbean Immigrant**  
**Entrepreneurs**



**Panel Title:** Born Global & Born-Again Global Businesses: Pathways to Internationalization (Caribbean Immigrant Entrepreneurs & Peer Entrepreneurs)

**Organizer:** Meegan Scott & Magate Wildhorse Ltd, on behalf of The Community of Practice for Caribbean Immigrant Entrepreneurs

**Moderator:** Meegan Scott, Magate Wildhorse Ltd.

**Panelists:**

- Loretta Green-Williams, Caribeme Magazine
- Marguerite Orane, Free & Laughing
- Marva Hewitt, Food Hygiene Bureau
- Tamu Petra Browne, Innovative Education and Training Solutions
- Lester de Souza, Impact Galaxy

**A Global Entrepreneurships Week (GEW 2018) Event!**

**Held: November 13, 2018**

<https://magatewildhorse.ca/wp-content/uploads/2018/10/CoP-and-GEW-2018-Upcoming-Events.v.2.0.pdf>

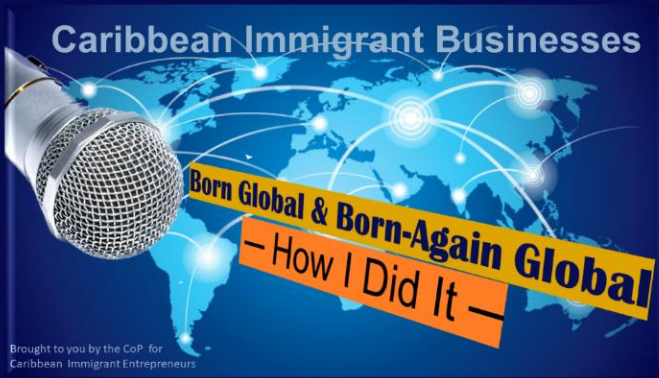
**#GEWCanada2018 #GEW2018 #GEWUSA2018**

**#GEWUK2018 #GEW2018CaribbeanDiaspora**

**#GEW2018St.Kitts**



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Watch Panel at the following link  
<https://youtu.be/R7Ut8c7n5VQ>

### **Background:**

Caribbean immigrant entrepreneurs are said to come with less entrepreneurial experience than fellow immigrants from places like Asia and Europe—in all OECD countries. A surprising revelation for many Caribbean immigrants and those at home who know their ability to hustle and work hard. In fact, some of them have done well in microenterprise and larger businesses. The “lack of experience” has to do with the failure to build strong business relationships, to mine out and seize market opportunities, and the lack of community support for both funding, and promoting Caribbean businesses compared to other immigrant groups. Many Caribbean businesses do not earn above \$500,000.00 per annum and they often employ significantly less than one hundred persons.

There are also gaps in tacit knowledge (business know-how), networks and social capital that resides with families and communities that have engaged in business for several generations.

### **Abstract Panel Discussion:**

The Caribbean immigrant entrepreneurs or consultant who sells professional services or complex often struggle to break into both their adopted home and export markets in the developed world. Foreignness is one of many barriers faced by the immigrant professional service provider or service business. Foreignness makes it difficult for potential buyers to trust and engage those entrepreneurs and their businesses given, their or expertise, alma maters, former clients and school mates, as well as past employers are not known or well known to buyers in their adopted homes.

They sell services that are high value and comes at a high price. As a result, they are often seen as a risky investment. In other instances, the “foreignness” is grounded in racism which makes it hard for them to be perceived as entrepreneurs or consultants since they are “not the colour of the entrepreneur”, neither are they the “colour of the consultant” even within their own communities.

Those who refuse to trade in their investment in a solid education and work experience often start their own business to create employment for themselves, others were entrepreneurs, or intended to start business in the host country.

The discussion examined the circumstances that led some immigrants to become entrepreneurs. The prevalence of born global versus born-again global businesses among the panelists. That is the occurrence of businesses that were established with the intent to export compared to those that were established to serve local markets but later began to export.

It also focused on the pathways and processes to internationalization. In order to better understand those pathways and processes, the discussion questions inquired into how home and host countries, diaspora, and other networks influence and accelerate the internationalization process of Caribbean immigrant entrepreneurs and other minority groups who sells professional services. Other barriers and challenges to exporting, and tips for succeeding at exporting professional services.

The findings from the discussions will provide insights into the circumstances that create Caribbean immigrant entrepreneurs in the professional services category. The key question about which we will draw some conclusions based on the findings of the discussion is as follows. What is the role of diaspora, networks, and the barriers on the process and outcomes of internationalization among Caribbean immigrant providers of professional services and/or complex products (including those from other related minority groups)?







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## A Global Entrepreneurships Week (GEW 2018) Event!

### Questions:

1. What circumstances or situation led you to become an entrepreneur?
2. When you first set up your business, did you plan to export?
3. What made you decide to export?
4. Were there challenges or barriers at the start, and how did you overcome them?
5. How did you make your first sale?
6. What role did your network play if any in finding customers overseas?
7. How did it (your network) impact the size of your sale?
8. How did it impact growth or lack of growth in sales?
9. Did diaspora connections help?
10. What tips do you have for professionals who sells professional services or complex products who want to accelerate the growth of their sales and business (scale up)?
11. Lester do you feel at home with the us in the Community of Practice for Caribbean Immigrant Entrepreneurs?

**Unique vocabulary:** “renk” has two meanings in Jamaican Patois. As used in the discussion it means to get in your face and do what I choose without fear of or need for permission or approval from you.

# Findings

Home country markets and their track record have been the primary enabler of the professional service providers from the Caribbean.

These markets and the professional's reputation have been the primary factors that have facilitated the internationalization of both born global and born-again global businesses.

In the host countries (primarily the USA and Canada), the diaspora has provided connections with others and enabled sales to the homeland and other diasporic markets. Take the case of Lester, who is from India (but a self-professed “adopted” member of the Caribbean diaspora. He was able to leverage that network to export legal services. Collaboration helped him to service markets in jurisdictions where he is not licensed to practice.

However, marginalized African Americans and members of the diaspora, like Loretta (who is of Jamaican and Cuban roots), have been able to package “social cultural” concepts and sell to the diaspora as well as the homeland (USA). But where the diaspora and host countries have made the greatest impact, is in the provision of a different perspectives, capabilities, and skills sets.

These have helped entrepreneurs like Marva and Marguerite to hold positions as market leaders while bringing significant value to the home market. They are able to add value and increase demand for their services because of those factors, whether they export or establish a physical business presence in the home country.



# Moderator



## Meegan Scott

Determined, Decisive, Driven

Strategic, Witty, Passionate

Meegan Scott, is strategic management consultant, her core practice domains are Corporate Strategy, Performance Management & Measurement, Marketing, International Trade. She is the founder and owner of Magate Wildhorse Ltd.

**Entrepreneur DNA: Jamaica**

<https://magatewildhorse.ca/>

<https://www.facebook.com/MagateWildhorse/>

Twitter: @magatewildhorse

The Born Global & Born-Again Global Businesses: Pathways to Internationalization— *Caribbean Immigrant Entrepreneurs & Peer Entrepreneurs*

Was designed, organized, and moderated by Meegan Scott. The Community of Practice for Caribbean Immigrant Entrepreneurs (CoP), is the brainchild of Meegan Scott.



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# Panelists



## Tamu Petra Browne

Entrepreneurship Coach, Trainer, Curriculum Designer,  
Motivational Speaker, Educator, Doctoral Candidate

Tamu Petra Browne is the Founder of Innovative Education  
and Training Solutions .

**Entrepreneur DNA: St. Kitts and Nevis**

<http://tamubrowne.com/>

<http://tamucoaching.com/>



## Lester de Souza

Lester de Souza, Lawyer in Toronto since 1998; Ministry in Toronto  
since 1980; Entrepreneur in Toronto since 2015

Lester is an immigrant to Canada who has been in Toronto before the  
CN Tower. His current passion is Impact Galaxy, a social enterprise

**Entrepreneur DNA: India**

<https://www.caribmemag.com>



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# Panelists



## Marva Hewitt

FSPCA Lead Instructor: Food Safety Trainer/Auditor and Occupational Health and Safety Consultant  
Environmental Health Practitioner with a Passion for Food Hygiene and Safety Management Systems, with over 25 years in Environmental Health

**Entrepreneur DNA: Jamaica**



## Loretta Green-Williams

As a Postcolonial Theorist, LO converted her theoretical constructs of Rasta feminism and sociospiritualism into Caribeme Magazine, the fashion-forward lifestyle magazine for Caribbean diaspora women. The birth of Caribeme Magazine was inspired by "CaribME: New Yorkers of the Caribbean Diaspora," a documentary that she wrote and was Executive Producer about Caribbean New Yorkers.

**Entrepreneur DNA: USA, Jamaica, and Cuba**

<https://www.caribmemag.com>



# Panelists



## Marguerite Orane

Marguerite Orane is serious about joy – at work, play, home – wherever you are, Marguerite believes that joy should be! Through her energetic, passionate approach to strategy facilitation and leadership coaching, she enables positive growth and transformation in organizations and individuals in Canada, the Caribbean and the USA.

**Entrepreneur DNA: Jamaica**

**<http://freeandlaughing.com/>**





The discussion was held in celebration of Global Entrepreneurship Week 2018 and is the first public event hosted by the Community of Practice for Caribbean Immigrant Entrepreneurs (CoP) —despite its name and primary target group the CoP also serves other immigrant groups, the Caribbeans, Canadians with no family history of entrepreneurship and Africans in the diaspora and Africa.

[About the CoP](#)

[Why bother with a CoP?](#)

## The Community of Practice in a Nutshell

It is a coming together of entrepreneurs, researchers, entrepreneur support partners, funders, and researchers for learning, sharing, collaborating, selling, knowledge building, resource mobilization, and skills share in the area of Caribbean Entrepreneurship and success strategies for our immigrant entrepreneurs. It also features a market place and marketing research hub through which it will connect the diasporic markets of the Region.

It aims to fertilize, strengthen, manipulate, and boost the entrepreneurial ecosystem

From talent, through to markets, support, culture, finance, policy, and training.





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The following entities have endorsed and will support the CoP to deliver its vision and their shared objectives.



**Mona School  
of Business &  
Management**

MSBM The University of the West Indies, Mona



Contact: 1 (647) 854-5323 for additional information.