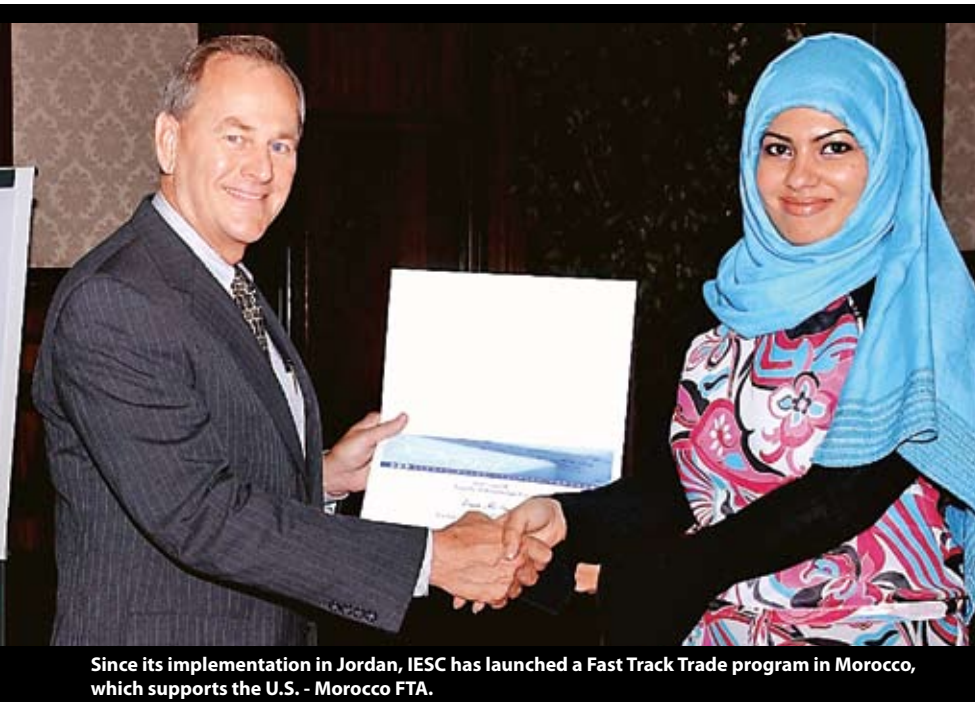


International Executive Service Corps in Costa Rica



Since its implementation in Jordan, IESC has launched a Fast Track Trade program in Morocco, which supports the U.S. - Morocco FTA.

IESC is launching a new pilot project in the first quarter of 2007 to support the Costa Rican private sector to effectively compete in an increasingly integrated and competitive global economy, especially in light of the pending passage of the Central American Free Trade Agreement (CAFTA). While CAFTA presents an opportunity for an expanded market, it also constitutes a competitive threat to the Costa Rican private sector. In this context, IESC is bringing this project to Costa Rica to deliver premium technical assistance to small, medium, and large companies and organizations through its signature resource of volun-

teer experts. IESC will implement this pilot project with the support of AmCham and a "Senior Advisory Council" of Costa Rican based senior business executives.

This new program offered by IESC and AmCham is intended to assist large, and particularly small and medium enterprises, to take advantage of the expanded market that CAFTA will bring, as well as to blunt the competitive challenges associated with CAFTA. The estimated 15,000 to 20,000 Small and Medium Enterprises (SMEs) in Costa Rica play a prominent role in the economy, accounting for 60% of all employment, 95% of all business activity,

The International Executive Service Corps (IESC) and the Costa Rican American Chamber of Commerce (AmCham) are pleased to announce the launch of a new "Pilot Project" to strengthen the competitiveness and export capacity of the Costa Rican private sector.

28% of the GDP, yet only 13% of the total export value. Since SMEs are typically responsible for more than 70% of new job creation, increasing their domestic sales and exports is vital.

In recent years, IESC has created an innovative approach for small, medium and large enterprises to address the challenges and take advantage of the opportunities associated with U.S. Free Trade Agreements (FTAs). IESC initially designed this approach, entitled Fast Track Trade, to assist Jordanian firms to prepare for and take immediate advantage of the Jordan-U.S. free trade agreement. From early

2002 through 2005, the IESC initiative created 750 export transactions, generated more than \$149 million in exports and increased domestic sales by \$122 million. Participating Jordanian firms also created or saved 8,000 jobs. In total, the Jordan program created over \$561 million in economic impact.

Since its implementation in Jordan, IESC has launched a Fast Track Trade program in Morocco, which supports the U.S. - Morocco FTA and a regional Fast Track Trade program in Sub-Saharan Africa that provides trade, investment and development services in support of the Africa Growth and Opportunity Act (AGOA). Although these programs were designed to focus on export trade, they have stimulated significant sales to the domestic markets, including domestically based multinational firms. The photo to the left highlights a recent success in the IESC Morocco program. Due to Costa Rica's favorable trade environment and proximity to U.S. and regional markets, IESC believes that there is potential to produce even greater impact than the results achieved in Jordan, Morocco and Sub-Saharan Africa.

Although the Costa Rican pilot project is significantly smaller in scope than the "Fast Track Trade" programs described above, IESC is able to provide premium technical assistance at reasonable costs through its most important and successful resource, volunteer experts. IESC maintains a proprietary database of thousands

The International Executive Service Corps (IESC), founded in 1964 by David Rockefeller and other distinguished Americans, is a private, not-for-profit economic development organization. IESC has implemented more than 25,000 volunteer technical assistance consultancies and more than 200 multifaceted economic development programs in over 130 countries. IESC delivered 8,000 of these technical assistance consultancies in Latin America and the Caribbean, including more than 400 in Costa Rica. The IESC was last active in Costa Rica from 1983 to 1997. These worldwide volunteer expert consultancies created more than one million jobs and delivered over \$500 million worth of donated volunteer expertise.

Pilot Project Workflow Overview



of senior professional and industry-specific experts in order to meet the needs of its clients and the changing demands of the international marketplace. These international experts are seasoned senior-level professionals drawn from virtually every economic and industry sector. They represent the dynamic strength of 21st Century business and professional know-how. Their expertise, experience and dedication will be delivered to Costa Rican businesses and business support organizations on a demand driven basis through AmCham and IESC headquarters in Washington, DC. The figure above provides an overview of the pilot project workflow.

In addition to the IESC volunteer technical assistance consultancy highlighted above, IESC volunteer experts in the Costa Rican project can offer one-on-one or group consultancies. These consultancies may fall within any of the following areas: research and technology identification; quality standards benchmarking and training; business planning; strategic planning; financial planning, access and operations improvement; information technology systems development and

training; and more.

Pilot project client companies in Costa Rica will not only receive the assistance of IESC's volunteer experts, they will also have access to pro bono assistance from the "Senior Advisory Council" of Costa Rican based senior business executives. The Senior Advisory Council members have a diverse, vast and unparalleled knowledge of the Costa Rican private sector acquired through their years of experience in Costa Rica. While IESC has conducted thousands of volunteer technical assistance consultancies around the world, it has never before had an in-country resource like the Senior Advisory Council.

The focus of the Senior Advisory Council members will be to conduct up-front assessments of potential pilot project clients in order to clarify the company's or organization's need for assistance and then work with IESC to select the most appropriate volunteer expert - or experts - to work with that client. The Senior Advisory Council member will then advise the IESC volunteer expert regarding the needs of the client as well as the nuances of the Costa Rican marketplace. The up-front and pro bono assessments that the Senior Advisors will conduct of potential clients are of significant value in and of themselves. These assessments may include a SWOT analysis whereby the Senior Advisory Council member will assess the Strengths, Weaknesses, Opportunities and Threats facing that client. IESC is very enthusiastic about the commitment of the Senior Advisory Council to support these efforts in Costa Rica and believes that this unique resource will be invaluable in making the IESC Costa Rican project a success.

If you would be interested in receiving assistance from an IESC volunteer expert or would like more information, please complete and return the enclosed survey to either AmCham or IESC.

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