LEVE

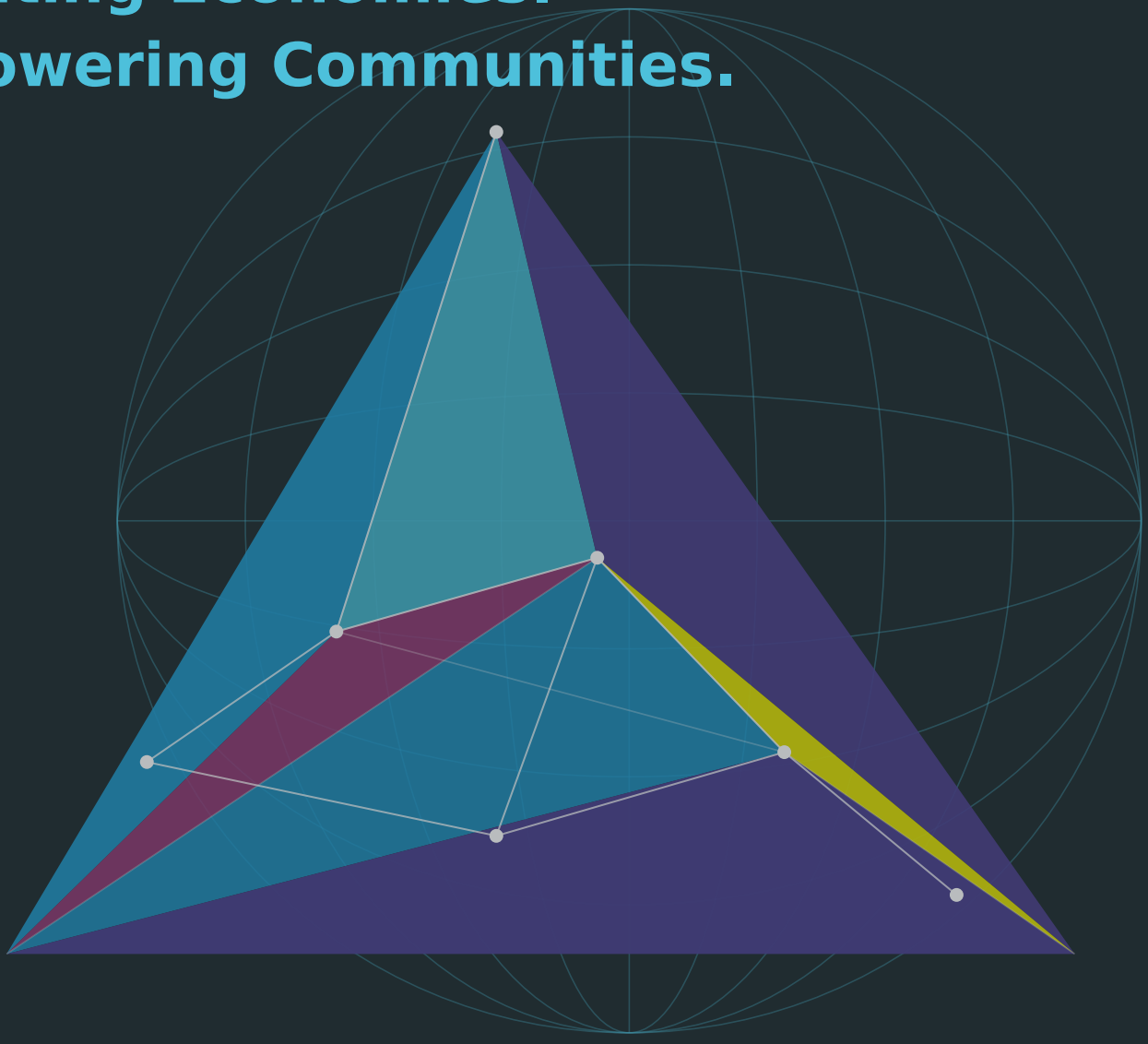
Elevating Economies | Empowering Communities

www.Leve-Global.com

Leve Global

INTERNATIONAL CONSULTING

Elevating Economies.
Empowering Communities.



TOURISM | TRADE | SUSTAINABILITY
DIGITAL TRANSFORMATION

THE COMPANY

Caribbean roots. International perspective.

Leve Global is an international consulting firm based in Trinidad and Tobago. We help governments, development agencies, businesses and communities strengthen competitiveness through tourism, trade, sustainability and digital transformation. We insist that good intelligence must lead to practical advice and competitive solutions.

30+
years experience

100+
economies & destinations served

200+
projects executed

OUR EVOLUTION

1993

Caribbean Futures
Established as a regional tourism consultancy. Tourism seen as a leading sector to drive regional growth.

2000

Tourism Intelligence International
Expanded the firm's international tourism advisory work. Market intelligence became a key pillar.

2016-today

Leve Global
An integrated focus on elevating economies and empowering communities through tourism, trade, sustainability and digital transformation.

"Leve" means "lift up" in patois. That purpose guides how we work: lifting up our clients by helping them to build stronger economies while creating opportunities for the people who live and work within them.

Research is the starting point. Elevating is the purpose.

Our portfolio spans national policies, destination strategies, export market access, investment planning, community enterprises and digital platforms.

INTERNATIONAL REACH

A portfolio across regions

Our assignments range from national development strategies to regional programme evaluations and enterprise coaching.

This breadth brings experience of developing economies, emerging markets, cross-border cooperation and international market access.

Caribbean
Antigua; The Bahamas; Barbados; Cayman Islands; Dominica; Grenada; Guyana; Jamaica; Montserrat; Saint Kitts and Nevis; Saint Lucia; SVG; Trinidad and Tobago. CARICOM and CARIFORUM.

Africa
South Africa; The Gambia; Lesotho; Malawi; Mozambique. East African investment work covering Ethiopia, Kenya, Rwanda, Tanzania and Uganda.

Asia and the Middle East
Tourism strategy in Singapore and Abu Dhabi, United Arab Emirates. Human resources programme evaluation across seven South Asian countries.

Indian Ocean
Regional tourism programme evaluation covering Comoros, Madagascar, Mauritius, Réunion and Seychelles.

Europe
Institutional assignments in Brussels and Geneva; German market access and recovery strategies; Dutch Caribbean promotion evaluated in Germany, Switzerland, Austria and the Netherlands.

South America
Digital investment and trade promotion in Suriname; tailored coaching for Peruvian tourism SMEs entering the German travel market.

TOURISM

Policy, planning and destination development

We develop tourism policies, master plans, product strategies and institutional frameworks that connect destination competitiveness with environmental responsibility and local participation. Research, market segmentation and stakeholder engagement shape the recommendations and the implementation plans.

GOVERNMENT OF SOUTH AFRICA | 1994-1996

South Africa

Developed the National Tourism Policy adopted by Cabinet in June 1996. The assignment included coordination of seven local experts, policy formulation workshops in all nine provinces and an implementation framework that pioneered the concept of responsible tourism.

DISCOVER DOMINICA AUTHORITY | 2018-2020

Dominica

Developeda National Climate Resilient Tourism Policy, Tourism Master Plan and Corporate Strategy. The work combined tourism product assessment, climate risk analysis, market segmentation, a high-value tourism approach and implementation planning.

SINGAPORE TOURISM BOARD | 2007-2008

Singapore

Audited destination products, branding and marketing; benchmarked competitors; and developed a tourism strategy covering seven product segments. Detailed profiles of five source markets supported the destination’s strategic choices.

GOVERNMENT / EUROPEAN UNION | 2007-2009

Saint Vincent and the Grenadines - Euro 6 Million

Led multidisciplinary technical assistance fortourism development, including 14 sites and attractions, destination marketing, market research, community tourism, capacity building and tourism human resource development.

TOURISM

Finding distinctive market opportunities

Destination strategy must connect what a placeoffers withthe travellers most likely to value it. Our assignments combine product assessment, visitor research, competitive analysis, destination positioning, airlift assessment and marketing implementation.

2019

Montserrat

Sustainable tourism strategy and a three-year marketing plan built around volcanic heritage and Plymouth. The strategy identified 103 proposed initiatives.

2003-2004

Abu Dhabi

A tourism development strategy informed by product assessment, market research and destination positioning, helping distinguish the emirate’s offer within the region.

2004-2017

Mozambique and Malawi

Successive tourism marketing strategies and implementation plans, with market analysis, brand positioning, product priorities and capacity building.

2014-2015

The Bahamas

A study of the Chinese travel market and airlift opportunities, connecting market demand with access and destination readiness.

2012

Antigua

Tourism sector diagnostic study and market assessment to identify competitiveness challenges, product opportunities and strategic priorities.

2017-2018

CARICOM / CARIFORUM

A regional tourism services strategy informed by consultations across 15 CARIFORUM member states, covering marketing, investment, technology, transport, skills and regulation.

TRADE

From export potential to market readiness

We help countries and businesses identify promising products and markets, understand buyer requirements and strengthen their ability to compete. Our services include sector diagnostics, export strategies, value chain analysis, market prioritisation, branding, packaging, coaching and implementation monitoring.

GOVERNMENT OF JAMAICA / COMMONWEALTH SECRETARIAT | 2016-2017

Jamaica National Export Strategy

Identified six priority sectors, including IT-enabled services and film and animation. The strategy combined sector diagnostics, market prioritisation, competitive analysis, stakeholder consultation, action planning and a monitoring and evaluation system.

GAMBIA INVESTMENT & EXPORT PROMOTION AGENCY | 2024-2025

The Gambia export development

Assessed 26 priority and promising agricultural and value-added products, production constraints, sector diagnostics, value chain analysis, market demand and export requirements. Product profiles, market toolkits and policy recommendations supported export promotion and investment readiness including 26 brochures and 26 product videos.

COMMONWEALTH SECRETARIAT / MINISTRY OF FINANCE | 2019

Grenada product and market development

Preparedmarketingplans covering19products and23 newmarkets, supported by distribution strategies, an export marketing guide and training for 30 MSMEs. The programme emphasised digital marketing and ecommerce.

MINISTRY OF FINANCE, PLANNING, ECONOMIC DEVELOPMENT | 2019-2020

Grenada packaging and labelling

Assessed 50+ manufacturers' export readiness, delivered training, produced a packaging and labelling export guide and developed custom labels for selected firms in honey, cocoa, seasonings, peppers and spices.

ECONOMIC DEVELOPMENT

Sector intelligence that guides investment

Tourism and trade operatewithin widereconomicsystems.We assess value chains, market demand, business constraints and institutional gaps so clients can prioritise investments and design interventions across connected sectors.

DEPARTMENT OF ECONOMIC DEVELOPMENT | 2026

Saint Lucia national development planning

Situational and gap analysis of 21 sectors to inform the Medium-Term Development Strategy 2026-2029 and National Development Plan 2026-2041. Research, stakeholder surveys, sector visioning and value chain analysis supported ten integrated project concept notes.

2024-2025

Jamaica sector studies

Twelve sector studies for the Development Bank of Jamaica. Over 300 stakeholder consultations informed demand forecasts, development strategies, value chain analysis and targeted financial products.

2025

Dominica agro-processing

Agricultural diagnostics and value chain analysis informed a national agro-processing facility proposal. Work covered demand, sites, technical and financial feasibility, a business model and resource mobilisation.

SELECTED INTERNATIONAL ASSIGNMENTS | 1998-2007

Investment preparation and promotion

In East Africa, supported tourism investment preparation and matchmaking across five countries through opportunity profiling and advisory services. In the Caribbean, developed an investment portfolio and a tourism investment promotion strategy for Saint Vincent and the Grenadines. In South Africa, prepared feasibility and financing proposals for the Wild Coast Spatial Development Initiative.

SUSTAINABILITY

Resilience built into development decisions

Our sustainability approach brings environmental, social and economic considerations into policy, investment and enterprise development. Assignments address climate risk, biodiversity, responsible tourism, local livelihoods and the long-term management of natural and cultural assets.

CARIBBEAN COMMUNITY CLIMATE CHANGE CENTRE | 2025-2026

Saint Kitts and Nevis

Led tourism strategy development within a joint tourism and waste management assignment. Tourism work included sector diagnostics, demand forecasting, competitiveness, climate resilience, stakeholder consultations, and action planning. Unique positioning of Climate + Culture for St. Kitts, and Luxury + Longevity for Nevis.

ENVIRONMENTAL MANAGEMENT AUTHORITY | 2024

BIOREACH, Trinidad and Tobago

Developedand implementeda communicationsstrategy for biodiversity conservation and agroecological land restoration. Stakeholder mapping, public awareness campaigns, capacity building and a monitoring framework supported engagement with farming communities and partner institutions.

INTER-AMERICAN DEVELOPMENT BANK | 2016-2017

Tobago underwater sculpture park

Assessed market demand, financial feasibility andeconomic impact for a proposed marine tourism attraction. Developed marketing and communications plans while examining conservation benefits and climate adaptation considerations.

Sustainability is part of the business case.

We connect the protection of assets with market demand, investment viability, community participation and the capacity to manage development over time.

COMMUNITY EMPOWERMENT

Local participation. Stronger institutions.

We involve communities in shaping the policies, products and enterprises that affect their lives. Consultation is supported by coaching, organisational development, market access and practical implementation plans.

FROM 2022

Saint Lucia South-East Coast

Responsible tourism planning across six communities, with MSME coaching, storytelling, youth digital training and exchanges with other destinations.

2018

Castara, Tobago

Community tourism assessment, governance recommendations, a five-year strategic plan and capacity building to improve community coordination and access to finance.

2007

Cochrane, Dominica

Community tourism strategy and development of the annual rabbit festival, linking a distinctive local product with visitor experiences and enterprise opportunity.

REGISTER RECORDS START IN 2024

Cayman Islands

National youth and sports policies and five-year implementation plans. Over 200 stakeholders consulted and more than 1,300 survey participants, with workshops in Grand Cayman and Cayman Brac.

2017

Peru to Germany

Tailored coaching for tourism SMEs, individual market strategies and identification of trade representatives to help firms reach the German travel market.

1996-1997

South Asia

Evaluation of a human resources development programme across Bangladesh, Bhutan, India, Maldives, Nepal, Pakistan and Sri Lanka, covering training and institutional strengthening.

DIGITAL TRANSFORMATION

Connecting visibility, engagement and intelligence

We connect digital strategy with the client's commercial and institutional objectives. Our work combines market research, user experience, content, technology, digital marketing and staff capacity to support destination promotion, export development and investment engagement.

DIGITAL STRATEGY AND ECOSYSTEM | 2025-2026

Suriname Investment and Trade Agency

Designed a multilingual website and digital ecosystem aligned with investment and export promotion. The assignment included digital strategy, SEO and content, an AI chatbot, HubSpot CRM integration, lead generation, social media integration, analytics, security provisions and staff training. The platform presents priority sectors and supports engagement with investors, exporters and business partners.

2022

Pure Grenada

Destination website and Android/iOS mobile app, interactive map, booking functions, multilingual content, social media integration and user testing.

2020-Present

Exceptional Caribbean

Digital platform, brand positioning and marketing strategy informed by audience research, a user survey, market analysis and a defined brand voice.

Grenada | 2026

Tourism information systems

Visitor Expenditure & Motivations Survey modernisation. Positioned data mining as an integral part of the visitor experience. Strong buy-in and participation from stakeholders at all levels.

HOW WE WORK

Evidence, participation and practical implementation

Our assignments are structured around the decisions clients need to make. We establish the evidence, involve the people who will implement the recommendations and translate strategic choices into activities, responsibilities, budgets and monitoring frameworks.

01 **Understand the system**

Sector diagnostics, market research, surveys, product assessment, competitor benchmarking and value chain analysis.

02 **Develop the strategy together**

Stakeholder mapping, community engagement, workshops, visioning, policy review and validation of strategic options.

03 **Prepare for delivery**

Action plans, business models, financial feasibility, implementation arrangements, capacity building and monitoring systems.

INSTITUTIONAL EXPERIENCE

Our project record includes assignments commissioned or supported by national ministries and tourism authorities, CARICOM, the Commonwealth Secretariat, the European Union, the Caribbean Development Bank, the Inter-American Development Bank, Caribbean Export, the International Trade Centre, UNDP, the World Tourism Organization, the Caribbean Community Climate Change Centre and national investment promotion agencies.

We Walk the Walk

An operator’s perspective

Leve Global doesn't just advise governments, destinations, and businesses. We walk the walk.

For nearly 3 decades we have owned and operated *Being Estate Villas* in Tobago: an 11-acre villa estate overlooking the Caribbean Sea.

Our vision is to show that sustainability could be sexy too, giving rise to our pioneering concept of *Eco-Elegance*.

Owning and operating Being Estate Villas in Tobago adds practical hospitality experience to our tourism and sustainable development advisory work.

BEING ESTATE VILLAS
ESCAPE THE ORDINARY
TOBAGO, CARIBBEAN

Expertise in practice.

- **3** Decades
- **3** Villas
- **7** Suites
- **11** Acres
- **1** Clear Vision

being-tobago.com

OUR TEAM

Leadership supported by a team of international experts

LeveGlobalcombinesleadership basedin Trinidad and Tobago witha specialist network spanning tourism, trade, economics, climate, investment, AI, technology, design and social development. Expertise is brought together around the needs of each assignment.

Dr. Auliana Poon
Founder and Managing Director
Trinidad and Tobago / Berlin

Kevon Wilson
Chief Operating Officer and Senior Strategist
Trinidad and Tobago

SELECTED SPECIALIST EXPERTISE

Nicole Büttner
Artificial intelligence | Germany / Switzerland

Ian John
Innovationand technology | Trinidad and Tobago

Chike Farrell
Digital marketing | Los Angeles, USA

Olayinka Bandele
Trade Advisory | United Kingdom

Dr. Patrick Watson
Climate change economics | Trinidad and Tobago

Paula Dias
Youth and gender development | Mozambique

Francesca Wilson
Research | Trinidad and Tobago

Kirk-Anthony Hamilton
Digital transformation | Jamaica

Omar K. Jammeh
Trade | The Gambia

Dr. Claudius Preville
Economics and trade negotiation | Saint Lucia

Yvonne Armour
Human resource development | Dominica

Deepa Girdari
Tourism | Saint Lucia

The wider network includes over 100 consultants from around the world spanning strategic planning, digital transformation, sustainability, tourism, trade, legal advice, urban planning, architecture, creative design, web development, research and social media.

SELECTED EXPERIENCE | 1 OF 3

International assignments 1994 to 2005

PERIOD	LOCATION	ASSIGNMENT AND COMMISSIONING INSTITUTION
1994-1996	South Africa	**Responsible tourism White Paper** Government / Ministry of Tourism
1996-1997	South Asia	**Human resources development programme evaluation** European Commission
1997	Dominica	**Ecotourism model and strategy** European Union
1998	Indian Ocean	**Regional tourism programme evaluation** European Union
1998	South Africa	**Wild Coast feasibility and financing proposal** European Union
1999-2000	Barbados / Germany	**German travel market recovery strategy** Barbados Tourism Authority
2000	Lesotho	**National tourism policy** World Tourism Organization / UNDP
2000	CARIFORUM	**Evaluation of the 6th and 7th EDF tourism programmes** European Union / CARIFORUM
2000	Dutch Caribbean / Europe	**Marketing and promotion performance evaluation** Dutch Caribbean Travel Center
2000	Grenada	**Tourism site feasibility and investment facilitation** CLICO
2000-2001	Caribbean	**Preparation of the 8th EDF regional tourism programme** European Union / CARIFORUM
Since 2000	Tobago	**Tourism accommodation ownership and operation** Being Estate Villas
2001-2002	Trinidad & Tobago	**Economic impact assessment of Carnival** Central Bank of Trinidad and Tobago
2001	Global	**Tourism recovery strategies after September 11** International Trade Centre
2002	Trinidad & Tobago	**Tourism product assessment and information system** TIDCO
2002	Barbados	**Non-accommodation opportunities and ecotourism** Caribbean Development Bank
2003-2004	Abu Dhabi	**Tourism development strategy** Office of the President
2003-2005	Caribbean	**Caribbean tourism investment portfolio** ProInvest / Centre for the Development of Enterprise
2004-2005	Mozambique	**Tourism marketing strategy and implementation plan** Ministry of Tourism / Commonwealth Secretariat
2005-2008	Dominica	**Ecotourism development programme technical assistance** Government / EuropeanUnion

SELECTED EXPERIENCE | 2 OF 3

International assignments 2005 to 2016

PERIOD	LOCATION	ASSIGNMENT AND COMMISSIONING INSTITUTION
2005-2006	Malawi	**Tourism marketing strategy and action plan** Government of Malawi
2005-2006	Tobago	**Tobago Fringe and Plymouth community tourism** Plymouth Community Council / European Union
2006-2007	SVG	**Tourism investment promotion strategy** National Investment Promotion Inc.
2007	East Africa	**Tourism investment preparation and matchmaking** ProInvest / Centre for the Development of Enterprise
2007-2008	Singapore	**Tourism development strategy** Singapore Tourism Board
2007-2009	SVG	**Tourism development project technical assistance** Government / European Union
2007	Dominica	**Cochrane Rabbit Festival and community tourism** Community association / tourism authority / EU
2008-2009	Trinidad & Tobago	**National tourism policy** Ministry of Tourism
2008-2009	Tobago	**Strategic planning and hospitality skills assessment** Tobago Hospitality and Tourism Institute
2009	Grenada	**Health and wellness tourism development** Grenada Industrial Development Corporation
2011-2012	CARIFORUM	**Health and wellness strategy and digital media plan** Caribbean Export Development Agency
2011-2012	Saint Lucia	**Dennery/Mabouya eco-agro-tourism capacity building** Ministry of Tourism
2012	Jamaica	**Social media strategy** JAMPRO
2012	Antigua	**Tourism sector diagnostic and market assessment** Ministry of Tourism
2014-2015	The Bahamas	**Chinese market and airlift study** Ministry of Tourism
2014-2015	Jamaica	**National export strategy** Government / Commonwealth Secretariat
2016	Malawi	**Destination marketing strategy and implementation plan** Ministry of Tourism
2016-2017	Tobago	**Underwater sculpture park feasibility and marketing** Cropper Foundation / Inter-American Development Bank
2016	Jamaica	**New products, new markets and trade stimulus schemes** Commonwealth Secretariat
2016-2019	Caribbean	**Tourism linkages initiative and annual Lévé event** Tourismauthorities / privatesector

SELECTED EXPERIENCE | 3 OF 3

International assignments 2017 to 2026

PERIOD	LOCATION	ASSIGNMENT AND COMMISSIONING INSTITUTION
2017	Mozambique	**Tourism marketing strategy and implementation plan** Ministry of Tourism
2017-2018	CARICOM / CARIFORUM	**Regional tourism services strategy** CARICOM Secretariat
2017	Peru / Germany	**SME market access coaching** Switzerland Global Enterprise
2018	Tobago	**Castara community-based tourism strategy** Tobago House of Assembly
2018-2020	Dominica	**Climate resilient tourism policy and master plan** Discover Dominica Authority
2019	Montserrat	**Sustainable tourism strategy and marketing plan** Office of the Premier
2019-2020	Grenada	**Manufacturing MSME packaging and labelling** Ministry of Finance, Planning, Economic Development
2019	Grenada	**New products and new markets marketing plans** Commonwealth Secretariat / Ministry of Finance
2019	Grenada	**Community tourism and entrepreneurship assessment** Ministry of Tourism
2020-2021	Caribbean	**Digital platform and marketing strategy** Exceptional Caribbean
From 2022	Saint Lucia	**South-East Coast responsible tourism development** Ministry of Sustainable Development
2022	Grenada	**Destination website, mobile app and social outreach** Grenada Tourism Authority / Ministry of Tourism
2024	Trinidad & Tobago	**BIOREACH communications strategy** Environmental Management Authority
From 2024	Cayman Islands	**Youth and sports policies and strategic plans** Ministry of Youth, Sports and Heritage
2024-2025	The Gambia	**Export product diagnostics and market readiness** Gambia Investment & Export Promotion Agency
2024-2025	Jamaica	**Twelve comprehensive sector studies** Development Bank of Jamaica
2025-2026	Suriname	**Investment and trade digital strategy and ecosystem** Suriname Investment and Trade Agency
2025-2026	Saint Kitts & Nevis	**Tourism strategy within joint tourism/waste assignment** CCCCC; partnership with Unite Caribbean
2025	Dominica	**National agro-processing facility feasibility proposal** Ministry of Agriculture / Caribbean Development Bank
2026	Saint Lucia	**Twenty-one sector diagnostics for national planning** Department of Economic Development

WORK WITH LEVE GLOBAL

International experience. Practical value.

We work with destinations, governments, development partners and enterprises to define opportunities, strengthen institutions and prepare strategies for implementation across tourism, trade, sustainability and digital transformation.

Leve Global

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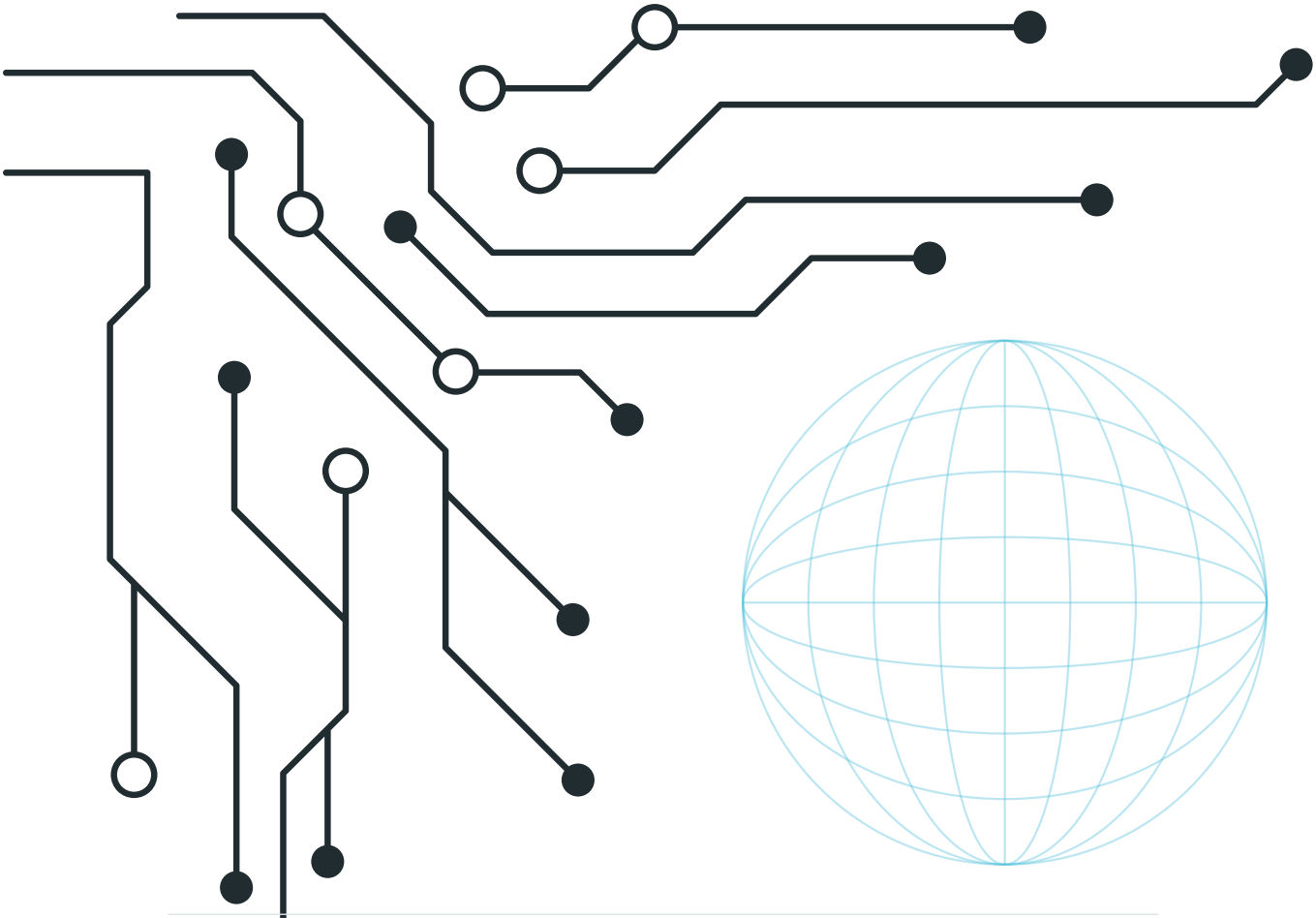
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