



# DISCOVER

the best of

## *Brand Jamaica*



# *Discover the best of* **Brand Jamaica**

Jamaica is internationally recognised for its excellent food and beverage exports, which include iconic products such as Blue Mountain Coffee, rum, jerk seasoning and a wide array of fresh produce and processed foods. As a key component of the island's rich cultural offering, our cuisine enjoys the same distinctive global appeal as our pulsating reggae music, and is widely recognised for its outstanding quality and exotic taste.

In addition to these exciting food products, Jamaica is home to producers and exporters of world-class wellness, spa and nutraceutical goods, minerals and metal products, and goods and services from our vibrant creative industries.

Jamaica is poised to become more integrated into the global logistics supply chain. This will easily translate into greater access to markets, faster customs clearance and increased efficiency in the movement of goods across shores.

## **HALLMARKS OF JAMAICAN EXPORTS**

- Strong certification systems
- Stringent regulatory standards
- Consistently high quality
- Global brand equity and appeal

# FOOD & BEVERAGE

## Jerk

Spicy, hot, mildly smoky, or even a little sweet, jerk is the signature flavour of Jamaica. Bold and versatile, it is both a seasoning and a method of cooking.

Jamaica produces high quality jerk powdered seasonings, dry and wet rubs, marinades, mash and sauces that go well with meats, vegetables, pasta, poultry, pork and seafood.

### Quick Facts

- Protected under the Geographical Indication System for its unique flavor and origin
- Top Export Markets: North America, United Kingdom & the Caribbean
- 25+ Certified manufacturers of jerk products
- Most facilities certified to international standards
- Oil free preparations; ideal for health enthusiasts
- Perfect for hamburgers, pizzas, vegetarian dishes and pastas
- High demand in ethnic, mainstream and gourmet food markets

# FOOD & BEVERAGE

## Ackee

This golden delight holds pride of place in Jamaica's national dish, ackee and saltfish. Buttery and savoury, this once exotic curiosity and staple of the ethnic market has become increasingly popular in mainstream supermarkets and gourmet shops internationally, fetching a premium price per can.

### Quick Facts

- Ackee and saltfish ranked 2nd best national dish (National Geographic)
- Canned Ackee Export Sales: US\$13M (Avg. per annum) \*
- Top Export Markets: North America & United Kingdom
- 300 plus hectares of land in production\*\*
- Processed ackee and saltfish as a spread for hors d'oeuvres
- Ten (10) ackee processors approved by the US Food and Drug Administration (FDA)
- Grown in abundance all year round

\*Average exports 2010-2014. (Statistical Institute Jamaica) 2010-2014

\*\* Agricultural Business Information System (Ministry of Agriculture, Jamaica)



# FOOD & BEVERAGE

## Fresh Produce

Jamaica's wholesome variety of fresh produce includes peppers, thyme, escallion, ginger, sorrel, vegetables and fruits. The island also boasts an abundance of breadfruit, the exotic tangelo fruit and tubers such as yam, sweet potato, dasheen and cassava.

Our fresh foods are nutrient-rich and versatile, with several of them ranking among the best in the world. Many of these export produce have expanded beyond Diaspora markets in the UK and North America, entering mainstream markets as global consumers increasingly seek to explore an authentic taste of Jamaica.

### Quick Facts

- US\$39 million in exports\*
- Top Export Markets: North America & UK
- 55 products grown (legumes, vegetables, fruits and tubers etc.)
- \$US21M yams exported annually (135,000 tonnes)\*\*
- Available fresh, vacuum packed or canned
- Ginger, pimento and scotch bonnet pepper are highly rated globally for potency
- Tangelo, a hybrid formed from orange, grapefruit and tangerine, is grown exclusively in Jamaica

\*International Trade Center Report (2014)

\*\* Ministry of Agriculture & Fisheries, Jamaica

# FOOD & BEVERAGE

## Processed Foods

Jamaica serves up endless culinary possibilities with a delectable range of jams, jellies, preserves, sauces, chutneys, vinaigrettes and condiments.

Our products are known for their flavourful blend of unique Jamaican fruits, vegetables and spices, including mangoes, tamarind, hot peppers, pimento, thyme and escallion. We also offer an extensive line of sweet and savoury breads, biscuits, buns, crackers and other baked products.

### Quick Facts

- Baked products exports: US\$13.6M\*
- Top Export Markets: North America & United Kingdom
- Sauces exports: US\$16M\*
- Available as spice powders, concentrates, oils, marinades, pickles, preserves and condiments
- A diverse array of jams & vinaigrettes
- Home to almost 3,000 plant species, 27% of which are indigenous

\* Statistical Institute of Jamaica (2014)

# FOOD & BEVERAGE

## Coffee

Discerning coffee connoisseurs agree that coffee grown high up in the misty Blue Mountains of Jamaica is among the best in the world. A premium product, Jamaican Blue Mountain coffee trades at above average prices in commodity markets.

Major processors in Japan are the leading importers of our coffee, which is also exported to markets such as North America, Europe, Australia, China, South Korea, Singapore and Argentina.

\*International Trade Centre 2010-2014

### Quick Facts

- Average exports of Jamaican coffee: US\$20 million\*
- Top Export Markets: Japan & United States
- Ranks among Jamaica's top ten food exports
- Recognised internationally as a boutique coffee
- Jamaica Blue Mountain (JBM) coffee is protected under the Geographical Indication Systems
- JBM coffee is blind tested to ensure superior cupping
- Consists almost exclusively of Arabica beans
- Hand sorted beans ensures quality presentation
- Beans sold green, roasted or ground
- Value-added potential for sauces, baking, aromatherapy, and other product extensions
- Used extensively in liqueurs and wines



# FOOD & BEVERAGE

## Cocoa

The irresistible aroma and smooth taste of Jamaican cocoa combine to make it a premium, high-demand product in the global marketplace. Jamaica is recognised by the International Cocoa Organization (ICCO) as one of nine exclusive producers of fine-flavour cocoa, and our cocoa is often used to improve the flavour of cocoa from other countries.

Our primary export markets are Europe (Switzerland, France and the UK), Japan and the US.

### Quick Facts

- One of 9 exclusive fine flavored cocoa producers globally
- Top Export Markets: Switzerland, France and the Netherlands
- 400 tonnes processed annually\*
- Average exports: US\$1 million\*\*
- Value added products include gourmet chocolates, fruit conserves, coffee beans dipped in chocolate and rum flavored chocolate

\*US Geological Survey 2010-2014

\*\* International Cocoa Organization 2010-2014



# FOOD & BEVERAGE

## Rum & Other Alcoholic Beverages

The island's rums are world-renowned for boldness, uniqueness and superior quality. Having perfected the craft over the centuries, Jamaica has deservedly earned the reputation of being a grand purveyor of fine aged rums. Our primary export markets are North America and Europe.

Jamaica has an expansive portfolio of high quality alcoholic beverages, many of which are concocted using the exotic fruits, fresh vegetables and herbs grown on the island. Among the beverages of international repute are Tia Maria coffee liqueur, Appleton Estate aged rum and Red Stripe beer.

### Quick Facts

- Available in several grades including light, gold, spiced, dark, flavored, overproof, vintage, single barrel and premium rum.
- US\$44 million export market
- Top Export Markets: North America, United Kingdom and New Zealand\*
- Other alcoholic beverages (beer, wines and other spirits): US\$26million exports\*
- Home to the oldest barrel aged rum in the world (Appleton Estate 50-Year-old)

Numerous award winning spirits:

- Double Gold Award for Rare Blend\*\*
- Gold Award for Signature & Reserve Blend \*\*
- World Class Distillery, 2011\*\*
- Gold Medal World Spirit Awards, 2011\*

\* Statistical Institute of Jamaica (2014)

\*\*San Francisco World Spirits Competition (2014)

# FOOD & BEVERAGE

## Non-alcoholic Beverages

Jamaica's catalogue of non-alcoholic beverages includes natural spring water, purified bottled water (flavoured and unflavoured), natural tropical juices, coconut water, carbonated beverages (soft drinks/sodas), flavoured and unflavoured milk, roots tonic and energy drinks.

These products are manufactured in HACCP and ISO certified facilities using the best practices in food safety and packaging, such as Tetra Pak and UHT technology. According to the Statistical Institute of Jamaica (STATIN), non-alcoholic beverages generated over US\$11 million in export revenue in 2013.

### Quick Facts

- US\$8 million in exports\*
- Top Export Markets; USA, Dominican Republic and United Kingdom\*
- Top regional producer of herbal teas: guinea hen weed (anamu), bissy (kola nut) and lemon grass
- A wide variety of natural fruit juices including:
  - soursop
  - dragon fruit
  - otahaeiti apples
  - mango
  - sorrel
  - pineapple

\* Statistical Institute of Jamaica 2014



# Wellness, Spa & Nutraceuticals

Jamaica continues to experience tremendous growth in domestic production of high-end cosmetics, personal care and spa products which is supported by an abundant supply of indigenous herbs and medicinal plants.

Jamaica has well-developed research and testing laboratories which produce a diverse range of therapeutic and aromatherapy products using well-known Jamaican herbs like lemongrass, ginger and peppermint.

## Quick Facts

- Awarded Caribbean Leading Destination 17 times\*
- Over 300 spas and wellness centres across the island
- Indigenous herbs and medicinal plants includes: guinea hen weed, ball moss and kola nut.
- The country has a growing medical tourism market, ranked 2nd on destination attractiveness index of the Medical Tourism Index
- Jamaica will seek to legalize cannabis for medical, therapeutic and scientific purposes in the near future.

# Creative Industries



Creativity is one of Jamaica's most distinct assets, and it has solidified the country's reputation as a cultural superpower with a cadre of well-trained and experienced

industry professionals. The island is excellently positioned to maximise its export potential in the areas of film, music, animation, fashion and technical services.





## Film, TV & Online Content

In recent years, new and aspiring Jamaican film-makers have been producing award-winning featurettes and full length features that have breathed new life into the local film industry. These include *Better Mus Come*, *Rise Up*, *Ghett'a Life*, *One People* and *Ring Di Alarm*.

High quality Jamaican content is now being screened in cinemas and distributed through television and online channels in the US, UK, Europe, South Africa, Japan. Jamaica is actively seeking to become a regional hub for film, TV and online programming by continuing to produce relevant, entertaining and engaging content.

## Animation

Jamaica's large talent pool and its close geographical proximity to film and entertainment heavyweights in the US have perfectly positioned the country to develop a strong animation sector that will have the potential to command a meaningful share of the multi-billion dollar global industry.

Alcyone Animation studio's success with *Cabbie Chronicles* as the Caribbean's first internationally distributed animated series, as well as Reel Rock GSW's work on Bento Box's sitcom *Bob's Burgers*, are clear signs that exciting times are ahead. The Jamaican animation industry is on pace to become the regional hub for animation outsourcing services.

## Quick Facts

- Unique film destinations including great houses and villas; rivers, waterfalls and beaches; tourist attractions; industrial locations, town squares and markets; mountains, cliffs, and caves; and more!
- Seasoned local professional services including animation companies, equipment rentals, production companies, recording studios, sound engineers, and designers
- Track record of international collaboration, including with companies such as Disney, Nickelodeon, America's Next Top Model and Fox Audience Strategy
- Highly trained local creative professionals including on-screen talent, artistic directors, production managers, production coordinators, and line managers
- Interconnected creative and cultural industries providing a nexus of film, music, fashion, design, literary, and culinary innovation
- Jamaica is home to the Jamaica Film Festival, Reggae International Film Festival, Greater August Town Film Festival, Reggae Sumfest, Jazz and Blues Festival, Kingston on the Edge Art Festival, Calabash Literary Festival, Kingston Restaurant Week, and hundreds of other cultural festival and events annually.

## Fashion

There is an increasing demand for Jamaican fashion creations, and the industry has the potential to generate revenue and create significant employment from new and existing enterprises. The industry has made significant strides over the years, as our cutting edge designers, celebrated models and flagship fashion shows: Style Week Jamaica and Caribbean Fashion Week combine to raise Jamaica's profile on the global stage.



The image is a composite graphic. The top half shows a film production scene with a large crane arm extending from the left towards the right, carrying a camera. Several crew members are visible near the base of the crane. The background is a misty, mountainous landscape. A large, black and white striped clapperboard graphic is overlaid diagonally across the middle of the image. The bottom half is a solid red area containing text. On the left side, there is a partial view of a person's arm and a light-colored, flowing dress.

## Technical Expertise & Services

With as many as five production houses staffed by personnel with decades of experience in film and video production, Jamaica offers world-class technical services for film and the wider creative industries.

These experienced and highly trained professionals, who range from directors, editors and line producers to cinematographers and location scouts, have worked on every major production shot in Jamaica, and stand ready to assist you with your project.



# Minerals & Metal Products

The local minerals industry is a key driver of the Jamaican economy and includes a range of commercial operations based on the discovery, development, management and utilisation of mineral resources such as bauxite and alumina, limestone, hard volcanic rocks (for skid resistant aggregate), gypsum, clay and shale.

Jamaica's metal products industry consists of several competitive, small to medium size firms involved in fabrication, preparation, finishing and operating in specialty manufacturing segments that include metal furniture, shelves, lockers, cabinets and fixtures.

•Statistical Institute of Jamaica

## Quick Facts

- Bauxite resources exceed 2.5 billion tonnes\*
- Exports of alumina US\$500 million\*
- Top Export Markets: Canada, the Netherlands, Russia, Iceland and Slovenia
- Limestone covers 85% of the island's surface
- Production capacity: 50 Bn. tonnes (est.)
- Limestone products include:
  - Ground Calcium Carbonate (GCC)
  - Precipitated Calcium Carbonate (PCC)
  - Quicklime
  - Additive
  - Thinset
  - Marble



# FOOD & BEVERAGE

## Seafood

The Caribbean Sea provides Jamaica with an abundant supply of fresh fish, lobster, shrimp and other varieties to tantalise the palate of locals and travelers to the island. These nutritious protein rich foods provide a healthy low fat alternative to traditional meats including:

- Lobster
- Shrimp
- Crab
- Eel
- Lionfish
- Conch
- Sea Cucumber

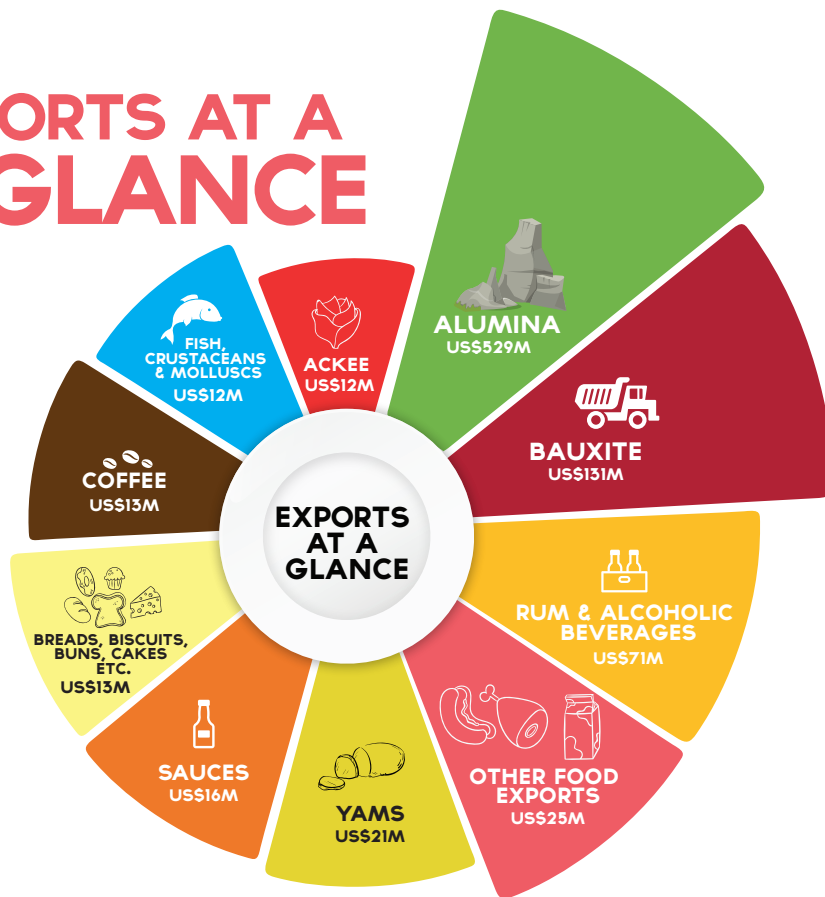
Local marine activities are supported by more suppliers of fresh water shrimp and tilapia under conditions which allow for traceability and are in keeping with global standards. The island's two main exporters of seafood are HACCP, EU and FDA certified to distribute their products to market.

\*International Trade Centre 2014

### Quick Facts

- 9% growth (CAGR) over 2011 to 2014
- Top export markets France, USA, St. Lucia\*
- Ranks among Jamaica top 10 food exports
- Jamaica is the ninth largest exporter of lobster in the world 2014\*
- Sea Cucumber is exported to China, Malaysia and Korea
- Lobster season spans a nine (9) month period (July to March)
- Includes an exotic line of products: black mussels, white mussel, white clams and squid

# EXPORTS AT A GLANCE



\*Statistical Institute of Jamaica

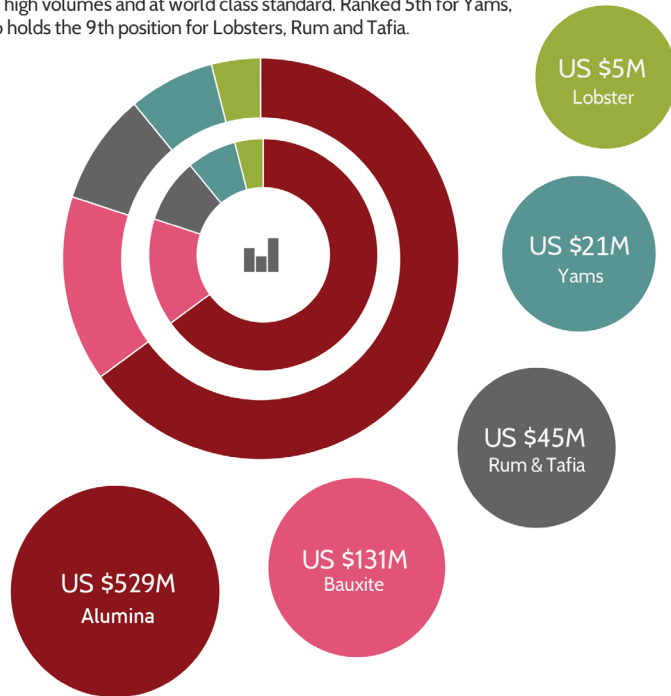
## GLOBAL MARKET LEADERS

Jamaica has secured top rankings in several product categories having been identified as a premiere location with the capacity to produce high volumes and at world class standard. Ranked 5th for Yams, Bauxite and Alumina the country also holds the 9th position for Lobsters, Rum and Tafia.

### Rank in World Exports\*

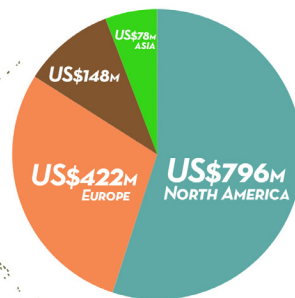
- 10.6K tonnes exported annually ; ranked 5th globally
- 4.8M tonnes exported annually ; ranked 5th globally
- 1.8M tonnes exported annually ; ranked 5th globally
- 14K tonnes exported annually ; ranked 9th globally
- 263 tonnes exported annually ; ranked 9th globally

\*Intracen - 2014



# GLOBAL EXPORTS

Jamaica exports a wide variety of products to top international markets including countries throughout Latin America and the Caribbean, Europe, Asia & North America.



## Key products:

- Aluminum oxide
- Alcoholic beverages
- Animal feed
- Cement
- Coffee
- Non- alcoholic beverages
- Seafood
- Sauces
- Scrap metal
- Sugar

**55%** of total exports; valued at US\$796M exported to North America

**29%** of total exports; valued at US\$422M exported to Europe

**10.2%** of total exports; valued at US\$148M exported to Latin America & Caribbean

**5.3%** of total exports; valued at US\$78M exported to Asia





**JAMPRO**  
TRADE & INVESTMENT JAMAICA

Jamaica Promotions Corporation (JAMPRO) is Jamaica's investment and export promotion agency, which promotes investment and trade in a number of targeted sectors, which include manufacturing, agro-processing, minerals (including limestone), information and communication technology, tourism, agri-business, and professional services.

JAMPRO works closely with investors guiding them through the necessary processes and offering support even after their investments are operational. As it relates to exports, JAMPRO is committed to the national effort to grow the sector by providing market development services geared towards increasing export sales, market penetration and enhancing the global competitiveness of Jamaican products and services. This is attained by:

- Facilitating participation in international trade shows
- Organising inward buyer trade missions
- Conducting outward trade missions to targeted markets
- Recruiting buyers for trade events
- Arranging buyer engagement and business matchmaking sessions
- Conducting market intelligence research
- Hosting market access workshops/sessions
- Facilitating trade lead generation and conversion

We are committed to improving, promoting and facilitating trade and investment between Jamaica and the world. Please contact a JAMPRO representative at any of our four offices:

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#DoBizJA

# *Buyer Services Buyer Services Buyer Services*

# *Buyer Services*

*Find exactly what you want to buy!*

Our customised services are designed to support you through the entire process, from product sourcing to the signing of that first deal. Benefit from our expertise and local knowledge:

## **PRODUCT SOURCING**

We know the producers. We can assist you in identifying the most qualified and reliable suppliers to deliver to your specifications.

## **INCOMING BUYER MISSIONS**

Interested in one-on-one meetings with suppliers? JAMPRO is pleased to coordinate your next buyer mission to Jamaica. This includes detailing your itineraries, providing you with company profiles, scheduling site visits, arranging meetings with relevant government agencies and setting up business matchmaking appointments with manufacturers and exporters. For further information or to commence the process of coordinating a mission, please contact a JAMPRO representative.

# *Buyer Services Buyer Services Buyer Services*

## **TRADE LEAD CONVERSION**

We will help you to close the deal. Working closely with our manufacturers, JAMPRO ensures that your questions are always answered in a timely manner. Let us help you to confirm an order, expedite a shipment or check the bona fides of a supplier. JAMPRO will provide all the support required to produce win-win outcomes for you.

## **EXCLUSIVE BUYER HOSTING PROGRAMME – EXPO JAMAICA**

Expo Jamaica, the Caribbean's premier trade exposition, is hosted biennially by the Jamaica Manufacturers' Association (JMA) and the Jamaica Exporters' Association (JEA) in collaboration with JAMPRO. The four-day event showcases high quality products from a wide range of sectors at the National Arena in Kingston. Take advantage of JAMPRO's exclusive Buyer Hosting Programme, and interact with over 200 Jamaican manufacturers in one location.

This exclusive Buyer Hosting Programme includes:

- Free registration
- Two designated buyer days
- Pre-arranged business matchmaking meetings
- Cultural events and tours
- Special airline and hotel rates



# *The Services Sector*

Services is fast increasing its dominance as a driver of economic growth in Jamaica, and across the globe and has outstripped the traditional manufacturing and agricultural sector in growth in recent years. Trade in services has become a dynamic component of export diversification strategies for both developing and developed countries, influenced by the efficiencies realised from technological advancements. Trade in services grew by approximately 12% in 2014.

The services sector in Jamaica account for over 75% of Jamaica's GDP and there is considerable untapped potential for export of services with the increasing liberalisation of trade in services.

JAMPRO is responding to the growth opportunity for the export of services through strategic and focused development and export promotion initiatives for three priority areas of services:

- The internationalisation of education
- Management consulting and professional services, and
- Creative industries

# Testimonials



## Canada

As a food distributor here in Canada, it is with true sincerity that I say JAMPRO has helped me tremendously in finding the right farmers, manufacturers and sellers in Jamaica and has also pointed me in the right direction on numerous occasions, to find the right products I need to satisfy my customers.

We all know that the Canadian market is quite competitive and demanding. For Lenders Foods to continue supplying large supermarket chains such as Loblaw's and Sobeys', produce and ground provisions such as yams and sweet potatoes, have to be shipped from source within the right conditions to reach the Canadian Consumer satisfactorily. By linking Lenders Foods with the right people in Jamaica and educating our managers on the "best way to do business" in Jamaica, JAMPRO has contributed greatly to our success. I would STRONGLY advise anyone wishing to do business in Jamaica to contact their closest JAMPRO Office as their starting point.

Garth "Gigo" Lee, President, Lenders Foods Inc.

## Canada

Shah Trading Co. Ltd. is one of the largest importers and distributors of ethnic foods in North America. We are the agents for Walkerswood and D&G products here in Canada. We have been importing products from Jamaica for over thirty years and have seen great improvements in quality and availability. Some of the items we import are pepper sauces, ackees, pimento and various other items. Working with JAMPRO has always been a pleasure and we look forward to continue this relationship.

Paul M Berry, Shah Trading Co Ltd, Sales & Marketing Manager



## UK

We are specialist importers and distributors of food and beverages from the Caribbean region including Jamaica. We specialize in the importation and distribution of Caribbean food and drinks ranging from ackee, callaloo to syrups, juices, spice buns and biscuits. We handle twenty and forty foot container deliveries from several Caribbean islands including Jamaica. We are the EU agents for a number of major Jamaican brands such as Walkerswood Seasonings, Tru-Juice premium juices - just to name a few.

Since the company's inception in 1989 DEES IMPORTS has established itself as a premier UK importer and distributor of Ethnic food and drinks. We supply and service directly the major U.K. supermarkets ASDA / Walmart, Tesco and Sainsbury's as well as the independent ethnic stores throughout the UK.

Junior Douglas, Managing Director, Dees Imports

# Testimonials

## USA

I really appreciate the amount of hard work and effort that has gone into planning and executing the Expo. Each year the event gets bigger and better. The ability for a buyer to have access to so many of Jamaica's premier export companies is an opportunity that should not be missed. The representatives from JAMPRO listen to my needs and make every effort in finding the right match with companies at the show and even those who are not. Trade shows in general are a one stop place to make contacts that you would not normally get the chance to do and the JAMPRO EXPO is no exception. In Jamaica there is no other place to meet so many companies and get a really good feel for what Jamaica has to offer. Congratulations and I look forward to attending the show again this year.

Darshan Lam, President, Coza International

## UK

JAMPRO, I would like to say a big thank you to all the staff in the UK & Jamaica. They have been the backbone to helping me make this importing, trading and buying job easier. By their support and working with other government departments we have achieved the same goals of exporting/importing Brand Jamaica, understanding the different markets and making it happen!

Noel Dempster, Managing Director, Ashanti Imports Limited



## Canada

Bedessee has been in business since 1977 importing and distributing Jamaican and Caribbean foods, fish, and spice. We have been importing many items from Jamaica: canned ackees, coffee, canned breadfruit, canned juices, biscuits, soaps, soft drinks, peanut punch and jerk seasoning. We are very pleased with the services of JAMPRO. We have used JAMPRO's services for many years and we are very satisfied with the service provided.

Rayman Bedessee, Director, Bedessee Imports Limited

