



JAMPRO
TRADE & INVESTMENT JAMAICA

Do BUSINESS JAMAICA

Jamaica Promotion's Corporation (JAMPRO) Corporate Newsletter

ISSUE 1 | MARCH 2015

Welcome to Do BUSINESS JAMAICA

Welcome to the first edition of Do Business Jamaica, JAMPRO's Business Newsletter. Our objective is to provide you with information on new business opportunities and JAMPRO initiatives, which can deliver value to your business in today's dynamic and rapidly changing global environment. Do Business Jamaica will communicate exciting developments in the Jamaican and international business scene and provide updates on sources of business information.

This newsletter is a critical and reliable point of reference for business and investment information. We will leave no stone unturned in ensuring that Jamaica's private sector is fully integrated into JAMPRO's activities. Stimulating Local Direct Investment is vital to building the Jamaican economy and equally vital as a stimulant for Foreign Direct Investment. JAMPRO is committed to providing support to local investors and to helping local businesses grow and flourish within our mandate of investment and export promotion. This will not only benefit you, but our beautiful island on a whole.

We want to assist the local private sector in expanding business in a sustainable way by:

- Identifying new markets for export
- Fast tracking development approvals and other permits
- Tracking improvements to the local business environment
- Providing updates on new industry opportunities
- Indicating new sources of business information
- Facilitating connections with the right partners (whether they be a distributor overseas, an investor or a joint venture partner) and;
- Providing business guidance/information and where appropriate, recommending channels ably suited for your needs.

Anyone serious about business must have Do Business Jamaica readily on hand. JAMPRO as Jamaica's Investment and Export Promotion Agency, is keen not only on playing an important role in the nation's development but also ensuring success for your business. Let's Do Business!



Diane Edwards, President, JAMPRO

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JAMPRO's Jamaica Investment Forum a Success!



The Jamaica Investment Forum (JIF) 2015 delivered a premium business experience at the Montego Bay Convention Centre this month. Local and International Investors, executives from over 90 Corporate, Government and Non-profit entities and numerous media houses attended the event to view Jamaican trade and investment projects that were available to the world.

With 2000 jobs and over US\$500 million worth of projects coming out of JIF 2012, JAMPRO aimed to make JIF 2015 an even greater success with a wider variety of investment opportunities and more speakers to give insight on Jamaica's economic and social status.

In addition to presentations and networking opportunities, investors also spoke with representatives from JAMPRO and had meetings with project owners, government agencies and representatives, industry associations and local business leaders. JIF provided an interactive experience and the agency expects positive results in the coming year from the event.

The forum promoted multiple projects worth a collective amount of over a US\$1 billion. The focus was on more bankable projects, which included collaboration opportunities for Public/Private Partnerships, sale, lease, and joint ventures. Newer and vibrant sectors including Medical Tourism, Business Process Outsourcing (BPO), Logistics and Financial Services received special emphasis for investment, as they add variety to the Jamaican economy.

JAMPRO's President Diane Edwards says that after the success of JIF, the agency will continue to capitalise on Jamaica's re-emergence on the world economic stage, "As Jamaica experiences an economic paradigm shift, we will continue to execute our direct marketing strategy to show potential investors the opportunities that are here in Jamaica. The Forum allowed the agency to connect with potential clients and create meaningful leads; we look forward to finalising many lucrative trade and investment projects in the near future," she said.

JAMPRO will be having market visits and missions through the remainder of the year to market Jamaican investment opportunities both locally and internationally.

For more information on the activities that took place at the Investment Forum, please visit www.jamaicainvestmentforum.com.



The Honourable Prime Minister of Jamaica, Portia Simpson Miller (centre), Honourable Minister Sharon Ffolkes Abrahams, Minister of State of the Ministry of Industry, Investment and Commerce (left) and Honourable Minister G. Anthony Hylton, Minister of Industry, Investment and Commerce (right) arrive at JIF 2015. The Prime Minister delivered the keynote address at the forum's opening ceremony.



JAMPRO Chairman Milton J. Samuda greets Honourable Arnaldo Brown, Minister of State in the Ministry of Foreign Affairs & Foreign Trade at the Opening Ceremony at JIF 2015.



The Honourable Julian J. Robinson, Minister of State in the Ministry of Science, Technology, Energy and Mining chairs the plenary session "Jamaica's Talent Pool" on the first day of the investment forum.



JAMPRO Chairman Milton Samuda gives the opening remarks at the Opening Ceremony of the Jamaica Investment Forum 2015.



Professor Alvin Wint, Professor of International Business and Special Advisor to the Vice Chancellor (External Relations), University of the West Indies speaks at "Jamaica's Talent Pool" at JIF 2015.



CEO of Jamaica Producers Group Ltd., Jeffrey Hall speaks during the "Jamaican Homegrown Nationals: The Experience of..." session at JIF. The session explored the experiences of Jamaican companies that have expanded their businesses internationally. Sitting with him are (L-R) Al Edwards, Group Executive Director at Loop News Service; Adam Stewart, CEO, Sandals Resorts International and Don Wehby, Group Chief Executive Officer at GraceKennedy Ltd.



Honourable Ronald Thwaites, Minister of Education speaks at the "Jamaica's Talent Pool" Session at JIF 2015. Minister Thwaites is aiming to improve Jamaica's labour force through the reform of the education system from the pre-school level up to tertiary.

JAMPRO anticipates first staging of Jamaica Film Festival in 2015

July 2015 will mark the first edition of the Jamaica Film Festival, an initiative being led by JAMPRO to bolster production of Jamaican film and animation content for export. The agency officially opened its call for submissions in November last year and received over 60 submissions of production-ready projects for review. 50 of these projects endured a rigorous pitch session to be selected for production, which should be completed by June 2015 in time for the festival.

Due to the scope of the festival and its potential for cultural development, the agency has partnered with multiple organisations and cultural and media leaders to ensure that suitable content for international distribution will be produced. Bob Marley's Tuff Gong International offered its support to the event and officially signed on as a partner in November and Commerce.

The organization, which has consistently supported local initiatives to develop cultural and social development, pledged to partner in a workshop on the use of music in film and the marketing of film sound tracks, provide a film for viewing at the film festival and participate in planning the event, amongst other methods of assistance.

JAMPRO also formed an advisory body of film and media heavyweights to monitor the planning and execution of the event, as well as providing marketing and distribution assistance for awarded content. Paula Madison, Althea Wolfe, John Lynch, Brian St. Juste, Horace Madison and Canadian High Commissioner Robert Ready will join Emmy nominated Actress Tonya Lee Williams, Actor Basil Wallace and Media Expert Bernard Stewart as members of the advisory team to oversee the management of the event.

As the festival draws closer, JAMPRO has started to accept submissions for completed films this month and officially announced the chosen finalists. The agency anticipates great success and business opportunities for film makers from the Film Festival this year.



Carole shares a joke with Belinda Williams, Manager, Group Corporate Communications, Brand and Philanthropy at NCB (left); Donald 'Iceman' Anderson, Actor (second right) and Debbie Bissoon, Brand Manager of the Bob Marley Group of Companies (right) at the Jamaica Film Festival's Business Breakfast.

JAMPRO to launch Phase 2 of Export Max II in April

JAMPRO will be implementing the second phase of the Export Max II initiative to engage 10 more firms in the fresh produce, limestone and non-food manufacturing sectors. The second phase of JAMPRO's signature programme, Export Max II: Enterprise Development for Export Growth should officially launch in April 2015.

JAMPRO will identify the needs of companies in the aforementioned sectors and develop custom programmes to enhance the enterprise's development, overall management and operations and increase market penetration and export sales. The three-year programme is anticipated to create an average growth of 50% in export sales. The Jamaica Productivity Centre, HEART Trust NTA and others have partnered with JAMPRO to provide much needed support to the SMEs in the programme.

JAMPRO's President, Diane Edwards stresses the vital role of programmes such as Export Max II to the agency's mandate of increasing export sales; "JAMPRO wants to become an even more reliable business partner for local export producers, we will help Jamaica's exporters to find routes to market, and to not only gain market access, but to achieve sustainable market presence and grow market share."

"We know that with great effort, the companies participating in Export Max II will achieve excellent results. JAMPRO believes that export development is a marathon and not a sprint; we will be with them every step of the way."

Ms. Edwards implored the participants of the Export Max II programme to utilize the corporate mentorship and market penetration resources that will be made available to them to ensure success.

JAMPRO is inviting all manufacturers and exporters that are in the fresh produce, limestone and non-food manufacturing industries to contact the agency at info@jamprocorp.com for information on workshops and export development programmes that can assist them with improving their export sales. Give your business the advantage!



The Hon. G. Anthony Hylton is pictured with JAMPRO'S President, VP of Export and Market Development, Export Development Manager and mentors of JAMPRO's export development programme Exportmax II. From L-R Senator Norman Grant, Mavis Bank Coffee Factory (Mentor) , Mr Robert Scott , VP of Export and Market Development, JAMPRO; Dr Trevor Hamilton, Hamilton and Associates (Mentor) ; Dr Wayne Wesley, HEART Trust NTA (Sponsor), Hon. G Anthony Hylton , Minister of Industry, Investment and Commerce; Cheryl Stewart, HEART Trust NTA (Sponsor); Pamela Douglas, Bank of Nova Scotia (Sponsor), Marlene Porter, Export Development Manager, JAMPRO; Diane Edwards, President, JAMPRO; Michelle Cunningham, MC and Associates (Mentor); Melody Cammock-Gayle, MC and Associates (Mentor); Dwight Ramdon, Bureau of Standards Jamaica (Sponsor); Stanley Beckford, Grace Kennedy (Mentor); Stephen Spence, SMS Communication (Mentor); Phillip Shay, Jamaica Productivity Centre (Sponsor).



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JAMPRO Intensifies Targeting of Cuban Market In 2015

In the wake of the United States' recent re-engagement with Cuba, JAMPRO is intensifying efforts to target the Cuban market for export. The agency officially started its programme with the 'Exporting to Cuba' workshop in February 2015.

The workshop was part of JAMPRO's ongoing focus on the Cuban market. Last year, the agency led a Jamaican delegation to the Feria Internacional de la Habana (FIHAV) Trade Show in Havana, Cuba and facilitated a Cuban trade mission to Jamaica in July 2014 and a market visit to Cuba in September 2014. JAMPRO connected Jamaican and Cuban businesses and cemented relationships with Cuban government representatives; which is a crucial part of penetrating that market. The agency has made major breakthroughs by learning about this target market and understanding the nature of doing business in Cuba.

These initiatives have proven fruitful and some Jamaican businesses have been able to enter the market successfully. Agricultural chemicals and fertilisers, along with some food items are the most exported products to the Cuban market and other companies are engaged with Cuban authorities to create a trading relationship that can benefit their business.

As the United States and Cuba seek to repair their relationship, JAMPRO acknowledges the potential effect this can have on Jamaica. Manager of Market Development at JAMPRO, Berletta Henlon Forrester sees a light of opportunity for Jamaica's manufacturing and services sectors. "Cuba's demand for goods will increase and Jamaica stands to benefit from this demand. This also means more foreign exchange will be available to Cuban businesses, which will allow a more seamless process for paying for the goods and services needed", she said.

While there are serious challenges to doing business in Cuba, JAMPRO plans to continue its Cuban market penetration programme in 2015 and aggressively pursue opportunities for export of high quality Jamaican products. The agency looks forward to bringing more Jamaican products to market.



His Excellency Bernardo Guanche Hernandez, Ambassador of the Republic of Cuba (centre) and Mr. Rigoberto Zarza Ross, Second Secretary in charge of Consular Affairs (centre right) speak to JAMPRO representatives Diane Edwards, President (right), Berletta Henlon Forrester, Manager of Market Development (left) and Robert Scott, Vice President of Export and Market Development (second left) at a meeting held at JAMPRO's headquarters in Kingston Jamaica.

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