



The Office of The
Prime Minister



JAMPRO
TRADE & INVESTMENT JAMAICA



Animation in Jamaica

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Jamaica in Animation



Involved in animation from early 70s

Bureaucracy

Business capacity

Talent

Need for change

Deliberate actions

Activating the screen-based industries in Jamaica



Talent Discovery

Industrial Development

Policy/Advocacy

Trade Promotion

Research/Collateral

BUSINESS DEVELOPMENT



Business Of Sustainability for Studios (BOSS) Programme

- Building the skills and capacity of local animation studios and creative entrepreneurs

KingstOOOn Animation Festival

Jamaica's international animation conference, market and film festival.

- 1400 Participants
- Over 900 entries from 93 countries



Train The Trainers (TTT)



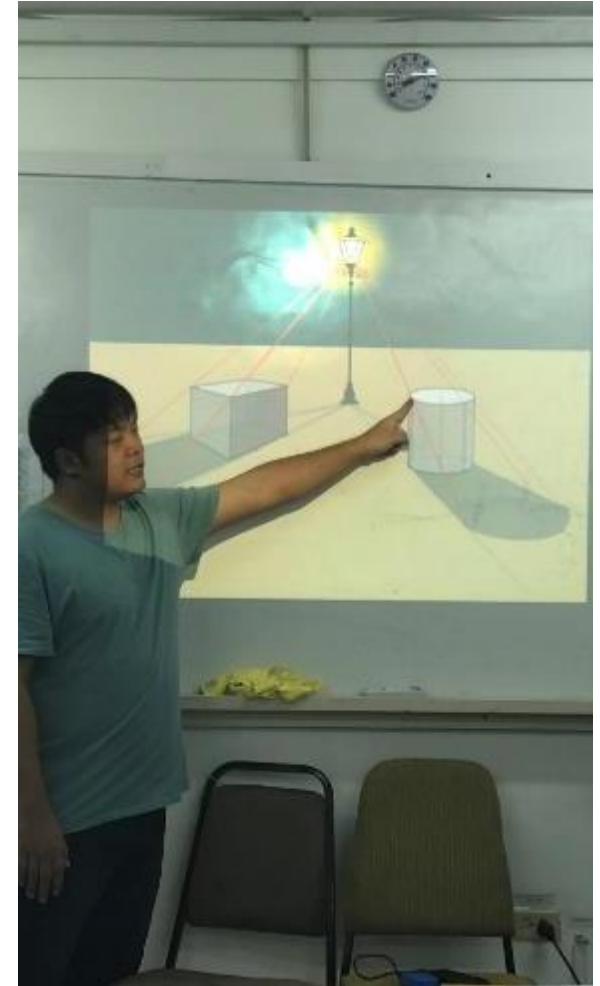
Building the skills and capacity of local animation instructors by equipping them with teaching strategies, techniques and methodologies in the delivery of 2D and 3D Animation.

- 37 animation trainers from 17 training institutions.

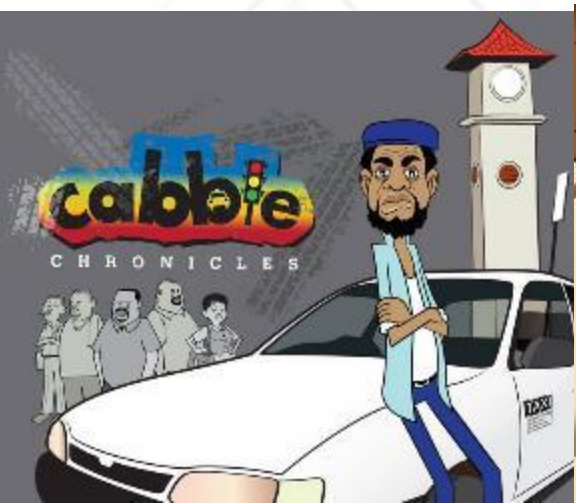
Creative Industries Education and Employment Programme (CIEEP)

Specialized training
in 3D Animation for
feature length
films.

- 150 Trained



INTENSIVE TRAINING IN 2D ANIMATION

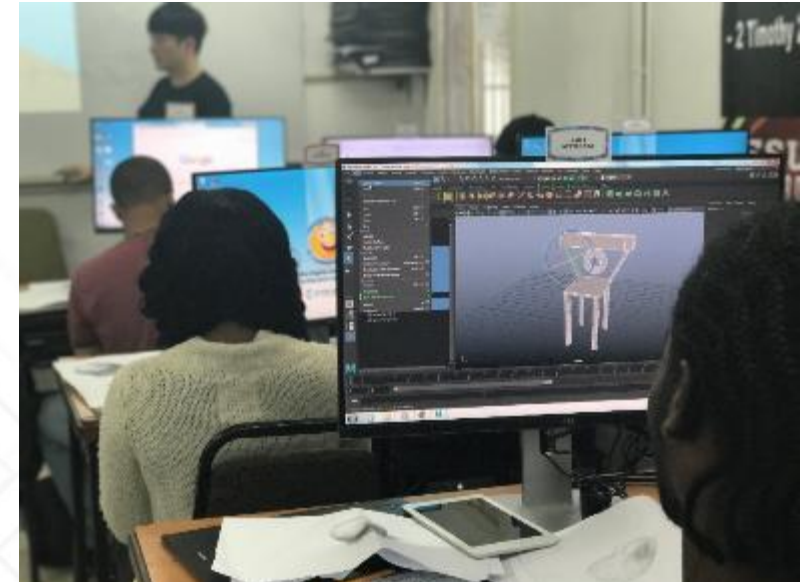


Specialized training in 2D Animation for full television series.

- Designed to provide training and employment opportunities for Jamaican youth in the animation industry.

Animation Studio Apprenticeship Programme (ASAP)

The transition of animators from training environments to real-life animation studios.



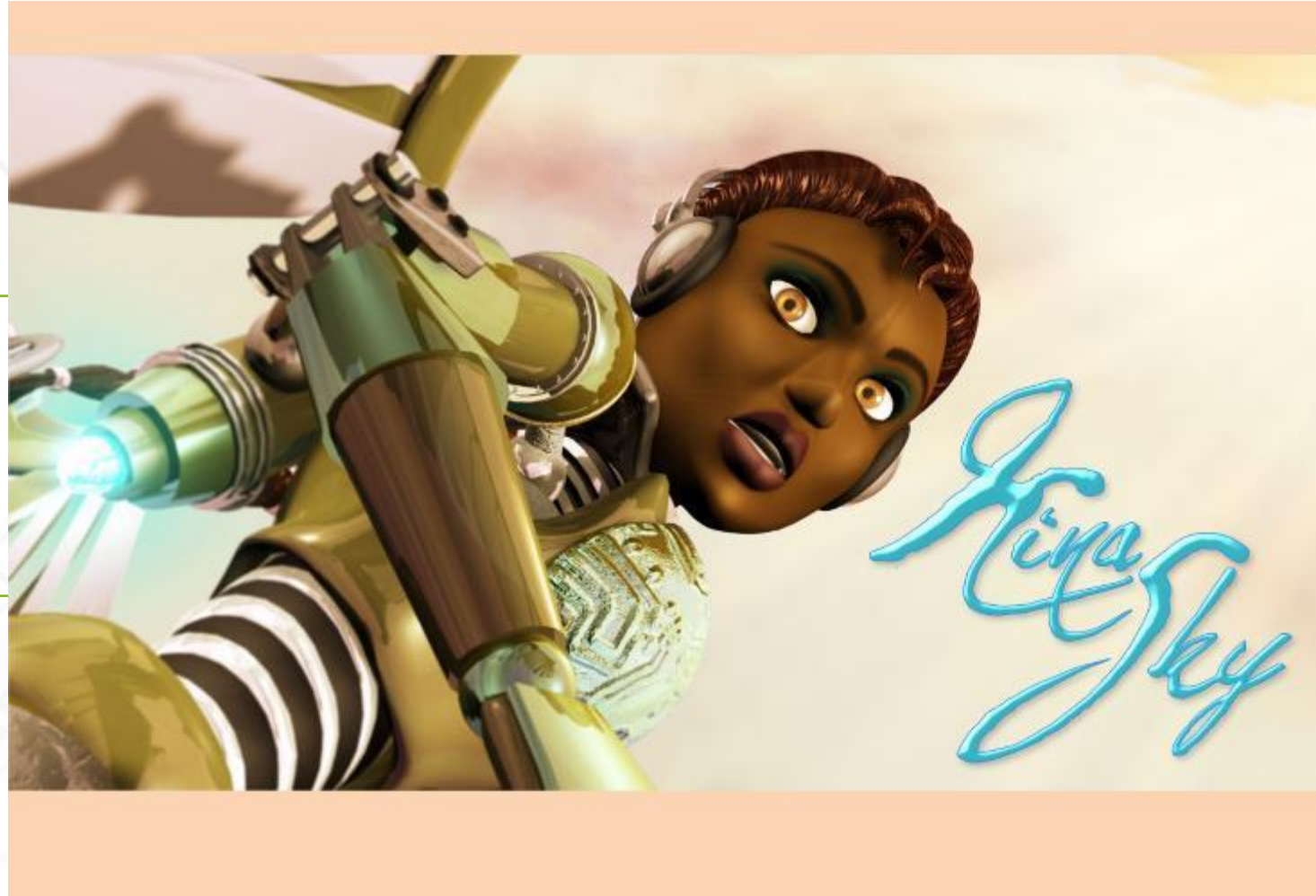
○ 240 to be placed.

Industry Successes

Outsourcing deals with US, Canada, France & India.

Potential deals in various stages of discussions.

Growing cadre of trained and available animators



THANK YOU



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*MULTI-EMPLOYMENT IN THE DIGITAL & ANIMATION INDUSTRIES PROJECT



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