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**JAMPRO**  
TRADE & INVESTMENT JAMAICA

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# WE'RE LIVE!

## JTIP Ensures Ease of Business

**Tamara Bailey- contributor**

It can be the most bothersome task to call an entity, seeking much needed information, only to be put on hold, told to call back, not get through or not have your questions answered specific to your needs.

But things are changing with introduction of the Jamaica Trade Information Portal (JTIP), a one stop shop for having business related queries addressed.

"Any transaction having to do, typically, with government- the information on how to do it and what the costs are can be done on the website" said Vice President of Research Advocacy and Project Implementation at JAMPRO, Shullette Cox

She described it as very interactive, user friendly and most importantly, efficient.

"You can get information specific to your product. It has information on HS code, all you need to do is put in your HS code and it gives you that information- what your duty fee is, other fees that may apply, environmental levy, permits that you may require for import and export among other things"

The initiative which is led by the Trade Facilitation Task Force, a unit under the Ministry of Industry, Commerce, Agriculture and Fisheries (MICAFA) is further facilitated by JAMPRO, a member of the spearheading committee.

"This initiative really puts us ahead of the pack because not many countries have this in place, particularly in the Caribbean region."

She further highlighted that the portal gives information specific to product categories which solves the challenges of misinformation in the trading community.

A lot of challenges that our trading community sometimes has is the misinformation that exists"

She gave the example of someone seeking information from an individual about importing furniture and with such an arbitrary question and no specifications the responses given could not be as accurate.

But with the trade portal, she informed, once specific information is plugged in, the search results are bound to be accurate.

"Nuances can change the responses that you get...the portal prevents the reoccurrence of misinformation... That is very critical for what we are trying to do...getting all the critical information at one place"

She said now there is very little need for businesses in Trade to call JAMPRO, Customs and MICAFA for information as the portal allows those who tap into it to become ofe with government processes.

"It gives you fulsome information that you can start working with. Only if there are gaps would you need to call these entities..."

Cox revealed that the information is duly updated by all the partners involved and the portal is always relevant to the times.

With quite a number of companies already on board, there is a growing number of individuals and entities tapping into this portal and taking full advantage of this product of the digital age for efficiency and accuracy.

**What are you waiting for?**

## Jamaica Trade Information Portal



- One stop shop for business queries
- Accurate information
- Comprehensive information





# So what's the latest with CSEZ?

## Caymanas project gets thumbs up from investors

**Jevon Minto- Contributor**

Local and international investors from capital markets, the public sector and business entities, as well as entrepreneurs and innovators are upbeat about the development of the Caymanas Special Economic Zone (CSEZ), expressing high confidence in its structuring the regulatory framework governing its implementation.

The CSEZ is the center-piece of Jamaica's Global Logistics Hub Initiative.

Preliminary data from a three-day private equity and infrastructure development conference put on by The Development Bank of Jamaica (DBJ), shows that the market is ready to cash in on what's expected to be a game-changing development for the local economy, months before the final project structure is released.

"We had close to 80 local and international investors represented at the market engagement, they gave the project very high rating. We asked them individually to rate the project and the lowest rating that came back out of 10, was 8. The majority of persons actually rated the project as 10/10," Ricardo Munroe, a Public-Private Partnerships & Privatisation (PPP) Manager at the DBJ told Do Biz Magazine.

With the CSEZ, the government is looking to mobilize investments amounting to US\$221 million under a Public-Private Partnership arrangement to create a zone for warehousing, ICT/BPO, manufacturing, logistics, and other activities, on a 236-hectare greenfield site, strategically located near the Port of Kingston, Jamaica.

The first conference, held on June 11, is the first of two market engagements planned before the CSEZ project undergoes formal structuring and before it reaches financial close.

Work is already under way on the CSEZ and both a pre-feasibility and a comprehensive feasibility study have been carried out on the project and Cabinet recently approved the development of the south side of the Caymanas lands, while the Government is in final negotiations for the development of the north side.

"The feedback was excellent, we wanted to get a feeling about the required rate of return that they would want on their investment...and the responses that we got were in line with what we thought. The project got very high ratings," Munroe said.

The CSEZ will be developed under a new regulatory regime. In 2016, Parliament passed the Special Economic Act, providing competitive fiscal benefits including customs duty relief on imported goods destined for the zone, 0% corporate income tax on rentals for developers, 12.5% corporate income tax for occupants, and promotional tax credit for developer's research expenditure and development.

The local economy is expected to generate up to 70,000 jobs from the project over its lifetime, attract millions of dollars of investment, and establish Jamaica as a global leader in cargo and transshipment and logistics services.

Investors score  
**CSEZ**  
**8 \ 10**

**\$221M**  
to be invested

**236**  
hectares of land  
to be developed

**70,000**  
jobs to be created





# Think you know Jamaica?

We are in the habit of **doing business!**



## **Placed 71st / 190**

Jamaica placed 71st in the Doing Business Report 2020 out of 190 countries (World Bank)



## **BPO Nearshore City of the Year**

Kingston named BPO Nearshore City of the Year (Nearshore Americas, July 2018)



## **#1 Cargo Movement**

Jamaica ranks #1 in the Caribbean and 8th in Latin America and the Caribbean for cargo volume movement reaching 1.5 million TEUs (2017)



## **GDP Growth**

The Jamaican economy has experienced 6 consecutive years of GDP growth since 2013



## **Reduced Unemployment Rate**

Unemployment reached a historic low of 8% when January 2019 employment figures were released.



## **Incentives**

Jamaica boasts numerous incentives and trade agreements



## **Business Confidence**

Business and consumer confidence have increased annually by 24.1 and 67.5 points respectively in the last decade.









# Behind the Big Push to Leverage Jamaica as a Medical Tourism Destination

**Jevon Minto- Contributor**



Oncologist Dr. Andre' Williams is hedging his bets that the structure and composition of the global wellness tourism market will shift in favour of the Caribbean, and he is prepared. In February of this year, he opened a \$JA20 million world-class 1,700 square-foot holistic centre, Teshuva Wellness. Almost six months later, the doctor / entrepreneur is already touting expansion plans, revealing to Do Biz Magazine a highly sophisticated market segmentation strategy to tap into the potential of medical tourism in Jamaica.

Teshuva Wellness offers pain management, weight management and nutrition, breast health and cancer care, using both conventional and alternative methods in medicine. As the world's eighth certified Gerson practitioner, Dr. Williams is seeing a growing demand among Jamaicans and tourists for the services offered at his facility.

"The local population has been responding well to what we are doing," he said, adding that the company is reorienting its focus towards exploiting the lucrative medical tourism market. "The next move really is for my company to purchase a property and build out an actual wellness retreat centre in Montego Bay for overseas [visitors] and in Kingston for the local population."

But what's the secret behind the growth of Teshuva Wellness? Dr. Williams thinks it's Jamaica's inherent comparative and competitive advantages - proximity to the United States; the low cost per capita of Jamaican healthcare, estimated to be around 20 to 30 times less than that of the US, and the expertise, genuine care and compassion of Jamaican doctors and nurses.

Already, the country's tourism industry is in high gear, attracting US\$875.91 million in foreign direct investment (FDI) between 2015 and 2017, and a record 4.31 million visitor arrivals for 2018. With the infrastructure already in place to support large-scale tourism, expanding into the medical and wellness tourism industry is seen as a natural transition. Globally, more and more patients, health professionals and medical technologies are flowing across national borders as travellers seek to access quality procedures, and recover in anonymity and comfort at more affordable rates.

The plan of expanding into the industry is two-fold. The first part is to continue to grow the important tourism market. The second is to bring in desperately needed FDI in the form of state-of-the-art medical facilities. Beyond attracting investments, institutional efforts are already underway to capture the spillover effects that these efforts will create. In 2015, the Commonwealth Secretariat funded the development of an action to bolster Jamaica's position in this US\$40-billion industry.

"We talk about treatment at the hospital, but really and truly, the field is quite wide. You could look at retirement, assisted living, active retirees' wellness, telemedicine, and dentistry, in addition to health and wellness," manager for tourism and services at JAMPRO, Carol Straw, says.

Straw says a multisectoral strategy is in place, which involves the Ministry of Tourism and the Ministry of Health and Wellness. "Jamaica is here. We have the facility, we have ability and the experts."





# Behind the Big Push to leverage Jamaica as a Medical Tourism Destination

## Why Jamaica for Medical Tourism?

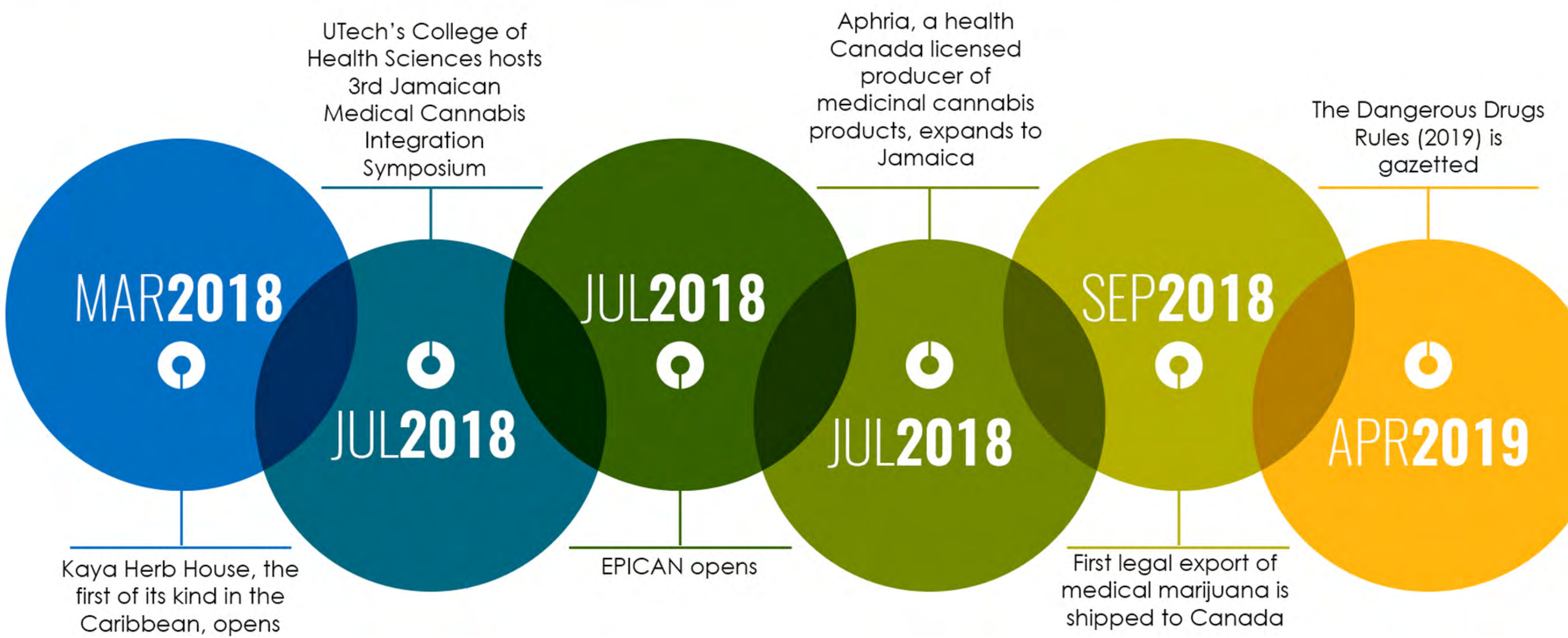
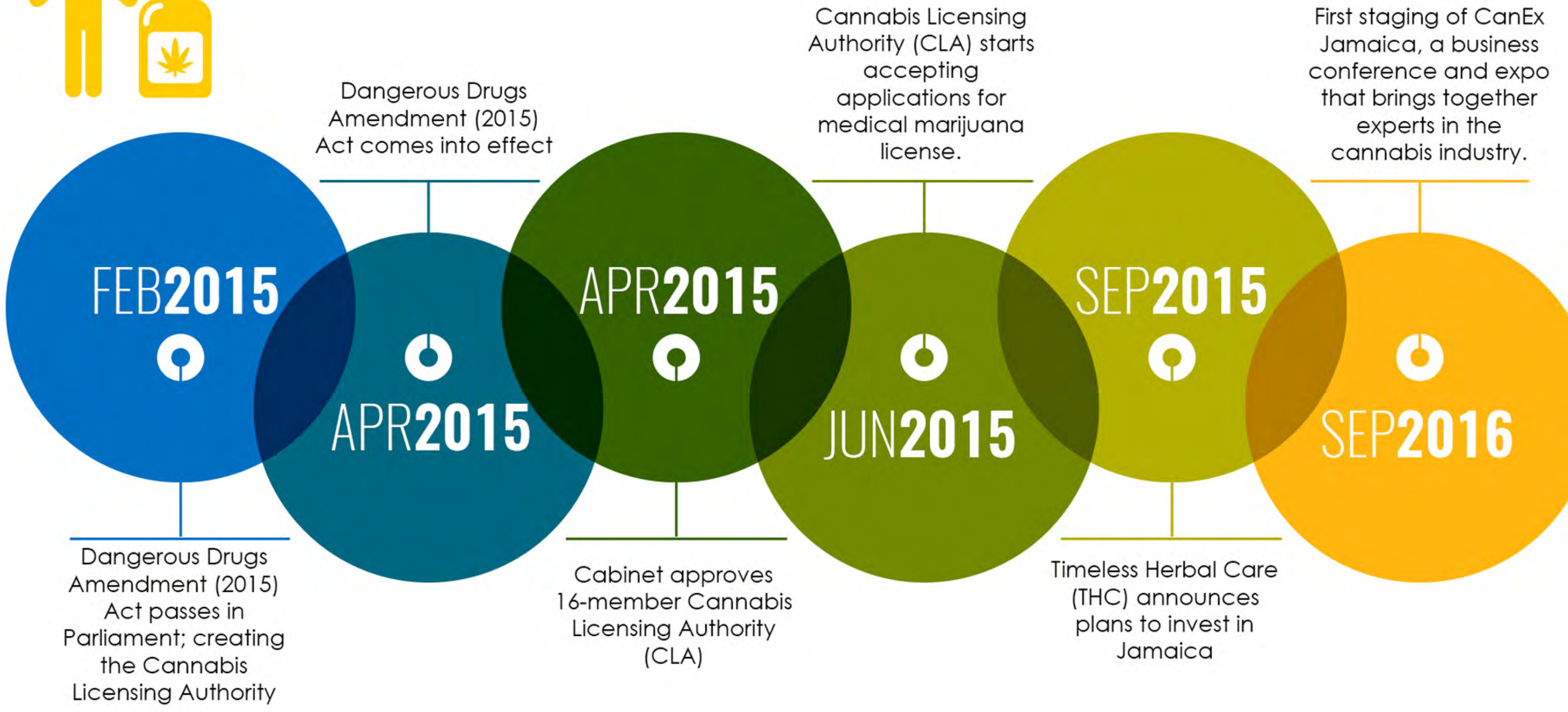
- Proximity to the United States of America
- Jamaican doctors and nurses are recognized for their expertise and genuine care
- Jamaican healthcare costs 20 to 30 times less than that of the US.
- US\$875.91 million in foreign direct investment (FDI) already attracted in the industry between 2015 and 2017

## Medical Tourism Investment Opportunities

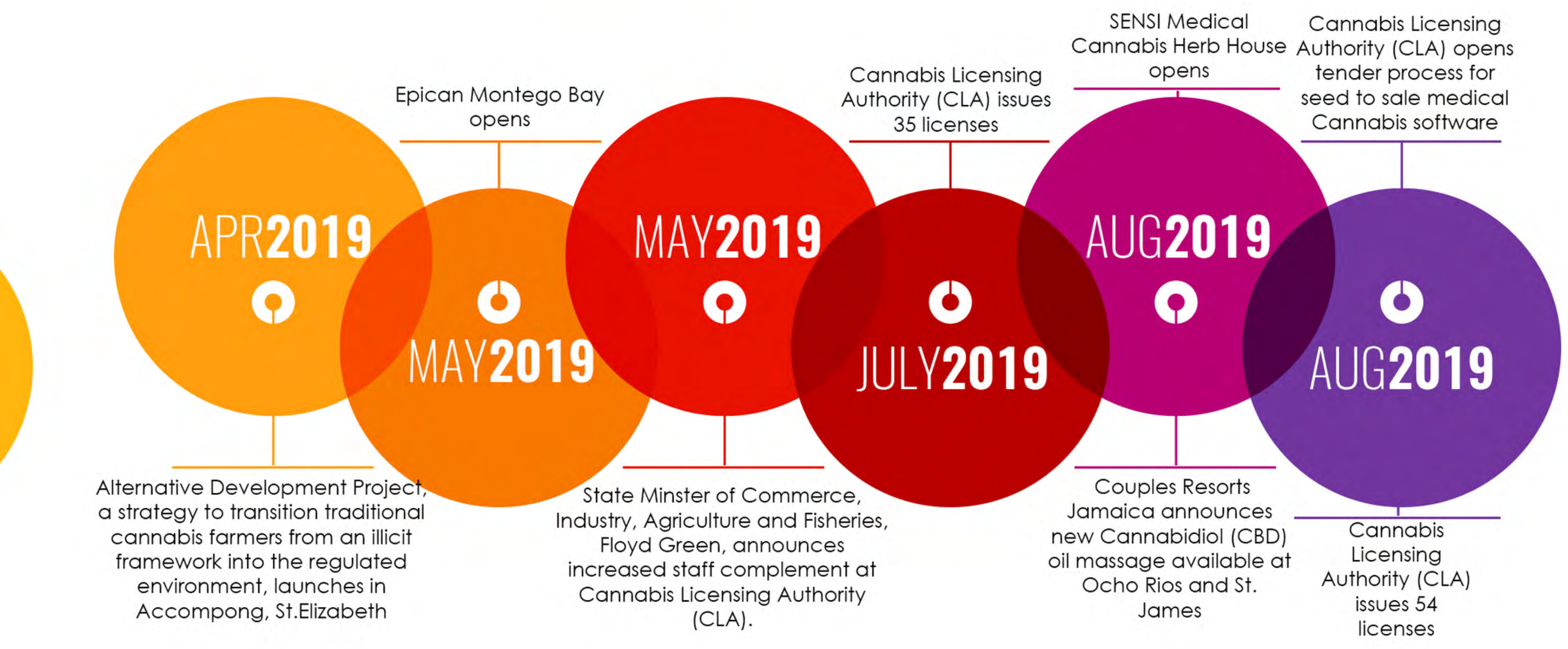
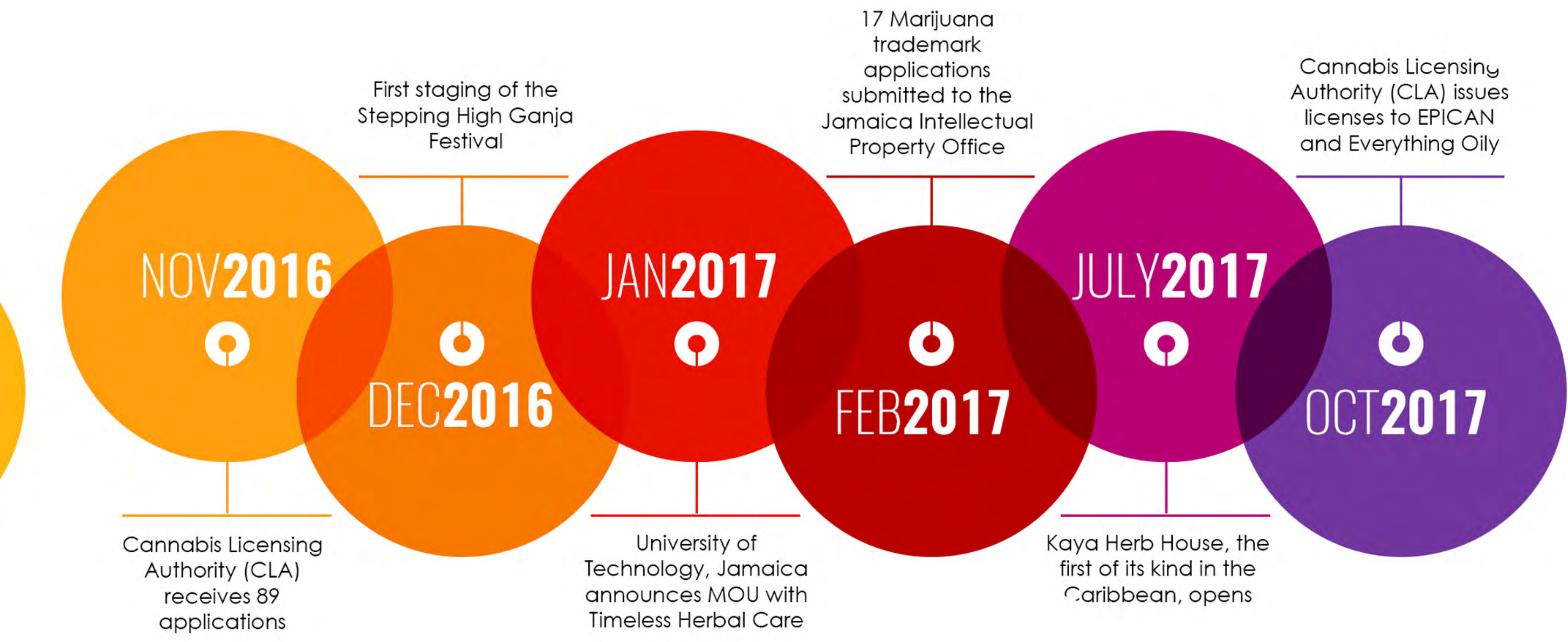
- Hospital treatment
- Assisted living
- Active retirees' wellness
- Telemedicine
- Dentistry
- Health and wellness



# 7 CONNNECTING WITH CANNABIS









## Seprod looks ahead with Integrated Dairy Plant

**Cecilia Campbell- Contributor**

The dairy industry is making a comeback, and as a company that is known for its innovation and creativity, Seprod has launched its integrated dairy plant in order to stay on top of the industry. Seprod's chief executive officer, Richard Pandohie said the plant is one of the strategies to keep ahead in the business world.

"We are reviving the dairy industry, ensuring linkages throughout the entire dairy supply chain," he told Do Business Jamaica Magazine.

Among the spinoffs that Pandohie is anticipating are:

- Growth in the export business
- Increase in co-manufacturing opportunities
- Growing partnerships with local suppliers
- Increase in small dairy farmers in Jamaica.

The dairy facility has been recently consolidated into a single operation called Serge Dairies. It represents the consolidation of Seprod's dairy operations (the Serge Island dairy processing plant in Seaforth, St. Thomas and the recently acquired dairy processing plant in Bogwalk, St. Catherine.)

Over the past five years, Seprod has invested over J\$7 billion in the dairy business in order to upgrade the factory with state-of-the-art manufacturing and packaging technology.

Investment has also been made to expand the Serge Island Dairy Farm in Seaforth, St. Thomas as well as acquire the dairy processing plant in Bog Walk, formerly owned by Nestle.

The company will now be looking towards some key priorities in the business and according to Pandohie, the main aim will be to grow the dairy business exponentially through innovation and exports with aggressive growth targets in excess of 15% per annum.

"The plant will fulfill a significant portion of CARICOM's demand in the condensed, evaporated and flavoured milks and juice categories leading to increased exports and increased co-manufacturing services. CARICOM is considered SEPROD's domestic market," said Pandohie.

The company has signed a deal to manufacture Green Butterfly Condensed Milk for Nestle Global for regional distribution and the partnership is expected to position SEPROD as the supplier of choice in the Caribbean for sweetened condensed milk.

"Warehousing capabilities is to be upgraded to accommodate over 3,000 pallets of products as we prepare for accelerated regional expansion. (We have) invested significantly in safety, product quality, end to end efficiency, and retooling and certifying our employees," informed Pandohie, adding that the new product development includes reformulating all beverages (flavoured milks and juice drinks) to reduce sugar levels and a more modern and upgraded dairy facility ensuring high standards in dairy quality and product output.







As the company looks ahead to further growth and expansion, Seprod can rest content with the bragging rights of being the largest manufacturer in the English Speaking Caribbean, the largest fresh milk processor in Jamaica, and the largest co-manufacturer of juice and flavoured milk.

These achievements don't come without challenges. Among them are securing talent that will support the business growth trajectory and navigating the unlevelled playfield of low-cost imports within the Caribbean by countries that are heavily subsidizing their manufacturers.



**Over J\$7 billion investment for factor upgrade**

**Investment Impact:**

- Growth targets in excess of 15% per annum
- Growing co-manufacturing opportunities
- Growing partnerships with local suppliers
- Growing number of small dairy farmers in Jamaica

**Seprod is:**

- The largest manufacturer in the English-Speaking Caribbean
- The largest fresh milk processor in Jamaica
- The largest co-manufacturer of juice and flavoured milk in Jamaica





# Jamaica's Film Industry Wins Big

The film industry is enjoying strong performance with Jamaica being the location for some exciting projects. Data shared by film commissioner of JAMPRO Renee Robinson shows that a record \$2.3 billion in film expenditure came into the local economy with over 2,600 jobs being generated (2018/2019).

This was no doubt propelled by the over 100 international film productions which took place in Jamaica over the past year with the highlight being the much talked about **James Bond action flick Bond 25** which had select scenes shot on the island.

Not to be forgotten is Jamaica's pride and joy Storm Saulter who took an ordinary Jamaican story, put his spin on it and gained international attention. It was also a big feather in his cap to have one of the most famous couples – Will and Jada Pinkett Smith endorsing the project. Do Business Jamaica had a chat with Saulter about the much talked-about movie, **SPRINTER**



**Do Business Jamaica (DBJ):** Long before **SPRINTER**, there was **Better Must Come** what arose your interest in this industry?

**Storm Saulter:** I feel that cinema is the ultimate art form- you can express ideas in a larger way and to a bigger audience than you can with any other mediums. And for me, I always felt that's where I want to tell my stories, express my creativity and reach people.

**DBJ:** Was it hard getting a foothold?

**Storm Saulter:** Getting a foothold in film, as with any other industry, takes time and you have to try and fail and improve before you get good at it. So, in that regard it is never easy for me. I've definitely been lucky and blessed to find fellow film-makers and people who have believed in my ideas and vision and have supported me to get my work out. It's difficult, but I feel that I have been lucky in my journey.

**DBJ:** **SPRINTER** is on everyone's lips now...what was the inspiration in taking on a project like this?

**Storm Saulter:** For me with **SPRINTER** it is an opportunity to tell a story about a kind of normal middle of the road contemporary Caribbean family in all of their simplicity, in all of their kind of seriousness and all of their nuance who are dealing with things I feel a lot of people can relate to. Instead of

- showing the kind of rags to riches or ghetto stories, I just wanted to use track and field as a vehicle to speak about many things- immigration, sports, speed, family loss and triumph.

**DBJ:** What about the synergy with the cast and challenges if any?

**Storm Saulter:** We were blessed with a great cast including experienced and not so experienced cast. Of course, it was Dale Elliott's first film and we had challenges because he is in every scene but he was a real trooper and got through it and ended up delivering a great performance. Then there are other actors like Kadeem Wilson and Shantol Jackson, who just shine every time they were on the screen and we also had international actors who had a lot more experience. So, it was a kind of a balancing act of just bringing everybody to a level where everything gelled, but I feel great about the actors in the film. I feel I did an excellent job and it's one of the comments we get the most when people watch the film is how much they love the performances.

**DBJ:** How did the movie get to the attention of the renowned Smiths?

**Storm Saulter:** Regarding the Smiths (Will and Jada), **SPRINTER** producers, Rob Maylor, had a relationship with their company, Overbrook. We were able to put the script in front of them, they loved it for a number of reasons, got on board right away and were a part of the process in realizing it.

**DBJ:** You raked up awards at the American Black Film Festival, share a little about it?

**Storm Saulter:** It was a great experience winning the three awards at the American Black Film Festival which helped to kick-off our film and build the momentum. It has been great word of mouth coming out of that festival and we have now gone on to win, I believe, five or so other festivals. Again, that just kind of let people know that this is a film that folks are really enjoying; a film that is touching people and a film in which people are seeing themselves so yeah, it is a blessing to do the work and to feel appreciated for it - makes it all worth it.

**DBJ:** Are you working on anything new?

**Storm Saulter:** I am currently working on an adaptation of Marlon James' novel John Crow's Devil into a feature film and I am also developing a number of episodic television projects.

Storm Saulter and his film **SPRINTER**, highlights what Jamaica's film industry has to offer. When it comes on to diverse film locations, world-class talent pool and strong business linkages the country is among the best in the region. It's therefore not surprising that there is growing international demand for filming in Jamaica which has caught the attention of discerning investors.



# Your Trusted **Business Partner**

**Shelly-Ann Thompson- Contributor**

If you are an investor or exporter of Jamaican products or desirous of doing so then JAMPRO is your one stop shop for leveraging the potential of your goods or services. Investment opportunities ranging from access to markets and available credit are just a few of the services that are of benefit to exporters and investors. Here are some important details for businesses.

## HOW DOES JAMPRO ASSIST INVESTORS?

JAMPRO provides assistance to investors as they attempt to secure their various business approvals.

### APPROVALS

- Work Permits
- Non-Tourist Visas
- Duty Waivers/Concessions
- Incentives
- Appropriate Permits/Licenses
- Custom Clearances Fiscal Incentives
- Building and Development approvals



### BUSINESS INITIATION SERVICES

- Market Intelligence Sharing
- Customised Market Information
- Site Selection Facilitation
- Business Matchmaking
- Business Advocacy
- Targeted Business Development Support Business Facilitation Meetings

## HOW DOES JAMPRO ASSIST EXPORTERS?

JAMPRO assists Jamaican exporters to capitalise on the opportunities in the global export market and provide targeted services to the local export sector through its offices.

### These services include:

- Exporter Registration
- Directory of Registered Exporters and Suppliers
- Step-by-Step Guide to Exporting online workshop
- Trade related workshops and forums
- Buyer Recruitment and Business Matchmaking
- General Export Advisory Services

Becoming a JAMPRO client offers a wide range of benefits and access to services that make doing business in Jamaica a lot easier and quicker. The investor and export team simplify the processes while providing direct access to tap into the many investment and trade opportunities in Jamaica. The Agency also supports partnership with key government agencies and ministries. All this at no cost to the investor.

### Get in touch with us today.

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**Business Matchmaking and Meetings**  
Connecting you with great business partners



**Site Selection Facilitation**  
Finding your project a great location



**Business Approvals Support**  
Walking with you through the business process



**Specialized Market Information and Research**  
Customised market information at your fingertips



**Film Registration**  
Working with you for your film project's success



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