



DO BUSINESS JAMAICA

THE CREATIVE INDUSTRIES: UNCODED

FEB
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EDITOR'S NOTE

It is my pleasure to welcome you to this special edition of Do Business Jamaica focusing on the Jamaican creative sector!

It is a well known fact that anywhere in the world that you go and say 'Jamaica', it brings joy, excitement and a story about a visit or favourite artiste. Our very identity conjures colourful images of a lifestyle of music, entertainment and design. Our film and animation industries are growing and you will see from the articles that there is a lot happening on the ground by creative business practitioners to build a business ecosystem in which the creative industries can thrive. One of the most important ideologies for us here at JAMPRO, is that although the creative sectors appear to be full of fun and glamour, it is in fact the business of these sectors that are transformative and developmental.

The broad definition of the cultural and creative industries includes some 35+ unique sectors from architecture to video production. JAMPRO prioritizes film, animation and music as our core areas of focus; while being reactive to fashion and publishing. This year has been an active one for our core sectors and I'm sure that you will find all the articles informative and inspirational – whether you are already in the biz, or looking at opportunities to enter. Enjoy!

Renee Robinson
Film Commissioner/
Manager, Creative Industries

Location Scouting:

The role of the Film Commission in sealing the deal

Christopher Benjamin
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Picture this, it's 7 a.m. on Saturday morning as you drive into the parking lot of one of the great hotels in Kingston. The sun is shining, a balmy breeze is blowing and if you listen keenly, you are guaranteed to hear the faint sounds of some of the latest dancehall music in the distance. On this morning however, you see two men standing there looking like your typical Jamaican tourists. Shorts, cameras strapped around their necks, sneakers and calf socks? Yes! The type that is so excited to go. These two men however are scouts, searching for the next best location destination for an upcoming multi-million dollar production.

You greet them and instantly, the questions start coming in rapid succession. What is that property like? What is the beach like? Can we get some rustic charm? Where is the gritty side alley? Thus begins the journey of the day as we hurtle down one of Jamaica's brand new highways to visit all the locations that make Jamaica unique. As we approach the end of the highway, hearts are racing as we are scheduled to arrive at our first location. Did we get it right? Is the location appropriate? Then suddenly you arrive and it's an 'ahah!' moment. They like what they see, and it's all smooth sailing thereafter.

This is one of the stories of arranging location scouting missions - ensuring that the Film Commission does its best to convince clients to choose Jamaica as the location for their next film project.

How do we scout a location?

Deciding on the locations in productions is dependent on a number of factors:

- **Knowing the script:** Based on a script submission and the client's needs, The Film Commission will select specific locations that can bring the story to life. Jamaica is a multi-faceted location haven with lush tropical mountains, some of the world's most pristine beaches and a cosmopolitan business district. All available for your next shoot.

- **Listening to a Producer / Director with their own ideas:** Sometimes, a director or producer may have their own ideas for the perfect location, and will present a list of potential spots that fit their vision for the project.
- **Jamaica's iconic locations:** Some clients base their projects on iconic locations; this provides an automatic location selection. Based on the notoriety of some of Jamaica's locations such as the Blue Mountains or Dunn's River Falls, they are often sought out on their own individual merit.

Jamaica has been featured on screen with a number of locations that are as memorable as the actors who walked them. However, choosing the right location comes down to the eye of the director as they seek to tell the most compelling story. The Film Commission will continue rolling out the red carpet for film productions through the facilitation of location scouting.

During 2016 the Film Commission has organised numerous scouting missions, covering a feature film, a television series and documentary production. Last year's stand out project was Victoria Rowell's *THE RICH AND THE RUTHLESS*, which joins the elite list of great productions filmed in Jamaica.

JAFTA reinvigorating the Local Film and Television Industry

by Gabrielle Blackwood
JAFTA President



The absence of quality local content in our cinemas brought the need for a script to screen initiative that would expose, promote and reinvigorate the Jamaican film landscape. This resulted in the inaugural JAFTA Propella initiative that would see the creation of five short films in a specially curated hour, premiering at the 2016 Trinidad and Tobago Film Festival. Through the support of the CHASE Fund, JAFTA was able to provide J\$500,000.00 each to the five short film projects which were selected through a blind selection process. JAMPRO also came on board and facilitated the travel of the selected filmmakers, directing and writing workshops and the promotion of the initiative.

The five projects selected came from: Sharon Leach, Adrian Lopez, Kurt Wright, Natalie Thompson, Tony Hendriks, Michelle Serieux and Janet Morrison with ideas that ranged in subject matter from a modern day take on Jamaican folklore and the abduction of young women, to the significant role of technology in combatting social issues. The JAFTA Propella initiative brought together production crew members from within the film industry, some of whom worked on more than one of the five shorts. The JAFTA Propella shorts have since been screened in the Caribbean, North America and South Africa to enthusiastic audiences.

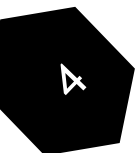
JAFTA hopes to sustain the momentum of the creation of new content and revive the local and international appetite for Jamaican film and television.

The Jamaica film industry is currently undergoing a process of rebirth and renewed sector development. In May 2015 a group of filmmakers and television practitioners met to discuss the creation of an organisation that would become the Jamaica Film and Television Association (JAFTA) out of concern for the decreasing visibility and inclusion of the film industry in the exhibition of local audiovisual content. JAFTA was formalised in August 2015 and currently consists of a membership of over 170 industry professionals based both locally and overseas.

JAFTA aims to seek, cultivate, foster, protect and promote growth opportunities, for the further development and advancement of the local film and television community including digital media content developers. JAFTA also partakes in the documentation and sharing of industry data to increase employment opportunities and create a public database of film and television media practitioners, made accessible to foreign and local productions seeking insight into the local work force. JAFTA also focuses on skills and training, film financing, grant funds, film distribution and coproductions.

Man of Style

...An interview with Dexter Huxtable
Spokes Apparel



Leading Jamaican designer, Dexter Huxtable, is the creator of some of the most iconic male fashion moments locally and internationally. His company, Spokes Apparel, was officially launched in 2006 and is described as a fusion of unique Jamaican flair and classic European finish; the result is sophistication with urban styling.

Do Business Jamaica was honoured to have a sit down with Mr. Huxtable to discuss his inspirations, his business and how he mixes the business of fashion with being a creative.

DBJ: What made you get into the business of fashion?

DH: My Dad - he was my first inspiration, my first drive. I am what you call a second generation tailor, so by sitting around and observing my Dad and the other tailors that were around him; I sought to create my own style.

At first, I did not think I was going to be tailor; I started designing when I was 16 years old by just fiddling around for fun to build unique pieces for myself to go out. My first love however, was figurative drawings, so I began attending Edna Manley [College] to pursue that, but I would design clothes for myself and friends for the weekends. Before I knew it, my interest started peaking there and that encouraged me to look into fashion. Then, when I was 19 years old and still attending Edna Manley, I saved my money and paid my own way to London. I visited Savile Row and saw all the work of the great tailors there, I then said to myself that "this was not the average; you can actually make something from this."

DBJ: Who are your creative inspirations, both locally and internationally?

DH: Locally, it started out with my Dad. Internationally, I have always been an admirer of Giorgio Armani and the way his tailored suit was structured.

DBJ: How do you balance business with creativity?

DH: Based on where Spokes Apparel is at right now as a brand, my balance is not solely me – it's my family – my wife and two daughters. I must be honest with you; I would not be able to balance it alone, it would be impossible. My wish is to take my brand overseas and I am doing it right now! Not the way that I want to, but I will be getting there some time.

DBJ: Are you currently exporting and if so, to what markets?

DH: I am currently exporting, but not on a large scale at all. What I am doing is taking care of some of my personal clients overseas and they keep us busy. There are people in London, Miami, New York, Canada, even as far as Japan. But I would definitely like to formalise that aspect of the

business; expanding and setting up different fashion houses in different cities.

DBJ: What is the biggest lesson you have learnt since starting your fashion house?

DH: Don't allow the market or naysayers to dictate your space. As a designer, as someone who creates looks, you have to have your own individual styling and you have to stay steadfast to it. You can have a look at the international market and see what's going on, but you have to have your own individual adaptation of it, your own identity.

DBJ: Do you think there is potential for Jamaican fashion in the international market?

DH: Yes I think so, but there are so many barriers, for instance your overheads including your utilities. It is extremely tedious to be a manufacturing society. Labour costs are expensive, but the cost of electricity is quite expensive with no subsidies from the government.

DBJ: If you were to improve the local fashion industry, what would you do?

DH: Local manufacturers really need to get a break in regards to manufacturing incentives, not just for garments, but on a whole. Manufacturing eventually leads to exports which ultimately brings in the foreign exchange we desperately need. We need to find innovative ways and means to get the job done!

DBJ: What are three things you cannot live without?

DH: Family! They are my support team; my black shoes and the love of what I do.



Stars in Kingston



Hollywood Assistant Director and Full Sail Lecturer , Larry Katz (centre) with Actress Tonya Lee Williams (left) and Candice Buchanan of Full Sail University at the Jamaica Film Festival - July 7 - 11, 2015.



(From L-R) Actor Basil Wallace, Director Marlon Paul, Film Festival Ambassador Cherine Anderson and Broadcast Media Specialist Rohan Mcleish captured after speaking to filmmakers on transitioning from film to music at the Bob Marley Museum at a Jamaica Film Festival workshop held July 2015.



President Diane Edwards and Victoria Rowell after the screening of the Film The Rich and Ruthless



From L-R (Back Row) Robert Scott,VP - Export and Market Development, JAMPRO; Michael Dawson, Producer; Diane Edwards, President, JAMPRO; Zachary Harding, JAMPRO Board Director; (Front Row R-L) Debra Ehrhardt, Actress; Joel Zwick, Director; Renee Robinson, Film Commissioner, JAMPRO; Michelle Chong, JAMPRO Board Director and Candice Zwick pose for a photo after a courtesy call at JAMPRO to discuss Mr. Zwick's collaboration with Ehrardt for the play Cock Tales – Shame on Me .



Indian High Commissioner M. Sevala Naik with Ms. Renée Robinson Film Commissioner, Chris Benjamin, SCO and Mr. Kona Venkat, renowned Indian film screenwriter, producer, director, dialogue writer, lyricist and actor known for his works in Telugu cinema, and Bollywood.



The Film Commission hosted a number of international writers as part of a JTB Culture Tour. They met with members of JAFTA and the Propella Producers while in Jamaica.



Members of JAMPRO and the Film community posed for pictures with Filmmaker Andrew Simon Tucker and Colombian Ambassador Roberto García Márquez



Sir Lennie Henry (3rd fr left) and members of the Douglas Road Production team Paulette Randle and Barbara Emile, touring the Ward Theatre with Jampro President Diane Edwards, VP Robert Scott, Ward Theatre Foundation Chairman Vivian Crwaford and Enola Williams.



On the set of the Rich and Ruthless with Victoria Rowell and Richard Brooks (back).

A Chat with International Recording Artist OMI



Name: Omar Pasley
Country of Birth: Jamaican
Age: 30 years

1. **What made you get into the music business?**

Answer. I got into music business because of the genuine love and passion I have for it. The love I have for making new music that fans can enjoy is a great feeling, knowing that I am there with them every time they play one of my tracks.

2. **How old were you when you started singing?**

Answer. I was 14 years old when I started singing.

3. **Who are your musical inspirations – locally and internationally?**

Answer. My musical inspirations both locally and internationally are, Bob Marley, Peter Tosh, Sam Cooke, Nat King Cole, James Brown and Michael Jackson.

4. **Do you think Jamaican artistes have it harder to break into international mainstream charts? If so, Why?**

Answer. It's not as easy as it looks for anyone at all, to break into the international charts. Whether you're Jamaican or any other nationality, the harsh but true reality is that there are a lot of talented people in the world, everyone wants a shot to break out and into the international charts.

5. **How were you able to break into the international market so successfully?**

Answer. Well for one, I have one of the best managers in the world Clifton 'Specialist' Dillon, who is like a father and a mentor to me in every way possible, an awesome team that's behind the whole music of creating it, a good song and last but certainly not least, God.

6. **How important do you think it is for an artist to understand the business of music?**

Answer. It is very important, because it is a business and therefore, before anyone ventures off into any business at all, it would be wise that you try to learn something about it if you wish to be successful in it.

7. **Do you think music has the potential to be one of Jamaica's biggest exports?**

Answer. Yes it does. We have a very rich and colourful culture that the rest of the world is very interested in.

8. **In your opinion, what can be done to improve the local music industry?**

Answer. I would not go the extreme length to say the local music industry needs to be improved, because Jamaica is full of naturally talented musicians and artists. I would say that we all need to just put the time and effort forward to create the proper quality music that everyone knows and love our country for.

9. **What are the three things you can't live without?**

Answer

- God
- Family
- Music



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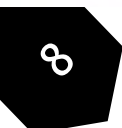
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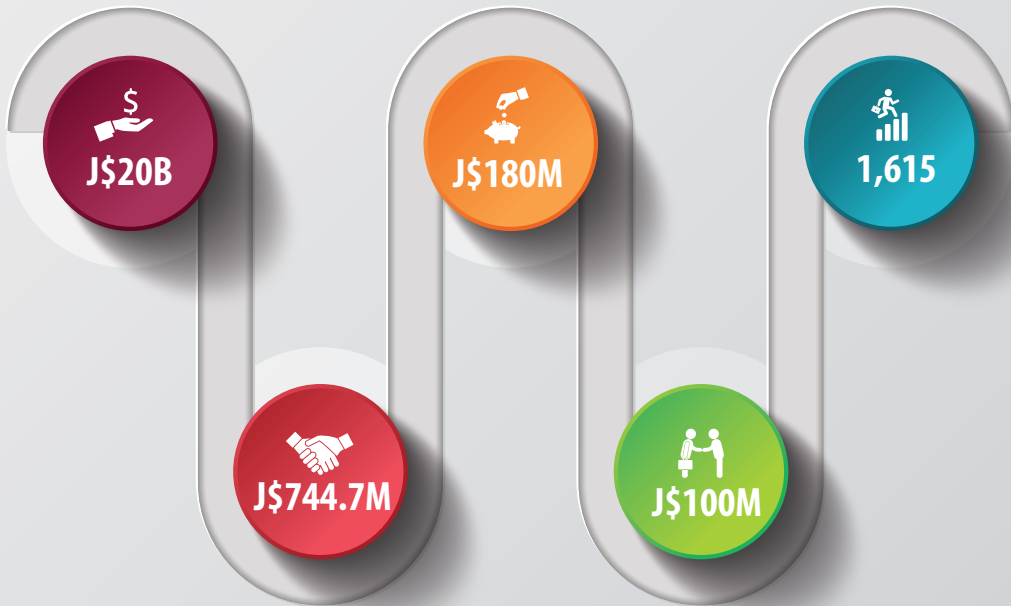


The Creative Industries Performance at a Glance

01 The recreation, cultural and sporting activities industry contributes J\$20B domestically to real GDP annually.

03 Reggae Sumfest generated J\$180M in capital expenditure

05 1,615 temporary jobs were created by the CI sector in 2015



02 Linkages of J\$744.7M were facilitated through film and television productions, musical events and special events in 2015.

04 Jazz and Blues Festival generated J\$100M in capital expenditure

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