



Agenda

Promoting CARIFORUM Creative Industries: Project Closing Workshop

**Crowne Plaza Hotel,
Port-of-Spain, Trinidad and Tobago**

27-28 September 2011

Objectives

The main objectives of the workshop will be to provide a venue for discussion among a wide range of stakeholders on:

1. the project's key deliverables
2. lessons learned and good practices
3. moving beyond the project

NB: Please see Section on Briefing Notes for more information on the specific objectives of each session

Promoting CARIFORUM Creative Industries:

Project Closing Workshop

Workshop Facilitator: Jeanette Sutherland, Senior Trade Promotion Officer/Project Manager, ITC	
Tuesday 27 September 2011	
08:30-09:00	Registration
09:00-09:30	Opening Session Chair: Jeanette Sutherland
	<p>Welcome and Opening Remarks</p> <p>Honorable Stephen Cadiz, Minister of Trade and Industry Trinidad and Tobago</p> <p>Terhi Karvinen, Programme Coordinator; EU delegation, Trinidad & Tobago Office</p> <p>Pamela Coke Hamilton, Executive Director, Caribbean Export Development Agency</p> <p>Friedrich von Kirchbach, Director of Country Programmes, International Trade Centre (ITC)</p> <p>(Press invited to this session)</p>
9:30-09:45	Coffee Break
09:45-12:00	Setting the Stage: What have we achieved, What have we learned? Chair: Pamela Coke Hamilton
09:45-10:15	Overview of Project Objectives, activities, and outputs, Jeanette Sutherland
10:15-11:45	Panel Discussion on key project deliverables: Implications for promoting

	<p>CARIFORUM's Creative Industries.</p> <p>Presenters: Kayanne Anderson, Caribbean Export; Clive Vokes, Market Scoping International; Christopher Kalanje; World Intellectual Property Organization</p> <p>Discussants: Kiran Akal, Shauna Levy, Ivan Berry, Dave Clements, Director, Central Statistical Office; Dr. Sandra Browne, Lloyd Yearwood, Berletta Forrester, Patricia Fernandez, Lesley Ann Noel, Mark Croskery</p>
11:45-12:00	<i>Question and Answer</i>
12:00- 1:30	<p>Creative Approaches: Good Practices from the Caribbean</p> <p>Chair: Kiran Akal, CEO, SMAKS West Indies</p>
12:00-13:00	<p>CASE STUDIES</p> <p>Nirad Tewarie, Trinidad and Tobago Coalition of Service Industries</p> <p>Clava Denis-Doxerie, Eastern Caribbean Collective Organization for Music Rights (ECCO)</p> <p>John Francis, DanceBEAT Records</p> <p>Camille Selvon Abrahams, Full Circle Animation Studio</p>
13:00-13:30	<i>Question and Answer</i>
13:30-14:30	Lunch Break
14:30-16:15	<p>Characteristics of Successful Creative Industries: Making the CI Sector work for the Caribbean's Export Growth and Development Agenda</p> <p>Chair: Clive Vokes</p>
14:30-16:00	<p>CASE STUDIES</p> <ul style="list-style-type: none"> • Pedro Perini, Artesanias de Colombia • Leif Rehnstrom, Hello Future, Sweden • Santosh Hejmadi, Market Gurus FZ LLC

	<ul style="list-style-type: none"> H.E. Arthur Snell, British High Commission, Trinidad & Tobago
16:00-16:15	Question and Answer
16:15-16:30	Coffee Break
16:30-18:00	The Way Forward: Roundtable Discussion I Chair: Friedrich von Kirchbach
16:30 -18:30	<p>Forging partnerships: The role of national, regional trade support institutions and policy makers as catalysts</p> <p>Kick-off presentation: Lalla Haidara, Project Manager, Trade Facilitation Office (TFO), Canada</p> <p>Lead discussants: Pamela Coke Hamilton, Dr. Hilary Brown, Berletta Forrester, Dr. Sandra Browne, Nirad Tewarie, Norris Herbert, Jacinta David; Sheryl Anne Haynes; Sarita Vyent-Jageswar; Lisa Callender; Suzette Wolfe, Lesley Ann Noel, Horacio Alvarez; Patricia Fernandez</p>
18:00-18:30	Summary of key issues and wrap up
19:30-21:00	Cocktail reception
Day II:	Making it Happen: Roundtable Discussion II Chair: Clive Vokes
09:00-10:00	<p>Strategic Policy Directions Proposed by the Regional Task Force on Cultural Industries, Dr. Hilary Brown, CARICOM Secretariat</p> <p>Strategic Operational Programme Directions for the CI sector under the EDF 10, Pamela Coke Hamilton, Caribbean Export</p>
10:00-11:00	Open Dialogue and Feedback
11:00 – 11:30	Summary of key decisions/action points and wrap up
11:30- 12:00	Closing Remarks

	Stelios Christopoulos, Charge d’Affaires, EU delegation
	Friedrich von Kirchbach, ITC
	Pamela Coke Hamilton, Caribbean Export
	Hon Stephen Cadiz, Minister of Trade and Industry Trinidad and Tobago
	Hon. Dr. Bhoendradatt Tewarie, Ministry of Planning, Economic, and Social Restructuring and Gender Affairs, Trinidad and Tobago
(Press briefing)	

Briefing Notes

Session I. Setting the Stage: What have we achieved? What have we learned?

The objectives of this session are twofold: (i) to provide an overview of the project, activities undertaken, and outputs/outcome and (ii) provide an opportunity to discuss some of the relevance of the project’s key deliverables in the broader context of the creative industries sector (as opposed to the craft sub-sector that was the primary focus of two of the three project components).

Within this context, the following three areas/activities supported by the project were selected for further discussion:

- The role of the trade fair, Design Caribbean, as a tool for promoting the region’s creative industries;
- The need for enhanced and relevant business services to the sector; and
- The importance of data collection, analysis, and dissemination for improving and increasing policy and programme support to the region’s creative industries sector.

To start the discussion, the presenters will provide an overview of the outcome of the project activities in the three above-mentioned areas. The panelists are expected to further discussions on the relevance of what was presented and on how best to move forward. It should be noted that the three thematic areas of intervention are interdependent and it is hoped that the discussions will highlight the synergies among them, for example, the importance of relevant service providers and timely and reliable data to ensure a successful trade fair. As indicated in the programme agenda, the following broad questions can be used to guide the discussions:



- Is Design Caribbean Trade Fair a feasible tool for promoting the region's creative industries?
- If so, what are the roles of key stakeholder (including Caribbean Export, BSOs, national support institutions, and policy makers) in making this a success?
- How can BSOs be strengthened to respond more effectively to the dynamic needs of the creative industries sector and Design Caribbean?
- How can data collection, analysis, and dissemination - a fundamental building block to a successful promotion of the industries- be better supported?

Sessions II & III. Case Studies

- *Creative Approaches: Good Practices from the Caribbean*
- *Characteristics of Successful Creative Industries: Making the CI Sector work for the Caribbean's Export Growth and Development Agenda*

Countries and regions around the World have recognized the importance of supporting the creative industries as part of their strategies for growth and diversification. There is no single model for success; everything depends on context; but there are common challenges and opportunities, notably the need to create enabling environments and to deliver support services which help CI companies to grow and flourish in national and international markets.

Case studies will showcase both international best practices as well as those from within the Caribbean Region.

International best practices

At the international level, each of these case studies is different, reflecting their structures, policies, priorities....and values. What connects them is high ambition, a practical, down-to-earth approach and a passion for the development of companies within the creative industries sector.

Colombia Through support from Artesanía de Columbia (an agency of the Ministry of Trade and Tourism) as well as development partners such as the EU, Colombia's artisanal and craft sector has been transformed into a dynamic sector that provides direct and indirect employment to about one million Colombians. The sector, which counts some 350,000 artisans, approximately 60 percent of whom are from rural and indigenous areas, and 65 percent of whom are women, is now a significant contributor to the national economy.

The Lodge is a network of creative industry companies located in the municipality of Skelleftea, Sweden close to the Arctic Circle. The international success of the companies from the Lodge emphasizes the importance of clustering and mutual support within the creative industries; it

underlines that in a networked world, distance and size is not relevant, offering opportunities for companies large and small

Dubai has placed the creative industries at the heart of their strategy to develop Dubai as a global brand for innovation and creativity; this has included the development of iconic creative cities including Dubai Media City and Dubai Internet City; these have been the inspiration and template for similar projects in other countries

UK Trade and Investment (UKTI) has developed an impressive portfolio of innovative programmes and services to support the internationalization of the creative industries sector by promoting overseas trade and attracting foreign investment. In 2010 UKTI won the International Trade Centre award for the Best Trade Promotion Agency in the Developed World; UKTI Trinidad and Tobago won the award for outstanding achievement by a team

Each speaker will be invited to make a presentation of twenty minutes; speakers are asked to:

- summarize the role of the creative industries as an economic driver in their national, regional and local context
- indicate how this is reflected at the policy and strategy levels
- give examples of achievements at a programme /company level
- consider the potential for cooperation with the Caribbean at the level of BSO and companies

Caribbean best practices

While there is increasing appreciation and acknowledgement of the importance of creative industries to Caribbean economies, the success track record of industries within the sector has been uneven and irregular. Inherited from their past colonial systems, Caribbean countries' production sectors are quite limited.

Further, the relatively small size of the Caribbean countries has implications for export performance as well as the development of an export strategy. Small economies are price takers and have no influence on the terms of trade. Faced with exogenous prices, they cannot rely on price competitiveness to enhance their export performance. Rather, they must place their focus on quality and creativity as a basis for competition while adapting to the dynamics of external markets.

Despite exogenous and endogenous challenges facing the region, there are entrepreneurs and service providers who are able to create conditions in the creative sector to compete on international markets. The case studies featured here highlight some of these rainmakers. The presenters are asked to:

- Summarize the role and achievements of their organization
- Highlight key opportunities constraints they face in their work
- Highlight creative response solutions to constraints and to take advantage of these opportunities
- What are the specific services that are required from BSOs and how shall these best be delivered
- Provide feedback on their added value to the promotion of the Caribbean creative industries.
- Identify opportunities for collaboration with relevant institutions and the private sector working in the creative industries sector (including PPPs, cross-border collaboration within the Caribbean, and the convergence between the creative industries and other sectors)

Session IV. Roundtable Discussion I- Forging partnerships: The role of national, regional trade support institutions and policy makers as catalysts

No single agency has the staff or resources to serve any individual sector with its complex needs. In the context of the Caribbean and the creative industries, a region faced with endogenous challenges such as small size and limited resources and a sector that is multifaceted the need for partnership is even more crucial.

The CI sector has long been regarded as an important source of growth and development for Caribbean states. There are a growing number of success stories but generally progress has been patchy and uneven.

In a rapidly changing and increasingly competitive global marketplace, organizations that support the CI sector have to adapt their models and the way they work with each other if they are to remain relevant and, more importantly, if the growth potential of the Caribbean CI sector is to be fulfilled.

Recognizing the importance of partnerships for leveraging resources, building power, strengthening the democratic process, and achieving meaningful change, this session provides an opportunity for some of the key players in the region to discuss and share practical insights on at least the following:

- How can we achieve a more streamlined coordinated approach to providing support services to the CI sector?
- What are some examples of collaboration among institutions at the regional and national levels that have worked and how can this be replicated for the CI sector?
- How do we create a more contemporary enabling environment for Caribbean exporters?

- How and where should scarce resources be allocated (established exporters vs early stage companies)?
- How do we maximise the opportunities provided by the CSME and EPA?
- How do we make Team Caribbean a reality in international markets?

A kick-off presentation, of about 20 minutes, will be provided by the Trade Facilitation Office Canada, after which the panelists will be expected to further the discussion on the above-mentioned themes. The final 20-30 minutes of the session will be opened to the general audience to contribute to the discussions.

Session V. Roundtable Discussion II- Making it Happen

The objective of this session is to provide an opportunity to learn more about the policy and operational directions of two key regional institutions – CARICOM Secretariat and Caribbean Export Development Agency – in promoting the region's creative industries. Stakeholders from the region, who are expected to benefit from these policy and operational initiatives, will have a chance to provide feedback and guidance on these strategic directions. The following elements are widely acknowledged to be critical success factors for promoting the sector and can be used as lens through which feedback is provided

Dialogue/feedback is expected to be centred on critical success factors, including

- Data collection, analysis, and dissemination
- Research and Development
- Access to Capital
- Market Intelligence
- Export promotion and marketing
- IT/E-commerce platforms
- Networking and building partnerships (particularly PPPs)

INTERNATIONAL TRADE CENTRE-EUROPEAN UNION-WORLD INTELLECTUAL PROPERTY ORGANIZATION

Draft List of Participants

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