STRATEGIC DIRECTIONS

THE CREATIVE INDUSTRIES PROGRAMME

OF CARIBBEAN EXPORT DEVELOPMENT AGENCY

UNDER THE
10TH EUROPEAN DEVELOPMENT FUND
2011 – 2016

Pamela Coke-Hamilton
Executive Director
Caribbean Export’s Creative Industries Programme 2011 – 2015

THE FOCUS
Develop a cohesive framework which builds out the economic potential of the industry through Participant Engagement, Speciality Training, Export Preparedness and Market Access.
Its about better marrying the business of creativity with the creative talent of the region
Caribbean Export’s Creative Industries Programme 2011 – 2015

FOUNDATION PROGRAMME ELEMENTS

• Special focus on CI market intelligence gathering
• Speciality training for industry participants
• Regular Industry engagement activities to foster innovation, idea sharing and collaborations for practitioners in the areas of Design, Art & Craft, Music, ICT, Textile and Food
• Design Caribbean to build more on creating market access for creative brands
Caribbean Export’s Creative Industries Programme 2011 – 2015

FOCUSING ON SUSTAINABILITY

• facilitating the sustained development of new INTELLECTUAL PROPERTY by CARIFORUM

• Driving regional patentable technologies, systems and solutions for wealth creation

• Creativity parks for the youth to spark and develop innovation projects

• Establish Prototype facility for the region

• Creating synergies between CI sector and other economic sectors
Caribbean Export’s Creative Industries Programme 2011 – 2015

DEVELOPING COMPETENCE

• ENHANCING THE COMPETITIVENESS OF CREATIVE INDUSTRY PRACTITIONERS THROUGH THE DEVELOPMENT OF KNOWLEDGE AND CREATIVE INNOVATION CENTERS
Caribbean Export’s Creative Industries Programme 2011 – 2015

POLICY AND ADVOCACY

• Fostering Increased understanding and utilization of intellectual property rights as a trade development tool by the governments and private sector
• IP Manual for Creative Industries
• Advocacy for the region’s accession to the Madrid Protocol
Context for 10th EDF Programme support:

Knowledge economy
Driven by R&D – Innovation in technologies and solutions
Authentic Caribbean™
Regulatory environment – registration & Licensing
- Infrastructure
- Facilities
- Incentives
Business Services
- Support services
- Administration
Human Resources
- Brand Value
Cluster Development
OUR VISION
To implement sustainable programmes that result in the increased success of export ready enterprises in the Creative Industries sector of the region, consistently attracting high levels of investment and supported by relevant human capacity & skills.
**SUMMARY:**
We need to move the Creative Industries from just cultural expressions to economic ventures which use the creative talent of our people to build wealth. To do this we need to know and understand market demands, embrace innovation and technologies and be bold enough to embrace the change!

The Risk is more than Worth the Reward!
Based on an integrated cohesive and coordinated approach to CI sector Programme Activities will be:

Intelligence – based and Demand driven

Working beyond the Conventional CI Sector – Innovation
Design, art, music, research & development, textile, food

Cross border and cross media (sectorial)

Holistic Approach to Entrepreneurship
Creating successful businesses
Companies mentoring others (Helix)

Creating synergies between CI sector and other economic sectors