



# CARNIVAL BUSINESS LINKS

A Publication of the National Carnival Commission's Strategy & Business Development Unit  
Providing Business Data and News Relevant to the Carnival Industry



Volume 1 Issue 3 August 2015

## WORLD

### UNESCO Culture Convention Celebrates 10 Years

The United Nations Education Scientific and Culture Organisation is celebrating the 10-year anniversary of the Convention on the Protection and the Promotion of the Diversity of Cultural Expressions. The 2005 Convention provides a framework to forge new pathways that encourage creativity and innovation in the pursuit of inclusive, equitable and sustainable growth and development. Trinidad and Tobago is one of 134 countries that has ratified the Convention. The International Fund for Cultural Diversity (IFCD) has been established to support projects that promote the principles of the Convention. The Strategy & Business Development Unit of the National Carnival Commission of Trinidad and Tobago made an application to the IFCD in April 2015. The project proposal is entitled, "Developing the Export Capacity of the Regional Carnival Committees in Trinidad and Tobago". The outcome of the application will be known by December 2015.

### Monitoring Cultural Industries in the EU

The European Commission recently reiterated the fact that cultural and creative industries may help to counteract recession and boost economic recovery. According to Ernst and Young (2014), during the last economic crisis (2008-2012), the cultural and creative industries have shown exceptional resilience, growing by 0.7% per year, while overall EU employment fell by 0.7%.

At its round table in February 2015, the Joint Research Centre of the European Commission highlighted its initiative to develop a composite indicator that will monitor cultural and creative initiatives at city level in the EU. The index will comprise 19 dimensions, and will be addressed to EU policy makers and academics working on cultural and creative issues, but also to representatives of local governments interested in promoting a city's development by fostering the expansion of creativity and innovation. The launch is planned for 2016.

Source: European Commission  
<https://ec.europa.eu/jrc/en/news/creative-and-cultural-industries-impact-cities>

### Britain Addresses Future of Cultural Value

The 2015 Report, "Enriching Britain: Culture, Creativity and Growth", by the Warwick Commission on the Future of Cultural Value, asserts that culture and creativity exist in a distinct Cultural and Creative Industries Ecosystem. Each part of the ecosystem depends upon and provides for the other. The Warwick Commission's report identifies a number of recommendations on how Britain could "secure greater value from its cultural and creative assets":

- Joined-up (public-private sector) policy making
- Building and measuring participation Celebrating everyday arts and cultural participation
- Making culture personal
- Consolidating cultural and creative education
- Addressing children's creative aspirations
- Underpinning graduate and skills pathways
- Creating a digital public space
- Accelerating digital R&D
- Fostering local creative growth

For the full report visit:

[http://www2.warwick.ac.uk/research/warwickcommission/futureculture/finalreport/warwick\\_commission\\_final\\_report.pdf](http://www2.warwick.ac.uk/research/warwickcommission/futureculture/finalreport/warwick_commission_final_report.pdf)



**Click it: Featured On-line Resource**

**Creativity and Innovation Coaching**  
<https://www.creativityatwork.com/creativity-innovation-coaching/>



## REGION

### Latin America & Caribbean Struggle to Grow

The International Monetary Fund (IMF) projects a fifth consecutive year of decline for the Latin American and Caribbean (LAC) region in 2015. According to the IMF's report, *Regional Economic Outlook for the Western Hemisphere*, released at the end of April 2015, LAC is projected to grow 0.9% in 2015, a decrease from 1.3% growth in 2014. Brazil remains the hardest hit in the region with the worst economic performance in two decades. Central America and the Caribbean seem to be faring better than the South American countries. Central America is benefiting from the US recovery and is expected to grow by 4.25%. Despite external fiscal and financial vulnerabilities in several countries, the IMF projects a growth of 2% for the Caribbean in 2015. The report notes that the LAC region needs to address long-standing structural problems to improve investment and productivity.

Source: International Monetary Fund  
<http://www.imf.org/>

### Caribbean Tourism: 1<sup>st</sup> Quarter Arrivals Positive for Most

According to data compiled by the Caribbean Tourism Organisation (CTO), Aruba, Cuba and Curacao came out as top tourism performers in terms of tourist arrivals from January to March 2015. These islands experienced 1st Quarter arrivals of 20.2%, 14.1 % and 13 % respectively. Tourist arrivals of select Caribbean destinations is presented in Table 1.

Table 1- 2015 Q1 Tourist Stop-Over Arrivals in Select Caribbean Destinations

Destination	Period	Tourist Arrivals	
		Tourists	% Change 2015/2014
Aruba	Jan-Mar	294,411	20.2
Barbados	Jan-Jan	53,856	7.4
Cayman Islands	Jan-Mar	115,640	5.7
Cuba	Jan-Mar	1,135,610	14.1
Curacao	Jan-Mar	122,074	13
Grenada	Jan-Feb	25,502	3
Jamaica	Jan-Feb	354,426	4.7
Martinique	Jan-Feb	96,448	-3.8
St Lucia	Jan-Feb	63,624	10.1
St Vincent & the Grenadines	Jan-Mar	20,658	5.9

Source: Caribbean Tourism Organisation (2015)

### Branson Taps into Jamaica's Entrepreneurial Wave

"Start-up Jamaica", collaborated and financed by private sector investors and government institutions, provides upcoming entrepreneurs with the necessary infrastructure and financing to launch first venture capital businesses. Jamaica's entrepreneurship strategy will help it to reconfigure its economy, and inspire the next generation of entrepreneurs both locally and regionally.

The Branson Centre of Entrepreneurship – Caribbean, based in Montego Bay, embraces "a broad view of entrepreneurship by fostering innovative business models in technology and also in more traditional sectors such as tourism and agribusiness". They aim to attract local investors as well as capital from the vast Caribbean Diaspora. The Branson Centre is currently looking to expand its training programme to other Caribbean islands, such as Trinidad and Tobago, Barbados, St. Lucia and British Virgin Islands.

Sources:  
<http://www.forbes.com/sites/grouphink/2015/04/30/can-jamaica-hack-entrepreneurship-for-the-caribbean/>

<http://www.trinidadexpress.com/20150721/business/branson-launches-caribbean-entrepreneurship-centre>

## TRINIDAD AND TOBAGO

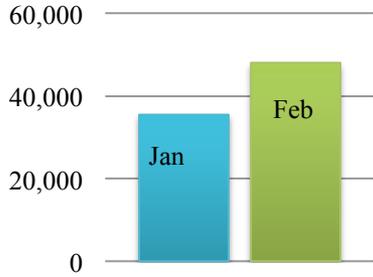
### Carnival Arrivals Increase in 2015

According to tourism statistics released in May 2015, by the Caribbean Tourism Organisation (CTO), Trinidad and Tobago (T&T) had 35,488 arrivals in January (19.6 % increase over Jan- Feb 2014) and 48,000 arrivals in February ( 9% increase over Jan-Feb 2014). The US continues to be T&T's major source market for tourist arrivals (see Figure 2 below). While these statistics have not been released locally by the Central Statistical Office, it is notable that the CTO relies on data provided by its member countries, which include T &T.



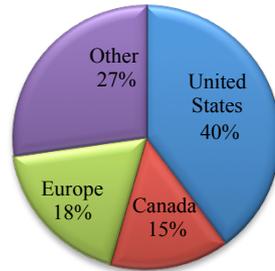


Figure 1- T & T January & February Tourists Arrivals 2015



Source: Caribbean Tourism Organisation (2015)

Figure 2- Market Share of Tourist Arrivals in T&T (Jan-Feb)



## NCC Participates in Meeting of Caribbean Carnival Network

Twelve countries participated in the 2nd meeting of the Caribbean Carnival Network (CCN) held in Santiago de Cuba, Cuba from July 4-6, 2015. NCC's, Strategy and Business Development Manager, Dr. Mareba M. Scott represented Trinidad and Tobago. An agreement formally establishing the Network was signed by Cuba, Grenada, Bahamas, Haiti, Mexico, Colombia, Nicaragua, Guatemala, Dominican Republic, Panama, and Martinique. The overall objective of the CCN is "to share visions, strategies, experiences and concrete measures to manage, preserve and revitalise the carnival as a public popular and local celebration ..." A strategic planning meeting of the Network is tentatively planned for November, 2015 in Trinidad.

## Culture Works Connections Releases T&T Survey Results

The first issue of Carnival Business Links highlighted the NCC's participation in the Culture Works Connections needs analysis survey. Culture Works Connections is a project linking the creative businesses in Africa, Caribbean and Pacific, funded by ACP Cultures+, financed by the European Union. The Ministry of the Arts and Multiculturalism is the primary contact agency for the project in Trinidad and Tobago (T&T). The full summary results of the needs analysis survey for sub-Saharan Africa and T&T were published in June 2015. Some highlights about the skills gap for T&T in response to some of the survey questions, are highlighted below.

For the complete summary visit <http://www.visitingarts.org.uk>

### Culture Works Connections- Trinidad & Tobago Needs Analysis Survey Results

What are your greatest information needs for international working?



Potential Sponsors 76.5 %

Information about grants & funding bodies 70.6%

Information about festivals 66.7 %

What are your skills needs that would facilitate international work?



Marketing & PR 60.8%

Sustainability 54.9%

Social media and networking 51 %

Data Source: Visiting Arts (2015); Adapted by: Mareba M. Scott (2015)

## T&T Economic Indicators at A Glance

	QIV (Dec.) 2014	As At Mar. 2015	As At May 2015
Unemployment Rate (%)	3.3		
Total Labour Force	651.0		
Total Person with Jobs	629.8		
Headline Inflation (%)		6.7	
Balance of Payments (US\$ Million)	1,329.6		
Gross Public Debt (% GDP)	59		
Net Official Reserves (US\$ Million)			10,659.1
Import Cover (in months)			12.3