



National Carnival Commission of
Trinidad & Tobago

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 2 Issue 1

World

UK Recognises Rural Contribution of Craft to Creative Economy

The Department of Culture, Media and Sport (UK) in acknowledging the work of the Craft Council in their report, *Measuring the Craft Economy (2015)*, has noted that the rural sector is now contributing far in excess of the estimated £500 million per annum to the national creative economy. These contributions have been made through rural tourism, rural heritage, rural foods (culinary arts) and beverage outlets, and other countryside festivals, cultural and sporting activities. Notably, the economic benefit has been achieved serendipitously "without any of the strategic art and cultural investment or infrastructure provided by the previous Government for urban communities, urban creatives and in support of urban regeneration".

Source: <http://www.thecreativeindustries.co.uk/>

Creative Currents Engaging Cultural Enthusiasts

Creative Currents Artist Collaborative (CCAC), formerly Taller Portobelo Norte, is an Atlanta-based non-profit organisation whose mission is to widen and deepen public engagement with the arts and cultures of Africa and the Black Diaspora through international tours, visual arts exhibitions, performances, classes and workshops.

CCAC connects artists, scholars and other art enthusiasts by engaging them in various cultural experiences throughout the world, thus creating sustainable communities within which the arts can be lived and celebrated.

Some of CCAC upcoming activities include:

December 2015 – The 3rd Annual Pop Up Marché: vendors worldwide can apply to sell their local artworks, and individuals get a curated holiday shopping experience.

February 2016 – Congo Carnival Music and Culture Retreat: individuals experience Carnival in Portobelo, Panama where history is celebrated and shared through ritual performances, and traditions and cultural practices through storytelling, costumed dancing, singing, and drumming.

May 2016 – Joie de Vivre Senegal Arts and Culture Tour: individuals enjoy the Dakar Art Biennial festivities and the culture of Gambia.

Source: <http://ourcreativecurrents.org/>

Region

FDI Winners

The Financial Times' fDI Intelligence Unit highlighted the region's Foreign Direct Investment (FDI) performance in its "Caribbean and Central American Countries of the Future 2015/2016 Report". The biennial study identified Costa Rica as the regional leader in FDI projects, with Panama taking second place. Costa Rica's success to attract FDI is attributed to its stable political and economic structures; high-tech manufacturing; educated workforce; and the government's policy to make Costa Rica "The Silicon Valley of Latin America". Costa Rica also leads in the category of Business Friendliness.

Jamaica's investment promotion organisation, Jampro got top honours for its FDI Strategy while Trinidad and Tobago ranked second. InvesTT was commended for its continuous staff development and its establishment of an office in Japan.

Source: <http://www.fdiintelligence.com>



CARNIVAL BUSINESS LINKS



National Carnival Commission of
Trinidad & Tobago

National Carnival Commission of
Trinidad & Tobago

Region

Caribbean Region: Leader in Travel & Tourism in 2015

The 7% rise in tourist arrivals in the first half of 2015 puts the Caribbean as the top performing region in the global travel and tourism market. The Caribbean Tourism Organization (CTO) in its recently published "UK and European Travel and Industry Trends & Insight Report 2015," highlighted a number of interesting travel and tourism trends that will augur well for continued future growth:

UK Market Total Outbound Expenditure grew in 2014

Caribbean is the Leading Cruise Destination with 36% Market Share in 2014

Generation Y (Currently Aged 18-34) want to "Explore a destination and its local culture".

Biggest y-on-y (Jan- July 2015) Increases: Cuba (16.9%), Aruba (15.8%), Trinidad & Tobago (8.5%)

Caribbean hotel rates set to rise in 2016 due to overflow of Meeting, Incentives, Conference and Exhibitions (MICE) market in North America

Source: Caribbean Tourism Organization



Click it: Featured On-line Resource

<http://visitingarts.us7.listmanage2.com/track/click?u=ef93850cceb81c2bb671f09&id=295d241d19&e=67e4540728>

Digital Hub for Arts and Cultural Professionals

Trinidad & Tobago

Carnival's Public \$ Pie Shrinks

The ushering of a new administration after the general election of September 7, 2015 brought into the spotlight the realities of the Trinidad & Tobago (T & T) economy. Economists have painted a picture of negative growth for the first half the 2015, economic slowdown and the need to increase revenue in the face of declining natural gas production and low petroleum prices. On the positive side inflation has been relatively low (4% August 2015) and relatively high import cover (12 months). As of December 2015, the Governor of the Central Bank has declared that T & T's economy is in a recession.

It was a balancing act for the new Government, as it presented the 2015/2016 fiscal package. Many publicly funded entities have experienced cuts in their budgetary allocation and the National Carnival Commission (NCC) is no exception. NCC 2015/16 budgetary allocation is \$267,869,248 reduced from \$317,385,369 in 2014/2015. This represents a 16 % reduction or a decrease of \$49,516,121. The NCC will require \$77.1M of its allocation for debt servicing.

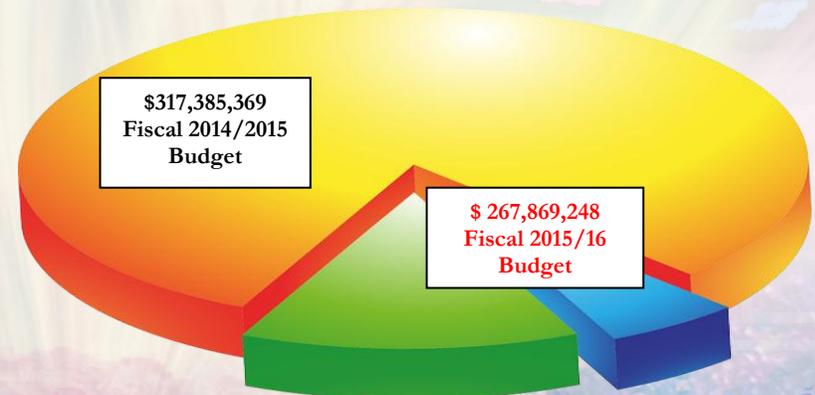


Figure 1 NCC Budgetary Allocations 2014/5 & 2015/16





Trinidad & Tobago

Carnival's Public \$ Pie Shrinks (.....Continued)

The creative industries, like tourism and agriculture are often touted as viable diversification strategies during economic slow-down, but often do not enjoy the injection of funds needed to develop the sectors during the trough periods. It is left to the creativity and innovation of the players in these key sectors to surmount the challenges that lay ahead.

NCC Gets New Board

The New Board of Commissioners of the National Carnival Commission (NCC) received their instruments of appointment from the Minister of Community Development, Culture and the Arts, Dr. the Honourable Nyan Gadsby-Dolly on October 30, 2015. Mr. Kenneth De Silva is the new Chairman, while Ainsworth Mohammed will serve as Deputy Chairman. Other Commissioners on the Board include Darian Marcelle, Jacqueline Springer-Dillon, Sharmaine Singh, Arshaad K. Ali, Keith Diaz and Lutalo Masimba.

New Partnerships as NCC Turns 25

The new year, 2016 will be a celebratory one for the National Carnival Commission (NCC), as it marks 25 years since its establishment by an Act of Parliament on August 5, 1991. The theme proposed for the year-long celebration is "*Tradition, Transformation and Teamwork*".

Several activities and initiatives are being organised to commemorate this milestone. One such initiative is a partnership between the NCC and the University of the West Indies that will see students of the Department of Creative and Festival and Arts, and the Events Management programme at the Arthur Lok Jack Graduate School of Business joining the Commission in the setup of Carnival 2016 decor at two key venues – the Queen's Park Savannah and Skinner's Park.

Business Training for Carnival Stakeholders

As part of the NCC's Strategy and Business Development Unit's initiative to provide business facilitation and training; and based on the results of NCC's Carnival Stakeholders' Business Needs Assessment Survey (2015), the Unit conducted Customer Service Training on October 27th for Carnival Stakeholders.

Additionally, through the NCC-NEDCO Memorandum of Understanding signed in May 2015, NEDCO facilitated training for Carnival Stakeholders on Costing and Pricing, and Preparing Financial Statement on November 4th and 5th, respectively. Stakeholders benefitting from the NCC's training programme included the Diego Martin Regional Carnival Committee, Petit Valley Regional Carnival Committee, Manzanilla Regional Carnival Committee, Trinidad and Tobago Arts & Handicraft Association, Trinidad & Tobago Leather Craft Association, Fiends Vendors' Association, De Carnival Entrepreneurs Association, Belmont Cultural Improvement Committee, and Trinbago Unified Calypsonian's Organisation.

T & T Economic Indicators at a Glance

| | As At Mar. 2015 | As At June 2015 | As At Sept. 2015 |
|--------------------------------------|--------------------|--------------------|---------------------|
| Unemployment Rate (%) | 3.7 | | |
| Total Labour Force | 647.1 | | |
| Total Person with Jobs | 623.1 | | |
| Headline Inflation (%) | | 5.6 | |
| Balance of Payments (US\$ Million) | -606.4 | | |
| Gross Public Debt (% GDP) | | 60.3 | |
| Net Official Reserves (US\$ Million) | | | 10,312.3 |
| Import Cover (in months) | | | 11.8 |

Source: Central Statistical Office