



Welcome

Minister of Industry, Investment and Commerce

Hon. Audley Shaw, CD, MP

Kingston Creative | The Kingston Culture Forum

Theme: It all starts Downtown: creative economy, placemaking and sustainable urban development

Friday, September 24, 2021 | 8:30 am

Good morning

I am pleased to join you for the Kingston Culture Forum.

I would like to applaud the management and staff of the Kingston Creative team for establishing this initiative. Capitalizing on Kingston's designation as the Caribbean's first UNESCO Creative City of Music to contribute to growth of the creative economy and sustainable urban development is a smart initiative.

Downtown Kingston is a treasure trove of Jamaican culture and history whose wealth needs to be shared on a global scale. I am happy that the potential of this area has been recognized and we are taking steps to capitalize on and monetize this resource.

The Ministry of Industry, Investment and Commerce is committed to building brand Jamaica and expanding the orange economy. This programme by Kingston Creative aligns seamlessly with our objectives in this regard. The expansion and growth of the creative sector requires a focus on building out initiatives in areas such as the film, animation and music subsectors in ways to create economic value. We have begun the work to expand the orange economy and this initiative is a welcome contribution.

The Ministry of Industry, Investment and Commerce (MIIC) recognizes the opportunities available from the expansion of the creative economy. The orange economy has the potential to serve as a source for structural economic transformation, socio – economic progress, job creation and innovation while contributing to social inclusion and sustainable human development.

Through this programme we see the continuation of our advocacy for a digitized and data driven approach to cultural and creative industry policymaking. Leveraging these elements will strengthen the confidence in using technology to innovate our strategies of sustainable preservation of our cultural heritage and promotion of our creative industries.

As an example of the contribution of the orange economy to the Jamaican economy, data from JAMPRO indicates that for the financial

year FY 2021-22 up to August capital expenditure for film amounted to approximately US\$1.8 million. The sector created 1,418 temporary jobs and contributed some \$338 million to GDP for the period. Further JAMPRO has a total of 61 screen-based productions registered, 25 international and 36 local productions.

The Kingston Creative Programme is another example of how we can continue to build brand Jamaica through public-private partnerships and I applaud your efforts. Your initiative will enable the strategic positioning of Downtown Kingston at the center of the conversation as a primary location for investment, commerce and sustainable development of tourism and its linked industries. It is through activities such as this that brand Jamaica will continue to grow and thrive. We applaud initiatives of this kind and we welcome further instances of PPP's to build and expand the reach of brand Jamaica.

The creative economy presents many opportunities for growth, job creation and we at MIIC have committed to playing our part.

Again, I applaud the initiative and efforts of Kingston Creative in positioning Downtown Kingston as the center of our cultural and creative dialogue.

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