

PANELIST ADDRESS



HON. ANTHONY HYLTON
MINISTER OF INDUSTRY, INVESTMENT
&
COMMERCE

**TOPIC: FROM IP & EDUCATION TO DEVELOPMENT &
TRADE**

INTERNATIONAL REGGAE DAY

PORT ANTONIO SUITE, JAMAICA PEGASUS HOTEL

WEDNESDAY, JULY 1, 2015 at 10:15 AM

Salutations

- Hon. Damion Crawford, Minister of State, Ministry of Tourism and Entertainment
- Ms. Babsy Grange, Opposition Spokesperson, Culture, Information, Sports and Entertainment
- Mr. Richard Lumsden, Deputy Director General for Economic Planning and Policy Logistics at the Planning Institute of Jamaica
- Panelists
- Members of the Music and Creative Fraternity
- Members of the media
- Ladies and gentlemen... Good morning

Introduction

Let me begin by adding my words of commendation to Mrs. Davis and her team on this, the eleventh staging of **International Reggae Day!** The simultaneous staging of events to celebrate this day in Miami, Ft. Lauderdale, New York, Bombay (India), Honolulu (Hawaii), Bombay (India), London (England), Rio de Janeiro (Brazil), Mexico City (Mexico), Madrid, and right here in Kingston

demonstrates that Reggae, once more, represents an effective platform to take Jamaica to the world. Indeed, to bring the world to Jamaica!

Ladies and gentlemen, Reggae forms part of the heart and soul of Jamaica. Through cultural ambassadors such as Bob Marley, Jimmy Cliff, Burning Spear, Peter Tosh and more recently Chronixx, Protégé and others, we have and continue to share our story and culture with the world. However, even as we share our music with the world, this creative industry must be protected and better monetized.

The simple fact is that creative industries, inclusive of film, music, fashion, animation and merchandising are significant contributors to the global economy, valued at over \$600 billion in annual global exports of cultural goods and services. The Creative Industries represents an important pillar of the country's growth agenda, and we are committed to supporting its growth and development. This is an area in which we have a strong competitive advantage.

The available data indicate that in 2013 the Creatives Industries registered investments valuing \$843.8 million through linkages with a wide cross section of sectors, and generated temporary employment of 1,787 persons. The sector also contributed 2.7 percent of the country's Gross Domestic Product during the same period.

The opportunity, therefore, exists for us to build on the foundation of Brand Jamaica in order to strengthen and expand these industries. A modern intellectual property regime is, therefore, critical to the monetization of the sector. More, generally, a modern intellectual property regime forms an integral part of a modern business environment, which makes it easier to do business.

Creating a Modern IP Regime

Ladies and gentlemen, as I have always said, a modern intellectual property regime is critical to the development of industry and commerce, particularly for our creatives. In

this regard, we have been doing much to develop this regime. Our efforts include:

- The amendment of the Copyright Act which was passed in the House of Representatives and is being reviewed by the Senate. This will extend the Copyright term from 50 to 95 years, which is an unprecedented step in the region. By extending the copyright term creatives, particularly musicians, and their families will be able to earn income from their works for longer periods. As part of the amendment to the copyright legislation, Jamaica will also become compliant with the Marrakech Treaty to Facilitate Access to Published Works by Visually Impaired Persons and Persons with Print Disabilities.
- We are also seeking the formal recognition by UNESCO of Reggae as an Intangible Cultural Heritage. This would better enable Jamaica to maintain control over the definition, recognition and

identification of this musical and related cultural form. It will also ensure that more of the economic wealth, moral rights and trade mark benefits, which flow from use of the designation “Reggae”, is retained in Jamaica and benefit Jamaicans.

- The Trade Marks Act is also in the process of being amended to protect the country name “Jamaica” from use by foreign businesses, trademarks and domain names that do not originate in Jamaica, but seek to ride on the goodwill and international recognition of the Jamaican brand.
- Amendment of the Trade Marks Act will also allow for the registration of trademarks in multiple countries through one centralized application procedure. This is essential to Jamaica’s accession to the Madrid Protocol.

All this work, ladies and gentlemen, must be seen in the context of the Government's policy to foster broad-based economic growth and job creation. We are committed to taking the necessary steps that will be beneficial to our creatives including, musicians and innovators. As citizens of Jamaica, it is your right to feel confident that your product will not be copied or marketed without your permission or ability to obtain income from its exploitation.

Maximising on Intellectual Property

Ladies and gentlemen, with the changes in global music consumption and the culture of pirating music now more widespread than ever, we must strengthen IP security. This is essential to maximising the benefits of IP protection. This generation of musicians and creatives must become more aware of the importance of registering copyrights and trademarks to protect their brand and their music. This ensures that even as we share ourselves with the world, it is on our terms, and we are poised to gain from it financially.

In this vein, the Ministry of Industry, Investment and Commerce through the Jamaica Intellectual Property Office has embarked on public education initiatives through the yearly Intellectual Property Week, training sessions across the island and disbursement of promotional materials to ensure that the benefits of this modern regime is able to redound to the regular Jamaican, whether a musician or an innovator.

Ladies and gentlemen, Reggae has given Jamaica much in the way of international prestige but there remains more that we can achieve on the economic side of things. It is my hope that this new awareness will reduce the vulnerability of Reggae, even as we strive to encourage a new generation of reggae artists and sustain the attendant industries around the music.

I thank you