



**HON. ANTHONY HYLTON
MINISTER OF INDUSTRY, INVESTMENT & COMMERCE
ANNOUNCEMENT OF PARTNERSHIP FOR JAMAICA FILM
FESTIVAL 2015
JAMAICA FILM COMMISSION/ JAMPRO
THE MINISTER OF INDUSTRY, INVESTMENT AND
COMMERCE, 4 ST LUCIA AVE, KGN 5
WEDNESDAY, NOVEMBER 26, 2014
10:15am**

Salutations:-

- **Mr. Milton Samuda, Chairman of JAMPRO,**
- **Ms. Diane Edwards, President of JAMPRO,**
- **Ms. Marie Bruce, General Manager, Bob Marley Group of Companies,**
- **Ms. Paula Madison, Chairman and CEO, Madison Group of Companies,**
- **Jason Hall, Jamaica Tourist Board**
- **Ms. Bennett, Senior Director, Ministry of Youth and Culture**
- **Ms. Lilyclaire Bellamy, Deputy Director/Legal Counsel JIPO**
- **Members of the Media,**

- **Distinguished guests,**
- **Ladies and gentlemen,**

One love to you all, and I hope you are all, feeling alright.

For me, this is a very special occasion. This year marks the 70th birthday of Jamaica's most prolific and internationally acclaimed artist, Robert Nesta Marley.

This morning's event, therefore, marks a truly remarkable partnership in building our cultural and creative industries and, to a larger extent, building our economy. The Bob Marley Foundation has agreed to come on board and partner with the Jamaica Film Festival 2015. Hence, we are gathered here to share with you the signing of a ***Memorandum of Understanding (MOU) between Jamaica Promotions Corporation and the Bob Marley Foundation, in the staging of the Jamaica Film Festival 2015.***

Ladies and gentlemen, I believe this is an ideal partnership, as both JAMPRO and the Bob Marley Foundation share similar objectives and strategies in enhancing and building the cultural and creative industries. This partnership depicts in every degree the commitment of the Government of Jamaica (GOJ) to work with the private sector and other stakeholders for the betterment of our country. Similarly, this partnership shows that we at the Ministry of Industry, Investment and Commerce are determined to continuously develop strategic partnerships, aimed at achieving sustainable and transformational growth.

For decades, we have held the reputation of being the cultural and creative powerhouse of the Caribbean, positioning us as a major producer of creative products for global consumption, and ultimately, generating

significant revenue not all or even most of which could have boosted our economy.

Equally, Jamaica has for a long time been globally recognized as one of the most naturally attractive locations for filming. This has resulted in a number of international film makers utilizing Jamaica as their stage, or backdrop.

I believe, therefore, that there is huge potential for Jamaica as a major location for films. As the **2013 Theatrical Market Statistics** published by the Motion Picture Industry Association of America indicates, Global box office for all films released in each country around the world reached \$35.9 billion in 2013, up 4% over 2012's total, due to increases in international (\$25.0 billion) and U.S./Canada (\$10.9 billion) box office. All international regions experienced growth in 2013. Chinese box office (\$3.6 billion) grew by 27% in 2013, becoming the first international market to exceed \$3 billion in box office.

While there is significant potential in film, however, we must continue the efforts to make our location more attractive and competitive. We must ensure that we have the necessary facilities, and we must ensure that our own products are of the highest standards.

We recognize that in order to achieve transformational growth across the broad spectrum of our economy, we must take proactive measures to improve and place in the global market, the things we do so well. As such, building our local cultural and creative industries has become an imperative

for the GOJ. We recognize the significance of this sector in fulfilling our growth agenda, and achieving broad-based economic growth.

Ladies and gentlemen, the significant contribution that the cultural and creative industries stand to offer to the growth of the Jamaican economy cannot be over emphasized. The contribution of the creative industry to the world GDP now stands at 7% and is projected to grow at a rate of 10% annually.

The World Intellectual Property Organization (WIPO) stated that copyright industry contributes 4.8% to the Jamaican GDP and accounts for 3.0% of all employment. Vision 2030 Developmental Plan highlights this industry as capable of becoming a major contributor to economic growth, based on our demonstrated competitive advantage. All of this puts into perspective the urgency with which we must now act to build the capacity of our local cultural and creative industries. The Film Commission has been actively working towards this end.

As we move forward, the Jamaica Film Festival 2015 stands to be a tremendous initiative in enhancing and building the capacity of our local film industry. The Festival is expected to strengthen the capacity of the local film industry by providing opportunities to network and build relationships within the local film industry by providing opportunities to network and build relationships among local and international industry players.

Ladies and gentlemen, this initiative is part of a much broader agenda of the Government and, specifically the Ministry of Industry, Investment and Commerce (MIIC) to strengthen the cultural and creative industries.

The National Cultural and Creative Commission (NCCIC), established under the leadership of the Most Honourable Prime Minister, has been mandated to develop a national cultural and creative industries policy, including a master plan for the sustainable development of the sector.

As the Prime Minister has stated it is prudent to develop a holistic and structured approach in the development of the policy and planning for the development of the industry. Having urged the private and public sectors to collaborate to fast-track the completion of the policy development and planning process, I know that our Prime Minister is particularly grateful and appreciative of the Bob Marley Foundation agreeing to partner with us, at this time.

For our part, the Ministry of Industry, Investment and Commerce (MIIC), through our relevant agencies, is actively putting in place the legislative framework and programmes to strengthen the industry. The Jamaica Intellectual Property Office (JIPO) is working towards strengthening and modernizing the legislative framework dealing with intellectual property to protect the productions of our creative industry. This is crucial as we seek to integrate into the global value chain.

For our cultural and creative industries to flourish and stimulate the economic growth we know it can, our efforts must be collaborative in

nature. While the Government continues to put in place the necessary legislative framework to stimulate growth, the producers themselves must ensure that their works meet the highest standards. The Jamaica Film Festival 2015 also sets out to help the players in the industry through workshops to raise the standard of their productions.

In addition, the Jamaica Business Development Corporation (JBDC) is being restructured to play a greater supportive role in building the capacities of our cultural and creative entrepreneurs. JBDC has been charged with the responsibility of executing the recently adopted Micro, Small and Medium sized enterprises (MSMEs) and Entrepreneurship Policy. The policy aims to create an enabling institutional and legislative framework to aid the development of creative enterprises. In fulfilling this, the policy will:

- I. Increase awareness of the global creative economy among entrepreneurs.
- II. Address issues related to the implementation of the various trade agreements and facilitate greater ease of entry into African, Caribbean and Pacific markets.
- III. Assist in increasing funding to the Jamaica Intellectual Property Office (JIPO) to help increase public awareness of the value of intellectual property and how to secure it.
- IV. Establish more business incubator for the creative entrepreneurs.
- V. Strengthen institutional support organizations such as the Jamaica Intellectual Property Office (JIPO), Jamaica

Association of Composers, Authors and Publishers Limited (ACAP), Jamaica Copyright Licensing Agency (JCAP) and Jamaica Music Society (JAMMS), and will also

- VI. Consider waiving IP registration fees to drive registration and commercialization of IP.

Ladies and Gentlemen we are fully committed to creating a flourishing and productive cultural and creative industry. This Partnership has given us new impetus, as we position the industry along that path.

Again, let me applaud the efforts of all stakeholders present and wish this Partnership much success.

Thank you.