



MINISTRY OF INDUSTRY,  
INVESTMENT AND COMMERCE

Sectoral Presentation

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# Facilitating the Growth of Industries

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**Minister of State**



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## 1.0 INTRODUCTORY REMARKS

Mr. Speaker, the theme of my presentation today is, **“Facilitating the Growth of Industries”**. This theme addresses the need for inclusive growth at all levels of our economy, including all skills, groups, and geographic areas – both rural and urban. In this context, our efforts are supportive of Jamaica’s thrust towards becoming a logistics-centred economy, which will help us to be more competitive in terms of the ease and speed of doing business, creating new markets, and providing new opportunities for micro, small and medium-sized enterprises (MSMEs). Underpinning this theme is Proverbs 10 vs. 4: **“He who has a slack hand becomes poor, but the hand of the diligent makes rich.”**

### 1.1 Acknowledgements

Mr. Speaker, as Member of Parliament I am accountable, first and foremost, to the constituents of West Central, St. James whom I wish to thank for their support. I wish to thank my constituency committee -my councillors Michael Troupe, Averie Rosegreen, Barry Solomone and my Consultant Dave Allen, former Members of Parliament, Tulloch, Rosegreen and Nelson, those who work in my constituency office - Deborah Stephenson and Sandana McKenzie-Smith, my driver-J.C., my officer, at the Ministry my technical and special advisor, Nora Blake and my secretary, Mrs. Boyd- Percy for all of your hard work and assistance throughout the year.

I wish especially, to thank the Most Honourable Prime Minister for your leadership and for granting me this precious opportunity. May you continue to live in the favour and blessing of the Lord. Like Esther, you have been called for such a time as this. You are indeed, an example to all of us and to the nation. Your steady hand, composure and care for the most vulnerable have inspired us all. Your unswerving commitment to women and children in Jamaica has been a credit worldwide. Your address to the United Nations was outstanding and your recognition and acclaim as a female leader among many nations, has certainly enhanced Brand Jamaica in the eyes of the world.

Mr. Speaker, I would also like to thank you for your fair and wise guidance as Speaker of the House. I wish to thank the Registrar, the Clerk of the Houses of Parliament and all the staff. In particular, I would like to thank you for your support and assistance

during the meeting of COPA (Parliamentary Federation of the Americas) in March of this year, which by all accounts was a success.

I would like to thank the Honourable Minister of Industry, Investment and Commerce for your guidance and able leadership over the Ministry. Your vision for Jamaica is big and I have every confidence that under your able leadership, we will attain the goal of a logistics centered economy. "The vision will surely come to pass".

Most of all, I would like to thank my husband Peter for his love and devoted support and my children, my parents Greta and Eugene Ffolkes, my brother Eugene Anthony and my sisters, Suzanne and Michelle, and their spouses.

To my church family and my pastors here and in the Diaspora who continue to pray for me and guide me in the paths of righteousness, I could not do without your prayers and support.

Mr. Speaker, I must report briefly on some of the developments within my constituency. I make no apologies for doing so. Not only do the activities within my constituency influence my accomplishments as a Member of Parliament and as a Minister of State, but I am always humbled by the fact that without my constituents, I would not have had the privilege to be serving my country in the capacity that I am today. I am proud, therefore, to report on developments in my constituency of West Central, St. James.

## **2.0 Constituency Developments**

The constituency of West Central St. James is situated within one of the fastest growth corridors in the region, which boasts the Montego Bay Freeport, the Montego Bay Free Zone and is home to the flourishing Information Communication Technology call centres. A thriving tourism enclave, trophy properties and high-end residential properties, modern shopping centres, office parks, a modern stadium. In addition to the forgoing is the Montego Bay South Project's ambitious 20-year urban development

plan that will transform the constituency into a modern 21st century city, adding 12,000 new jobs and providing approximately 3,500 homes in the process. Ground breaking took place in May for the University of the West Indies integrated Western Campus at Barnett Estates. This will add to the number of tertiary education institutions already located in the constituency, including the Granville HEART/NTA, the Sam Sharpe Teachers' College and the Montego Bay Community College.

Mr. Speaker, I do not wish to give the impression that West Central St. James is without challenges. For example, in the small community of 8000 persons in Granville, over the past 5 years, approximately 120 persons were murdered. Granville is located on the Montego Bay South growth corridor approximately 3 km from the coast. It requires a collaborative effort in addressing the socioeconomic conditions that have led to this unacceptable state. However, I am here to tell you that "Better days are coming."

As Member of Parliament, I have taken on the role of a facilitator of growth and development in the community. Accordingly, the urgent task at hand is:

- a. The preparation of the constituents through education and training to leverage the development opportunities.
  - b. The collaboration of effective partnerships with the private sector so that the communities can benefit from the opportunities.
  - c. The giving of support to the capacity building of community based organizations throughout the constituency so that they can effectively participate in the social, economic and cultural development in their respective communities.
  - d. To provide training for community leaders as first responders to man-made and natural disasters.
  - e. To equip the broad citizenry with tools to address proper environmental stewardship,
  - f. The mitigation of crime and violence.
2. The underpinning of the constituency development is:
- a. The broadening of the economic base.

- b. The development of small businesses to revitalize the economy of the community.
- c. The security of tenor of land to build stable families ,
- d. A secure and sustainable community

In pursuit of the above goals, I have sought to develop infrastructure, train budding entrepreneurs, provide opportunities for work at home and abroad, assist in educational needs, provide skills training, develop sports in the constituency and work with the local churches and community agencies and organizations, where possible.

## **2.1 Infrastructure Projects**

### **J.E.E.P**

Mr. Speaker, under the J.E.E.P programme Phase 3, the following work was accomplished, Ramble Hill /Bogue Basic school renovation, Tower Hill football field, pedestrian crossing, crosswalk and signs at Catherine Hall, road rehabilitation at Guinep Way, Catherine Hall, and road patching at Piggot Street, Mt. Salem. This is in addition to the work done on Phases 1 and 2 which included the patching and repairing of roads, bushing, and the cleaning of drains. Repairs were done on the Catherine Mount Road, Mt. Salem Main Road, and Barnett View Heights, Jarrett Terrace, Pheonix Ave, Catherine Drive, Rhynie Drive, Moy Hall, Tower Hill, Bayview Drive, Granville Drive, Gunns Drive and Gordon Crescent. U drains were constructed at Crawford Street and Clarke Streets and a main drain was constructed on Granville Drive. Repairs were done to the community centre and basic school at Gutters where the roof was leaking and badly in need of repairs. In addition, drain cleaning was carried out in Catherine Hall and Bogue Village as part of disaster mitigation efforts. We also restored the badly damaged retaining walls on the Long Hill Road and on the Bogue Hill Road, contributing to road safety on the busy thoroughfares of St. James.

I would like to report, Mr. Speaker, that some 750 persons were employed in the constituency through JEEP Phases 1, 2 and 3. I would like to thank the Ministry of Transportation and Works for their assistance with these projects.

## **2.2 Farm Work Programme**

Mr. Speaker, 40 persons have been interviewed for the farm work programme and are expected to be deployed to farms in Canada.

I must thank Minister Derek Kellier for securing these positions aboard for Jamaicans and, in particular on behalf of my constituents in West Central St. James.

## **2.3 Entrepreneurs**

Mr. Speaker, in keeping with my entrepreneurship thrust, I have trained through my Constituency Development Fund, some 88 new entrepreneurs within the constituency. Utilizing the expertise of the Jamaica Business Development Corporation (JBDC), we have trained constituents in areas such as business management, ethics and marketing. The graduation was held in August of 2013 and this year we will be training another 50 persons. In keeping with the overall training/education programme within the constituency, we have cleaned up the old post office in the Mt. Salem Division, which was never used, and we are renovating and creating a Centre for Entrepreneurship and Training in Mt. Salem. It will be equipped with computers and sewing machines and culinary equipment. In fact, Mr. Speaker, we have engaged over 110 young persons in the Culinary Arts Programme from my CDF and they have begun training and certification with the Culinary Arts Centre in Montego Bay. Technical Vocational Education and Training is a critical area that needs a focused approach in order to reap the desired outcome of filling jobs locally and internationally. Given the current economic environment, many constituents find it extremely difficult to effectively prepare and qualify themselves and their children to increase their chances of succeeding in the world of work.

In seeking to address the dilemma faced by many in the constituency, the St. James West Central Culinary Skills Training Programme 2014-2015 seeks to pay specific attention to unattached youths on a community level. It will provide assistance by way of culinary training for 3 months. The program is administered by the Culinary Plus School & Catering and assessment and certification of constituents will be done by The Human Employment and Resource Training Agency (HEART Trust/NTA). Essentially, unattached youth and other interested constituents will be trained and certified in the following skill areas:

- International Food Preparation
- Cake Baking & Decorating and
- Bartending

My aim, Mr. Speaker, is to increase the level of entrepreneurial skills in the constituency and provide a programme to continuously enhance the capabilities of residents in the various communities of West Central, St. James.

In Granville, we trained 300 persons in partnership with the Seventh Day Adventist Church and HEART/ NTA in four skill sets: that of Housekeeping, Carpentry, Plumbing, and Electrical installation. Many called to say thank you for the certification as it has given them a sense of hope and accomplishment for the procurement of jobs, either at home or abroad as the opportunities arise.

#### **2.4 Caribbean Maritime Institute**

Mr. Speaker, we are pleased to report that we are about to sign a MOU with the Caribbean Maritime Institute Montego Bay and HEART/NTA for the provision of training in logistics for over 100 young persons in the constituency. This facility, located in the constituency will provide another tier of educational development for our young people in the constituency. Very importantly, this branch will provide an opportunity for young people in the western end of the island to help meet the skills requirements of the



logistics hub. In view of the proposed ferry operation in Montego Bay, called “Paradise Express Ferry”, we will be training young persons to fill the positions to operate and manage that facility. We are meeting the needs of the constituents in growing industries and providing opportunities for employment, Mr. Speaker.

## **2.5 Education Assistance**

And I should also report, Mr. Speaker, that over 1220 persons have received educational assistance in the form of scholarships, uniforms, books and tuition.

## **2.6 GSAT RESULTS**

Mr. Speaker, I am pleased to say that the GSAT results for my constituency were quite impressive. In 2013, the national average for Maths, Science, Social Studies and Language Arts was 62.65%. Howard Cooke Primary scored 74.75%, in composition they were equal to the national average of 9. Catherine Hall Primary and Infant School scored 72.50% and 10 bettering the national average in composition. Bogue Hill All Age scored 68% and equaled the National average at 9 in composition. Tower Hill All Age scored 63% and 9 in composition. Granville All Age scored at 58% and 8 in composition. I believe that we have to pay special attention to the Granville All Age School and I am requesting some more resources to assist the children in their development there.

I assisted in the building of the perimeter fence at Catherine Hall Primary and we are still working on the perimeter fence for Granville All Age.

## **2.7 RADA**

As we continue the entrepreneurial thrust, Mr. Speaker, persons have been assisted under the Agriculture Entrepreneurship Assistance programme with chickens, wieners (pigs), medication and feed. We continue to work with RADA to identify all available arable land to put in production on the government owned 1800 acres Retirement property. We also have a project for 40 back yard gardeners for the Spring Garden Division, so far we have implemented 22 back yard gardens. Backyard gardening is also a source of employment for the unemployed. The objectives are:

- To introduce backyard gardening technology and establish 40 gardens in urban West Central St. James;
- To increase food production by approximately 20 tonnes;
- To advance the concept of national food security to reduce dependence on food imports;
- To employ and train eight (8) at-risk youth in nursery operations (Seedling Production) at the RADA greenhouse nursery;
- To create direct employment for forty (40) persons through backyard gardening;
- To produce and distribute 12,500 seedlings to backyard gardening participants.
- Conduct four (4) training sessions in agricultural best practices

Mr. Speaker, we have also established Apiaries for the production of honey. 8 colonies were dispersed to four persons along with protective gear, hive tools and smokers.

I am proud to mention that we have a pepper farm in the Retirement/Granville area, for which we have produced and sold over 1000 pounds of West India Red peppers. These peppers have found their way into the export market by way of pepper sauce. We are doubly excited about the MOU that we have signed with Sunset Beach Resort to supply fresh herbs and spices which are in short supply. This is a good example of the backward linkages that are possible with the tourism industry and the local communities. This is entrepreneurship at work.

## **2.8 Gutters/Retirement Water Supply System**

Mr. Speaker, very importantly, and in keeping with the agricultural thrust, Rural Water Supply will be implementing the badly needed Gutters to Retirement water supply system this year. We are grateful to the Ministry of Water, Land, Environment and Climate Change for this gift. However, there are other areas still in need, such as Wales Pond, Bowen Hill, Guava Walk and some parts of Irwin. We hope that you will be able to give us due consideration on these projects as well, on an urgent basis

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## **2.9 Reduction in Crime**

Mr. Speaker we have continued our efforts to promote peace in the Granville/Retirement area and as such we had 8 churches participating and an outdoor march in January 2014 led by a marching band from Sam Sharpe Teachers' College. We all joined hands and prayed for peace in the area. In particular, we spoke out against the level of violence and crime against women in the area where there had been a reported number of rapes. Indeed, the residents appreciated the efforts and the violence in that area has subsided. Prayer works, Mr. Speaker.

## **2.10 Sports**

Mr. Speaker, sports is a critical area of education and for that we are supporting corner league football teams, cricket and basketball teams, as well as the maintenance of football fields and cricket pitches. We are also partnering with public and private entities such as the CSJP and the Montego Bay United Football team for the development of sports and sports tourism, and we are very proud of the fact that the Montego Bay United Football team took home the trophy this year. Congratulations to Orville Powell and the team. This year, I have been asked to be the chairman of the team and I have humbly accepted the challenge.

## **2.11 Land Titles**

Mr. Speaker, we are seeking the intervention of the Land Administration Management Project (LAMP) to provide titles to the ninety nine occupants of land situated at Piggott and Crawford Street, Mount Salem in the parish of St. James and which is owned by Barnett Limited. The land has a registered title and the Managing Director, Mr. Mark Kerr Jarrett has expressed the desire for the land to be transferred to the people. The lots have been surveyed and a pre-checked plan has been prepared by surveyors. The occupants have established a legal entity under the Benevolent and Friendly Society's Act for the purpose of entering into contractual agreements.

In addition I have sought to assist in providing titles to 22 families in the Great River Estate area through LAMP.

Mr. Speaker, we continue the work for transformation in the community following the Dan Rather Report. Crime is trending down. The community is being revitalized with the JEEP infrastructural initiatives and the training of young persons who are empowered through entrepreneurial, educational and skills training activities. The emphasis will remain on the training of our talented young people for job opportunities and self-actualization through entrepreneurship and development.

### **3.0 Supporting MSME Industry and Enterprise**

Mr. Speaker, in facilitating the building of industries, some of the most critical ingredients are access to finance, business development services, the ability to meet international production and quality standards, a strong intellectual property infrastructure, and the existence of an enabling environment for micro, small and medium sized enterprises (MSMEs).

Mr. Speaker, we have been involved in a wide range of activities geared towards creating an environment in which businesses can be established, supported, and allowed to grow. Through the Jamaica Business Development Corporation (JBDC), we served some 3,543 MSME clients during the financial year 2013-2014. We had:

- 72% of MSME clients seeking business consultation services, with others seeking business monitoring, product screening, market access, graphic design, and product enhancement services.
- 2,120 persons benefitted from courses developed to enhance the business activities of the MSME sector.
- Market access was provided to 484 clients who are suppliers to the Things Jamaican retail stores. This involved direct sales and promotional and marketing activities, both locally and internationally.

We continue, through the JBDC to support a number of projects, critical to economic growth with social inclusion. These include the:

- **Step-to-Work** project of the Ministry of Labour and Social Security, for which the JBDC provides business development training to PATH beneficiaries.
- **MSME Energy Conservation and Efficiency Project**, which is part of the JBDC's thrust to promote energy conservation management as a means of strengthening the growth and development of MSMEs.
- Under the **Craft Biz Facility**, customized training and handholding has been provided to over 30 producers of assorted craft and fashion items, including jewellery, footwear, fashion, home accents and souvenirs, to prepare them to manage their businesses, as well as improve their products and production processes.
- **And, there is the JSIF-Rural Economic Development Initiative** project, for which the JBDC has been contracted to provide business consultancy services. Beneficiaries of this project are community groups located in rural Jamaica and involved in agricultural businesses.
- In addition, a proposal writing intervention was conceptualized by the JBDC out of the need to increase access to funding to plug the financial gap of many businesses. The aim was to enhance the capacity of participants to develop high-potential proposals, thereby enabling them to solicit assistance for business and developmental purposes. Through this intervention:-
  - Two workshops were attended by 51 participants from government, private sector, and civil society.
  - This resulted in over \$15.5 million in grant funding to help with proposal writing.

We are facilitating business growth and development, Mr. Speaker.

In addition to these initiatives, other measures are being pursued to broaden the base of business ownership and growth throughout the length and breadth of Jamaica, particularly in the micro enterprise sector. These include:-

A modern insolvency law, which seeks to:

- Avoid liquidation of potentially viable companies in facilitating their rehabilitation
- Ensure orderly market exit of inefficient entities in protecting creditors' rights, while safeguarding the interests of shareholders and customers
- Allows for the saving of jobs, for suppliers to keep their customers, and for owners to retain a viable company, and help to fuel our economy.

In addition, the Security Interests in Personal Property Act, allows personal property to be used as security for loans, as part of the efforts to widen the base for the use of collateral, especially to those who do not own property or other significant assets. Now, goods (tangible property, crops, and animals), documents, financial instruments (debentures, shares, stocks and bonds), accounts receivable, intellectual property, and other intangibles, can be used as security. The Registrar of Companies is the designated Registrar of Security Interests and is responsible for its administration and maintenance.

- Since January 2014, over 51,706 notices have been registered.
- Over \$5.3 million in deposits was made to the Security Interests in Personal Property Registry, with subscribers utilizing approximately \$4 million.

Mr. Speaker, our objective is inclusive growth and production in all areas of our economy.

#### **4.0 Building Internationally Competitive Businesses**

Mr. Speaker, businesses in Jamaica are increasingly recognizing the importance of standards in promoting product acceptance, reducing costs and providing assurance to consumers and regulators on quality, safety and reliability. Increasingly, our exporters are recognizing the importance of standardization in removing technical barriers to trade, and allowing better access to overseas markets for their products. Critical to these efforts are the roles played by agencies such as the Bureau of Standards Jamaica (BSJ), the Jamaica National Agency for Accreditation (JANAAC), and the National Certification Body of Jamaica (NCBJ).

During the 2013-14 financial year, the Bureau implemented a number of initiatives to promote exports, foster entrepreneurship and innovation, facilitate trade and improve competitiveness. These include:

- **Export Promotion** through the JAMPRO Enterprise Development for Growth (Export Max) programme.
- Under Export Max, fifteen clients in the agro-industry, fashion, and apparel benefited from a 50% discount on selected BSJ services.
- The total discounts under the programme during the past two years was J\$10 million.

#### **4.1 Management Systems Certification**

- Through the National Certification Body of Jamaica (NCBJ) five companies were certified to ISO 9001 and one to ISO 14001).
- Another two companies are at an advanced stage of the certification process to ISO 9001.
- Plans are underway to seek accreditation for ISO 2200 (food safety management system standard) during the financial year 2014-15.

#### **4.2 Accreditation**

The Jamaica National Agency for Accreditation, JANAAC has so far awarded eight accreditation certificates to six laboratories, four of which provide food testing services, to the domestic and export markets. This will help to increase Jamaica's capacity for accessing export markets in North America, South America, Europe, and other parts of the world.

Mr. Speaker, with accreditation, customers are provided with the assurance that Jamaica's exports meet international standards. All of these activities help to facilitate the entry of our products into foreign markets, eliminating the need for retesting prior to distribution for sale, "Tested Once - Accepted Everywhere".

## **5.0 Framework - Organic Farming Certification**

Mr. Speaker, the organically produced goods industry is a new and emerging niche market that Jamaica is seeking to access. To this end, for the first time, Jamaica is seeking certification for organic production, which will be recognized internationally. Under the Standards Act, the BSJ's offerings of conformity assessment programmes could be expanded to include the certification of organic products.

This certification, Mr. Speaker, would facilitate the international acceptance of Jamaican products, while showcasing products that are authentically Jamaican, and organically grown. Jamaica will be in a position to access our various niche markets in organic products, which includes our own bamboo charcoal.

The organic farming certification framework includes:

- Bureau of Standards, Jamaica;
- Jamaica Organic Agriculture Movement, JOAM
- Plant Quarantine Unit under the Technical Services Directorate of the Ministry of Agriculture;
- Pesticide Control Authority - Pesticide Residue Laboratory, UWI;
- Fair Trading Commission, FTC



Critical to the process, Mr. Speaker, is the international recognition of the local competent authority, the acceptance of the standards to be used, as well as the competent inspectors in Jamaica.

### **5.1 CARICOM Code of Practice for organics**

The BSJ, along with the Jamaica Organic Agriculture Movement (JOAM), and the Caribbean Regional Organization for Standards and Quality (CROSQ) have developed the requisite standard, which is based on the internationally recognized CODEX Alimentarius Commission document, "Guidelines for the Production, Processing, Labelling and Marketing of Organically Produced Foods". The standard is in the final stage of approval at the regional level and will be submitted for approval at the next meeting of COTED in November 2014. Thereafter, the document will be submitted nationally for BSJ's Standards Council and Ministerial approval.

The standards, Mr. Speaker, will be advanced nationally for the requisite approvals no later than June 30 - this month.

## **6.0 Intellectual Property Developments**

Mr. Speaker, the development and exploitation of intellectual property (IP) has become a key driver of economic growth not just globally, but very much so, also for Jamaica. IP transactions have become a business in itself, and in Jamaica we must put ourselves in a position to ride this wave by creating more IP products and services, and in building a modern, vibrant IP industry.

Mr. Speaker, here is what we have been doing:-

### **6.1 Geographical Indications**

Mr. Speaker, since 2008 we have been making significant advances in the area of Geographical Indications (GI), coming out of a partnership between the Jamaica

Intellectual Property Office (JIPO) and the Swiss Federal Institute of Intellectual Property.

Briefly, Mr. Speaker, a geographical indication is a sign used on products that have a precise geographical origin and qualities or a reputation as a result of that place of origin. It often consists of the name of the place of origin of the products. The geographical indication may also serve to highlight the specific qualities of a product due to specific local geographical factors (such as climate and soil) and to human factors present at the place of origin of the products (such as certain manufacturing techniques or a traditional production method).

In May 2014, JIPO received the first application for registration of a Jamaican Geographical Indication (GI) from the Jamaica Jerk Producers' Association. This is big step forward for GI development in Jamaica. Registration of GI's provides a number of benefits, including:

- Exclusive right to use the products in the course of trade.
- Better legal protection for the registered products.
- Contributing to local employment creation and helping to prevent rural exodus
- Function as a product differentiator on the market by enabling consumers to distinguish between GI and non-GI products.

Other products being explored for possible GI protection include Blue Mountain Coffee and Jamaica Rum.

- The Protection of Geographical Indications Act is also in the process of being amended to provide for a higher level of protection to non-wines and spirits, such as rum.

Mr. Speaker, we hope that the GI application made by the Jamaica Jerk Producers Association will be the first of many more applications for GI designation. I would like to encourage other commodity producers' associations to register their GIs – rum, coffee, pimento, hemp, to name a few.

## **6.2 Protection of Country Name**

Mr. Speaker, we are now moving towards the protection of the country name for Brand Jamaica. Following the 30<sup>th</sup> session of the WIPO Standing Committee on the Law of Trade Marks, Designs and Geographical Indications held in Geneva in 2013, a Joint recommendation (with Barbados) for the Protection of Country Names. The Joint Recommendation Concerning Provisions on the Protection of Country Names aims at harmonizing the examination and determination of trade mark applications for the registration of trademarks which consist of or contain country names, in order to promote consistent and comprehensive treatment and protection of country names among Member States. The recommendation is intended to guide IP offices in examining marks which contain or are derived from a country name.

It proposes uniform protection for country names against conflicting marks, business identifiers and domain names, bad faith use, and conflict with the minimum standard of protection for a country name where that mark, or a part thereof, constitutes a reproduction, an imitation, a translation, a transliteration, or an abbreviation, of a country name, which is liable to create confusion, if the mark, or a part thereof, is the subject of an application for registration, or is registered, in respect of goods and/or services.

The Prime Minister, the Creative Industries Commission and JIPO recently met with the Country Brand guru Simon Arnholt from WIPO in an initial discussion to further Jamaica's interest in country branding. Further work will continue for the protection of Jamaica's brand.

## **6.3 Protection of Reggae**

Mr. Speaker, proponents of reggae music have consistently been calling for IP protection. JIPO and the Entertainment Division of the Ministry of Tourism and

Entertainment have been engaged in dialogue with reggae industry stakeholders on how best to craft the protection of reggae. Consultations have been held with various stakeholders from the Jamaican music industry including musicians, composers, producers, performers and representatives from the Jamaica Reggae Industry Association (JaRIA) and the Jamaica Association of Vintage Artistes and Affiliates (JAVAA). Consultations were also held with academics from the University of the West Indies and from the Edna Manley College for the Visual and Performing Arts, as well as with representatives from the Rastafari community, including the Ethio-Africa Diaspora Union Millennium Council.

From June 10-11, 2013, JIPO hosted Professor Rob Bowman from York University, Canada, to lead a series of consultations in Jamaica related to the protection of reggae. Through the assistance of the World Intellectual Property Organization (WIPO), Professor Bowman is undertaking a study to analyse the history of reggae as a complete art form including music, art, dance, and fashion in order to assess the role that intellectual property can play in supporting the development of the reggae and music industry in Jamaica.

Two strategies are being looked at:-

1. A certification mark to designate 'authentic reggae' and/or obtaining inscription of reggae on UNESCO's List of Intangible Cultural Heritage.
2. A possible certification mark for "Reggae" and/or "Jamaica Reggae" to promote use of Jamaican artistes, studios, musicians and merchandise.

Mr. Speaker, it has been decided that more consultations will take place with various stakeholders in the industry. Further, the work being done by WIPO consultant, Rob Bowman, on reggae is to be formally tied into the overall national consultations.

Mr. Speaker, we are not only responding to the call from players in the reggae industry for greater IP protection, reggae as they say, is the heart beat of Jamaica, and we have to do all that is necessary to keep that heart beating.

Mr. Speaker we are working to protect and grow the creative industries in Jamaica.

Mr. Speaker, we are also making efforts to promote intellectual property rights in a more inclusive way.

JIPO organized **an Authentic Jamaica Craft Design Competition (2013-2014)**, in collaboration with the Ministry of Tourism and Entertainment.

- The competition encouraged designers to enter craft creations.
- Over 100 entries were received from ten parishes.
- Approximately \$2-million in cash prizes were awarded, in addition to other prizes such as low interest rate loans from the EXIM Bank.

Mr. Speaker, this competition also fell within the framework of capacity building and strengthening of the MSME sector. It provided an excellent platform for unearthing new creative talent throughout Jamaica, and afforded the registered participants 15 years of industrial design protection with JIPO. Further, a competition of this nature helps to ensure that our products meet the highest international standards, and are able to compete on any global platform. Mr. Speaker, it is with working with our hands that we will achieve wealth, individually and as a nation.

#### **6.4 Trade Marks**

In the area of Trade Marks, Mr. Speaker, JIPO's dissemination of information has led to increased registration of trade marks by entertainers, record producers and event promoters. We have seen much greater awareness of the process of registration, with applicants searching the system to find out if the trade mark (that they would like to register) is available, before applying. This is a very encouraging development, which augurs well for the future.

#### **6.5 IP Summer School**

Mr. Speaker, last year we spoke about the collaboration between the University of the West Indies (UWI), JIPO and WIPO to provide more training in IP. This year for the first time, the Faculty of Law at the UWI in collaboration with JIPO, is hosting a summer school programme on IP from June 9 to 20, 2014. This initiative covers topics such as patents and innovation, copyrights and related rights, the international trades mark landscape, IP as a business asset, and much more.

No doubt, Mr. Speaker, we are facilitating growth of the creative industries in Jamaica.

## **6.6 Regional Conference on Intellectual Property and Creative Industries**

Further, Mr. Speaker, in February of this year, JIPO and the World Intellectual Property Organisation (WIPO), hosted a regional conference on intellectual property and the creative industries. For this biannual event, Jamaica was selected as host, owing to our creative legacy and worldwide reputation as a centre of culture. The event was attended by approximately one thousand persons, and covered topics such as:-

- Monetizing of intellectual property
- Importance of creative industries policies for the nation's economic growth
- Role of IP in digital publishing
- Gaming and animation
- Strategies for the protection of Caribbean popular music

Mr. Speaker, I must tell you, the stakeholders were very impressed with Jamaica's advancements in legislations and programmes related to IP in general, as well as the creative industries. The conference was declared a "success story" by WIPO officials and Jamaica was earmarked for further IP development activities.

Mr. Speaker, perhaps this is an opportune moment for me to pause to congratulate the outgoing executive director of JIPO, Carol Simpson for her outstanding work. Carol has now been appointed to the position of Head of the Caribbean Section at WIPO in

Geneva, Switzerland. We will certainly miss her, but I want to use this platform to wish her well on her new journey.

This, Mr. Speaker, is another plus for Jamaica in the IP arena.

## **7.0 Protecting Consumers and Ensuring a Competitive Marketplace**

### **Consumer Advocacy**

Mr. Speaker, the 2013/2014 financial period was marked by intensified lobbying of the Jamaica Bankers Association for acceptance of the Code of Conduct by the banking sector. This resulted in the sector developing a Voluntary Code, which included almost all areas of the National Consumers' League (NCL)/CAC code, with the exception of three critical areas: non-discriminatory access; a "cooling-off" period; and the display of fees on ATMs. The Commission continues to lobby the JBA for the inclusion of these three critical provisions in the Code and based on feedback, the discussions have been favourable.

Mr. Speaker, the CAC in carrying out its work:-

- Handled some **1,499** consumer complaints during the 2013/2014 financial period. A total of **1,229** of these cases were settled, giving an average resolution rate of **82%**.
- The **CAC** also secured over J\$30.51 million in refunds and compensation on behalf of aggrieved consumers.

Mr. Speaker, this is an illustration of the level of grievances consumers are facing out there in the marketplace, as well as the relevance and impact of the work of the

Consumer Affairs Commission. I call upon all consumers to be vigilant and to use the resources of the Commission, rather than giving up your rights.

### **7.1 Encouraging Competition in Business and Trade**

Moving on, Mr. Speaker, the Ministry through the Fair Trading Commission (FTC) continues to encourage competition in the conduct of trade, business and in the supply of services. We want to ensure that consumers benefit from lower prices, greater product choices and better quality of goods and services.

Overall, Mr. Speaker, a total of 440 cases was investigated by the FTC. These comprised 166 cases that were unresolved at the end of the previous financial year, and 274 cases which were received during the 2013/2014 FY.

### **7.2 Securing an Equitable Trading Environment**

Mr. Speaker, as we move towards a more productive and inclusive economy, we must also ensure an equitable trading environment for domestic producers. The Anti-Dumping and Subsidies Commission (ADSC) provides the remaining avenue for deterrence and a remedy for Jamaican producers against imports which are unfairly traded, or which enter Jamaica in disproportionate volumes that cause injury to domestic producers.

The role of the Commission include:-

- WTO-compliant trade defence mechanisms and processes
- Financial impact of preserving Jamaican industry; supporting economic growth and international competitiveness as Jamaica opens its market in an increasingly globalized world
- National economic security supported by trade defence infrastructure for Jamaican production



- Preservation of jobs, such as in the case of Caribbean Cement Company Limited, where trade remedy action and analysis have contributed to the preservation of more than 300 jobs in that industry in Jamaica;

## 8.0 Facilitating Industrial Development

### Garmex Free Zone Redevelopment

Mr. Speaker, the MIIC, through the Factories Corporation of Jamaica (FCJ) continues to spearhead the planning and development of a dynamic and innovative industrial landscape.

Currently, the FCJ controls some 169,157 square meters (1,820,128.92 square feet) of **factory space, and in excess of 78.4 hectares (193.6 acres) of vacant lands plus 200 acres** of Caymanas Estate. The mix of its tenants is quite diverse:

• Manufacturing	49.09%
• Distribution	19.09%
• Warehousing	16.36%
• Service	4.54%
• ICT	3.57%
• Other	9.09%

### 8.1 Redevelopment and Repositioning of Garmex Free Zone

The FCJ is now engaged in redeveloping and repositioning the Garmex Free Zone. The necessary infrastructure improvement works commenced during the financial year 2013/2014. Over this period, approximately \$35 million was expended or committed for road improvement projects, as well as for boundary wall redevelopment. The

Corporation projects to spend approximately \$120 million in the financial year 2014/15 in continuation of the redevelopment of the complex.

The further redevelopment plan includes:

- Continued rehabilitation of infrastructure to include roadways and parking areas, storm water drains and of the boundary walls;
- Construction of a redesigned entrance at Marcus Garvey Drive;
- Redesign/Improvements to existing JOS buildings in the Zone for use by players in the MSME sector. Approximately 15,000 sq. ft. of space is earmarked for improvement in the 2014/15 Financial Year.
- Upgrading existing buildings and sites through identified capital projects in the amount of approximately \$350 million in furtherance of FCJ's support for the MSME Sector.

## **8.2 Occupancy**

During the period under review occupancy moved from 77% to 84% with the addition of twelve new tenants, employing approximately 850 persons. The new tenants include Elephant Group, Pan-Caribbean Sugar, Cal's Manufacturing Ltd., Mil & Mac Creative Producers Ltd., and Moc Manufacturing Co. Limited.

### **(b) Montego Bay ICT/BPO Development**

Montego Bay Free Zone's Building No. 7 will be retrofitted/converted for ICT/ BPO use, in phases. This project will commence with 21,000 sq. ft. in August/September 2014, followed by another 21,000 sq. ft. in January 2015.

## **8.3 ICT-BPO Industry**

Mr. Speaker, the Business Process Industry Association of Jamaica established in 2012 represents the information, communications technology, and business process

outsourcing industry. It seeks to emphasize the importance of cooperation and coordination as strategies to strengthen the ability of the industry to represent its interest and maintain a unified brand image. The ICT-BPO cluster comprises thirty (30) member organizations; seventeen (17) of which are call centre, outsourcing type entities.

The Government of Jamaica has facilitated growth, development and expansion of the ICT-BPO industry through several initiatives such as:

- I. Participating in industry meetings and interactions to discuss and resolve issues affecting the industry growth and performance.
- II. Collaborating with the industry association to enhance the training infrastructure and programmes geared towards the BPO industry and to increase the skills of applicants to find employment in the industry. The BPIAJ is also working with HEART/NTA to raise the profile of the industry as the place of work and career advancement.
- III. \$5M was financed from the Development Bank of Jamaica to support the expansion of operations. The credit facility is funded from the Petro Caribe Fund, and is aimed at financing the construction of large, purpose-built ICT/BPO facilities, which are capable of generating significant employment.
- IV. The BPIAJ recently entered into an agreement with Compete Caribbean to establish a Call Centre Incubator to promote innovation, scalability and entrepreneurship in the industry. Through this initiative, the BPIAJ intends to strengthen the capacity of existing operators to increase productivity and sustainability to compete nationally, regionally and globally; as well as to position the BPO cluster as a viable and competitive supplier of value added outsourcing services to near shore markets.

The US\$260 million local ICT-BPO industry currently has approximately thirty-four (34) entities operating and provide work for some 14,500 employees.

## **9.0 Revitalized Industries in a Logistics-Centred Economy**

Mr. Speaker, we come now to two areas that have great potential for Jamaica's economy. First the development of a full-fledged local bamboo industry, and second the revitalization of our once vibrant fashion industry. Both within the context of the new paradigm of the logistics centered economy harnessing the power of the linkages between the different sectors of agriculture, sports, tourism, culture and industry.

### **9.1 Bamboo Industry**

Currently, the bamboo industry is worth an estimated US\$12 billion globally, and is expected to be worth some US\$20 billion by 2015.

Mr. Speaker, we need our share of that market.

In Jamaica, we have an estimated 47,000 hectares of bamboo growing across the country. However, in order to sustain an industry in bamboo, we will need to increase the amount of bamboo available for production. This will be done by propagation.

Mr. Speaker, bamboo propagation in Jamaica will be done through tissue culture, facilitated by the work that has been done by Dr. Sylvia Mitchell at the Biotechnology Centre at the University of the West Indies, along with NEPA, with a focus on the protection of Jamaica's biodiversity.

In Jamaica, the Bamboo Products Industry Project, housed at the Bureau of Standards Jamaica (BSJ) has demonstrated that the common specie of bamboo growing in Jamaica (*bambusa vulgaris*) is amenable to the technologies now being used, and as such, provides opportunities for the production and commercialization of a wide range of these bamboo products.

The first ever bamboo forum was held at the BSJ in April of this year with the Deputy Director of INBAR (International Network of Bamboo and Rattan), Dr. Li Zhi Young and

Mr. Oliver Frith, the global construction programme coordinator from INBAR. Assistance will be given by INBAR with respect to the technical support of bamboo shoot production in Jamaica, which has a global trade value of over \$273 million US.

## **9.2 Products**

Mr. Speaker, bamboo can be used to create a wide range of products, including: bamboo flooring, corrugated roofing, furniture, hand-made bamboo woven laminates, pens and pencils, toothpicks and chop sticks, edible bamboo shoots, bamboo water/beer, bamboo pallet, bamboo paper, bamboo charcoal, bamboo panels, bamboo mats, basketwork, pulp, value-added craft items to improve the stock available for tourism, and one of my favourites, bamboo fabric.

## **9.3 Charcoal Production, Products and Applications**

As a cleaner source of energy, bamboo charcoal provides a more sustainable source of fuel. Bamboo charcoal can be easily produced. The use of bamboo charcoal limits the need for firewood, and so reduces deforestation. It has many uses, which will be prototyped and developed in the framework of the new Bamboo Industry Board.

In early 2014, following a meeting with members of the Bamboo and Indigenous Materials Advisory Council (BIMAC), the Minister of Water, Land, Environment and Climate Change (MWLEC), The Hon. Robert Pickersgill and his technical advisors, policy consultants, the head of NEPA, myself and my technical advisor Nora Blake, NEPA reconsidered the ban on bamboo charcoal, which was based on some misconceptions about bamboo charcoal. The Minister issued a letter exempting bamboo charcoal from the ban on the export of charcoal from Jamaica. This occurred around the same time that Senator Norman Grant moved a private members motion in the Senate for the government to accelerate its support for the nascent bamboo industry in Jamaica. I wish to thank Senator Grant for this motion.

Following the removal of the ban, a member of BIMAC established a relationship with businesses in the United States, which has led to an order for 6 million pounds of Jamaican bamboo charcoal, with an estimated retail value of 10 million US-dollars.

#### **9.4 Policies, Financing and Targeting 2014 -2017**

Mr. Speaker, the MIIC will be focusing on developing strategies and supportive policies, and financing of the new bamboo sector to help take it forward. Within this broader context, a new Bamboo Industry Board will examine strategies and means for social inclusion to benefit marginalized groups, particularly those in rural areas, the youth, women and the disabled. I would like to acknowledge Mr. Gladstone Rose who has spearheaded the Bamboo and Indigenous Materials Committee, and other members of the Committee here today, in particular, entrepreneur Mr. Roger Chang. I would like to thank them for their yeoman service and pioneering endeavours in this potentially very lucrative industry.

#### **9.5 Participatory Certification of Sustainable Production**

Mr. Speaker, while the sustainable production of bamboo is critical for people in developing countries, bamboo certification frameworks do not currently exist in Jamaica. Therefore, the Bureau of Standards will be implementing systems to make it easy for small producers and large farmers alike, to participate in the industry.

#### **9.6 Public Private Partnerships in the development of Jamaica's Bamboo Industry**

Mr. Speaker, the Bamboo Industry Board will also be paying close attention to public-private partnerships, as we seek to help rural communities develop. Collaboration between private companies and the public may include the use of some public money, as well as the resources of private companies to generate greater income for rural communities.

Bamboo is a significant industry, Mr. Speaker. It was for that reason that Jamaica became the 38<sup>th</sup> member of INBAR in January 2012, and the Jamaican flag was raised in Beijing on April 5<sup>th</sup> 2012, signaling the country's inclusion in the Council.

In March 2014, I led a courtesy visit to the BSJ along with the Chinese Ambassador to Jamaica. Discussions at the meeting led to a verbal agreement to provide bilateral

support, leading to the training of 20 Jamaicans per year in China, specifically for bamboo, as well as a willingness to help source machinery for use locally.

### **9.7 New Bamboo Product Factories to be Established**

Mr. Speaker, MIIC will be spearheading a bamboo development strategy to facilitate the establishment of bamboo products factories in various zones throughout Jamaica:-

Zone 1 – Hanover, Westmoreland, St. James: Factories producing bamboo board and furniture, bamboo charcoal. We are in discussions with the Ministry of Local Government & Community Development to establish a factory under the CARILED project with funding from CIDA.

Zone 2 – St. Mary, Portland, St. Thomas: Factories producing edible bamboo shoots, bamboo charcoal, and preserved bamboo sticks.

Zone 3 – St. Andrew, St. Catherine, Clarendon: Factories producing bamboo saw dust pellets, bamboo shipping pallets, preserved bamboo yam sticks, bamboo charcoal water and air filters.

Zone 4 – St. Elizabeth, Manchester: Factories producing edible bamboo shoots, bamboo charcoal, preserved bamboo yam sticks, and bamboo power generation.

Mr. Speaker, inclusive development with bamboo has provided secured livelihoods for many thousands of rural producers on all continents. The same can be done for Jamaica. Our vast resource of bamboo and underdeveloped or marginalized lands provide significant potential for:-

- Economic advancement through job creation and poverty reduction.
- Industrialization and commercialization of bamboo products that are globally competitive.
- Fostering trade and development, and
- Creating opportunities for environmental sustainability

A collaborative project between JASCEL (Jamaica Agricultural Society Commercial Enterprise Limited), Jamaica Agricultural Society and the Ministry of Industry, Investment and Commerce- BIMAC/Bureau of Standards will see the establishment of a 20 kiosk proto-type Farmers Market and a house, using bamboo as the main construction material for the Denbigh show grounds this year. In which you will have 20 farmer groups selling high quality fresh produce at the Denbigh Agricultural and Industrial show 2014. In this we have as the main objective, that of providing an attractive, permanent market venue for farmers at the Denbigh Show grounds.

Another key objective is that this proto-type can be modified for other markets and roadside sale of fresh produce

## **10.0 Fashion Industry**

### **The Jamaica Ital Fibres Institute (JAMIFI)**

Mr. Speaker, I would like to briefly mention, the Jamaica Ital Fibres Institute (**JAMIFI**), with which the BSJ is pursuing a public private sector partnership (PPP) for the applied research and development of bamboo, hemp, coconut and other natural and vital ('ital') fibres in Jamaica.

The promoters of **JAMIFI** believe that the products and by-products of bamboo, hemp, coconut and other "ital" fibres, can have an immediate and vital impact in creating quality employment, sustainable enterprise, and much needed economic and social activity in Jamaica.

The first phase will emphasize bamboo and coconut, as these two fibres have already established some infrastructure, industry and market penetration. Hemp (and medicinal cannabis) has also generated much commercial interest recently due to social experimentation and de-criminalization in two of the states in the USA and other countries. It is important, therefore, that **JAMIFI** and Jamaica participate in the promotion and development of this vital fibre and not 'miss the ITAL boat'.



### **10.1 Revitalization of the Local Fashion Industry**

Mr. Speaker, local stakeholders of the fashion industry including designers, manufacturers and marketers of clothing, textiles, jewelry, footwear, handbags, hats, have expressed keen interest in indigenous textile production in the creation of an unique “Jamaican look”. This is needed in a revitalized industry. This will give Jamaica a competitive advantage for locally produced and designed fashions, in a world with a strong appetite for Brand Jamaica.

At the Ministry, we have had meetings with key stakeholders in the fashion industry, including powerhouses like Ivy Ralph, Cheryl Lee Ralph, Annie Lopez, Claudette Lopez Lewis and Matthew Lewis (textile specialists), Carol Campbell (jewelry specialist) Stephanie Warner, Sadie Soas, Paulette Rhoden, Les Campbell, Elaine Dryer, Bev Corke, Jim Prendergast, Bridgette Lawson and Mohammed Islam (a textile engineer) and a young, new exuberant cadre of designers, manufactures and marketers. Included in the fashionable line up also is the Edna Manley School of the Visual Arts-Textiles and Fashion Department. I acknowledge many of whom have taken the time out to be here today, showing their serious intent and desire to be engaged in this industry.

Mr. Speaker, it is the attractiveness of the Jamaica logistic-centered economy that has moved this significant group in our creative economy into action, with a focus on rebuilding the local fashion industry.

Mr. Speaker, there is an understanding in the group which has come out of their own collective experience, that is, the desire to operate in a collaborative, non-insular manner, which is particularly critical for success. They seek to collectively formulate a strategy for greater inclusion in Jamaica’s new logistics–centered economy.

This fashion industry revitalization group has already consulted the Department of Co-operatives and Friendly Societies of the Ministry, to consider the advantages of having a Cooperative organizational structure.

Based on a request for facilitation, later this week at the Ministry, the JBDC will assist the group in a visioning exercise to start the Strategic Planning process for the determination of the common goals and objectives and the policies and plans, as we move towards revitalizing the local fashion industry.

Mr. Speaker, from my own discussions with the group over the weeks, the following principles have been isolated as necessary for serious consideration in the way forward for the revitalization of the fashion industry:-

First, training is vital and there is a strong desire among these experts within the industry to leave a legacy, to transfer quality, high skill knowledge to the next generation of fashion industry players.

Mr. Speaker, an industrial “Apprenticeship programme” is being developed in collaboration between the MIIC and the Ministry of Education which will be used to help facilitate training and development in the industry.

Mr. Speaker, as necessary as it is, from a fashion industry perspective the education system of our country should NOT only focus on Science, Technology, Engineering and Mathematics (STEM). In fact, training in art and design is also necessary. You see if STEM is infused with Art it becomes STEAM, which will energize our economy through the addition of the creative industries, through art and design.

Secondly, Mr. Speaker, a paradigm shift in work ethics and cultural norms is necessary in order to increase the productivity needed for success in this industry, and also nationally .

It is significant to note that, for example, the harvesting of Sea Island cotton by hand is still associated with deep stigmas linked to past history of slavery, notwithstanding its ability to attract a premium price on the world market of US\$10 per pound, versus US\$2 per pound for Egypt’s super-fine Giza 45, and a mere US\$1 per pound for regular cotton. This should be a lucrative business opportunity to enter into by a trained entrepreneurial mind, based on its similarity to French champagne and Jamaican Blue Mountain Coffee, in respect of its quality and profitability.

Mr. Speaker, the focus on a logistics-centered economy, highlighting the power of value-chains and backward and forward linkages, lends itself to alleviate the possible mindset of ‘servitude’ and gives prestige to business endeavours. Our policy for micro and small businesses, that are included in a policy framework that brings dignity to “working with your hands”, with linkages to the world in a logistics-centered economy, is a part of the solution to the nation’s lack of productivity.

Thirdly, the revitalized fashion industry is to be built on a foundation of strong, modern manufacturing principles, starting with textiles from the aforementioned ita fibres, and even the use of re-cycled plastic.

### **11.0 Role of Women in Growing Industries**

Mr. Speaker, we move towards a more productive and inclusive economy, cognizant of the roles to be played by those who live in the rural areas of our country, and the involvement of women entrepreneurs in the economy.

Mr. Speaker, many of our rural entrepreneurs face peculiar problems – lack of training and experience, limited purchasing power in their communities and competition from urban entrepreneurs. Greater promotion of rural entrepreneurship is, therefore, critical to developing our rural areas and more must be done to support them through our cooperatives, our business development services, and through funding. The MSME Mobile Clinic recently announced and scheduled to commence shortly, will help in reaching more of our rural entrepreneurs, but consistency is necessary.

Finally, Mr. Speaker, our women are not convinced at every level that they are receiving the support they need, especially when it comes to access to capital. Many of our women still report that they are facing barriers in being granted loans and other financing. I would like to acknowledge Yanique Page of WeConnect and her team and business coach, Marcia Woon Choy and Lorna Green, and other women business leaders, who are blazing a path for women in entrepreneurship and success in business.

### **11.1 Women's Business Forum**

Mr. Speaker, it has been shown that the multiplier effect can increase exponentially when a woman starts her business and begins to create jobs. Yet, there are many issues facing women entrepreneurs and their development. We have to address these issues in a very serious, urgent, and consistent way. Against this background, MIIC will be organizing a women's business forum this November, during Entrepreneurship Week with JBDC as the lead agency, to deal with current issues, and set the agenda for the way forward for women entrepreneurs.

### **12.0 Diligent Hands Bring Wealth**

Mr. Speaker, let's work together in building a more productive and inclusive economy, for Jamaica, we can be wealthy if we are diligent. Thank you.







