



The 3<sup>rd</sup>  
**CARIFORUM EU  
BUSINESS FORUM**



# AGENDA

MAKING CONNECTIONS.  
BUILDING BUSINESSES.  
INCREASING TRADE AND INVESTMENT.

**APRIL 15-16, 2015. MONTEGO BAY, JAMAICA**



Funded by the European Union





## Day 1 . April 15, 2015

08:00 - 08:30

### MASTER OF CEREMONIES: MR. CLIFF HUGHES

#### REGISTRATION

Pre-Function Area, 1st Floor

08:30 - 09:15

#### WELCOME ADDRESS & OPENING REMARKS

Rose Hall, 1st Floor

- **Ms. Pamela Coke Hamilton,**  
Executive Director, the Caribbean Export Development Agency (Caribbean Export)
- **Mr. Jesús Orús Báguena,**  
Head of Cooperation, the Delegation of the European Union to Jamaica, Belize, The Bahamas, Turks and Caicos Islands and Cayman Islands
- **His Excellency Roy Mickey Joy,**  
Ambassador of the Republic of Vanuatu to the European Union (EU)
- **Mr. Percival Marie,**  
Director General, CARIFORUM Directorate, CARICOM Secretariat
- **The Most Honourable Portia Simpson Miller,**  
Prime Minister, Jamaica

#### CLOSING REMARKS

- **Ms. Donnalee Bowe,**  
Acting Chairperson, the Board of Directors of Caribbean Export

09:15 - 09:45

#### PRESS CONFERENCE/COFFEE BREAK

Press Conference: Hanover, 1st Floor

Coffee Break: Pre-function Area, 1st Floor

09:45 - 10:15

SESSION 1

#### OVERVIEW OF CARIFORUM-EU TRADE RELATIONS

Rose Hall, 1st Floor

The developments in CARIFORUM-EU trade relations and the effects on CARIFORUM trade will be examined. Have the changes led to any increase in trade? What should CARIFORUM and the EU do to enhance trade? What are the key sectors for the CARIFORUM region and what is the potential for trade in the agro-processing, music and higher education sectors?

#### PRESENTER

- **Mr. David Jessop,**  
Managing Director, The Caribbean Council

**10:15 - 12:00**  
SESSION 2

## **TAKING ADVANTAGE OF OPPORTUNITIES IN EUROPE AND OTHER MARKETS**

**Rose Hall, 1st Floor**

The findings of the studies on Regional Export Strategies for the agro-processing, music and higher education sectors will be addressed, followed by a panel discussion on the implications of the findings for the region. Can we define a value proposition for these three (3) sectors in the region? Where does our competitive advantage/edge lie?

### **MODERATOR**

- **Mr. Jesús Orús Báguena,**  
Head of Cooperation, of the Delegation of the EU to Jamaica, Belize, The Bahamas, Turks and Caicos Islands and Cayman Islands

### **PRESENTERS**

- **Ms. Katrine Smith,**  
Director/Business Development Consultant, Visual & Performing Arts Jamaica (Music)
- **Mr. Hans Verhulst,**  
Director, CEDIS-Center for Competitiveness (Agro-processing & Higher Education)

### **PANELLISTS**

- **Ms. Diane Edwards,**  
President, Jamaica Promotions Corporation (JAMPRO)
- **Mr. Ramesh Ramdeen,**  
Chief Executive Officer, Trinidad & Tobago Manufacturers' Association (TTMA)
- **Ms. Maricell Silvestre,**  
Commercial Trade and Investment Policies Manager, Center for Export & Investment for the Dominican Republic (CEI-RD)
- **Dr. Tom Fleming,**  
Director, Tom Fleming Creative Consultancy

**12:00 - 13:00**

**LUNCH**  
**RESTAURANT FRESH, TERRACE**

**13:00 - 13:30**

### **KEYNOTE ADDRESS**

- **The Most Honourable P.J. Patterson,** former Prime Minister of Jamaica  
Rose Hall, 1st Floor



13:30 - 15:00  
SESSION 3

## PARALLEL BREAK OUT SESSIONS

### MUSIC ROUNDTABLE: INTERNATIONAL TRENDS & OPPORTUNITIES

Trelawny, 2nd Floor

#### MODERATOR

- **Ms. Katrine Smith**,  
Director/Business Development Consultant, Visual & Performing Arts Jamaica (VPAJ)

#### SPEAKERS

- Paper on Trends and Opportunities for The Caribbean in The Music Sector
- **Mr. Ramesh Chaitoo**, Consultant  
Caribbean Creative Industries Management Unit
- **Ms. Pamela Coke Hamilton**, Executive Director,  
Caribbean Export
- Industry Insights From A Caribbean Perspective
- **Mr. Ronald 'Boo' Hinkson**, Performer/Artist
- **Mr. Jeffrey "Assassin" Campbell**, Jamaican/  
International Reggae Entertainer
- International Opportunities For Caribbean Music
- **Mr. David Sanders**, Producer, Coke Studio Africa
- **Mr. Eldar Ástþórsson**, Senior PR Manager – Europe,  
CCP Games and Ylir Music Fund

### AGRO-PROCESSING (COCOA & HERBS/SPICES) ROUNDTABLE: INTERNATIONAL TRENDS & OPPORTUNITIES

Rose Hall, 1st Floor

#### MODERATOR

- **Professor Pathmanathan Umaharan**,  
Director, Cocoa Research Centre, University of the West Indies (UWI), St. Augustine

#### SPEAKERS

- Briefing Paper On Trends And Opportunities For The Caribbean In Agro-Processing
- **Ms. Michelle Hustler**, Consultant
- European And International Market Trends In The Specialty Cocoa Industry: Supply And Consumption
- **Mr. Laurent Pipitone**, Director of the Economics & Statistics Division, International Cocoa Organization

Single Origin Chocolate Production And Bean To Bar Manufacturing

- **Mr. Duffy Sheardown**, Chief Executive Office & Founder, Duffy's Chocolate

Trends And Innovations In The Specialty Cocoa Industry In The Caribbean

- **Ms. Ena Harvey**, Representative/Management Coordinator for the Caribbean, Inter-American Institute for Cooperation on Agriculture (IICA)

Opportunities For Caribbean Cocoa/Chocolate Producers In Europe

- **Ms. Michelle Smith**, Chief Executive Officer, Chocolate Dreams Ltd.
- **Mr. Abel Fernandez**, Manager-Exports & Logistics, Grupo Conocado

### HIGHER EDUCATION ROUNDTABLE: INTERNATIONAL TRENDS & OPPORTUNITIES

Port Antonio, 2nd Floor

#### MODERATOR

- **Dr. Kofi Nkrumah Young**,  
President of the Association of Caribbean Higher Education Administrators (ACHEA)

#### SPEAKERS

- Paper On International Provision Of Higher Education Services And Institutional Partnerships
- **Ms. Natallie Rochester-King**, Consultant
- Trade & Investment In Higher Education In The Caribbean: The Potential In The Region
- **Mr. Colin Dowe**, Assistant Dean of Enrolment Planning for Caribbean Admissions, St. George's University
- Strategies For Attracting Foreign Students To The Caribbean
- **Mr. Michael Henniger**, Vice President of Sales and Marketing, International Consultants for Education and Fairs (ICEF)
- **Mr. Blair Ferguson**, Executive Director, Kenson School of Production Technology

15:00 - 15:15 **COFFEE BREAK**  
Pre-Function Area, 1st Floor

15:15 - 16:30  
SESSION 3 CTND

## PARALLEL BREAK OUT SESSIONS

### MUSIC ROUNDTABLE: INTERNATIONAL TRENDS & OPPORTUNITIES

Trelawny, 2nd Floor

#### MODERATOR

- **Ms. Katrine Smith**,  
Director/Business Development Consultant, Visual & Performing Arts Jamaica (VPAJ)

#### SPEAKERS

- *Industry Insights From A European Perspective*
- **Mr. Rondel Heyliger**, Spiceland Entertainment,
- **Mr. Billy Grant**, Founder, 2Point9
- **Mr. Paul Moslé**, Supersonic Sound
- *Opportunities And Strategies For Market Penetration In Africa*
- **Mr. Buddha Blaze**, Chief Executive Officer, Spark Africa Ltd
- **Mr. Gerrard Foster**, Co-founder, Project Fable & The New African Movement

### AGRO-PROCESSING (COCOA & HERBS/SPICES) ROUNDTABLE: INTERNATIONAL TRENDS & OPPORTUNITIES

Rose Hall, 1st Floor

#### MODERATOR

- **Mr. Vassel Stewart**, President, Caribbean Agri business Association (CABA)

#### SPEAKERS

- *Market Opportunities For Herbs And Spices In Europe And Africa, The Caribbean And Pacific*
- **Mr. Denzil Phillips**, Founder, Denzil Phillips International Ltd.
- *Caribbean Case Study: Walkerswood Caribbean Foods*
- **Mr. Winston Stona**, Co-Founder/Managing Director
- *Organic Trends In The Herbs/Spices Sector*
- **Dr. Rainer Engels**, Executive Manager, EPA Implementation Support Project, Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

### HIGHER EDUCATION ROUNDTABLE: INTERNATIONAL TRENDS & OPPORTUNITIES

Port Antonio, 2nd Floor

#### MODERATOR

- **Dr. Kofi Nkrumah Young**,  
President of the Association of Caribbean Higher Education Administrators (ACHEA)

#### SPEAKERS

- *Global Mobility And Recruitment Trends*
- **Mr. Michael Henniger**, Vice President of Sales and Marketing, International Consultants for Education and Fairs (ICEF)
- *Mobility Programmes For Acp-Eu Students*
- **Mr. Sharan Singh**, Director, Office of International Advancement & Internationalisation, UWI, St. Augustine
- *Cooperation Opportunities In Higher Education*
- **Mr. Jesus Orus Baguena**, Head of Cooperation, of the Delegation of the EU to Jamaica, Belize, The Bahamas, Turks and Caicos Islands, and Cayman Islands

- *Strengthening The Music Sector Through Education*
- **Mr. Michael "Ibo" Cooper**, Lecturer, Piano and Jazz and Popular Music Studies, Edna Manley College of the Visual & Performing Arts

- *Transforming Institutions Through Creative Industries Programmes*
- **Professor Carolyn Cooper**, Professor of Literary & Cultural Studies, Department of Literatures in English, UWI, Mona

16:30 - 17:00

**PLENARY SESSION: Reports from the Roundtable Sessions**

Rose Hall, 1st Floor

**Music, Agro-processing, Higher Education**

17:00 - 17:15

**WRAP UP**

Rose Hall, 1st Floor

17:30 - 19:15

**BUSINESS DEVELOPMENT CAFÉ & B2B MEETINGS**

**Business Development Café: Mount Zion / Cornwall, 1st Floor**

**B2B Meetings: Hanover, 1st Floor**

The Business Development Café will assist participants at the Forum in achieving their wider business objectives as they will meet with industry experts and engage in small group consultations and browse the resource centre.

The B2B meetings will provide CARIFORUM firms with the opportunity to meet with potential buyers and companies from the EU, Africa and the Pacific. In addition, this time will also allow representatives of Business Support Organisations (BSO) to network.

19:30 - 20:30

**COCKTAIL RECEPTION**

Water Park at Sugar Mill Falls

## Day 2 . April 16, 2015

09:00 - 09:45  
SESSION 4

### THE FRENCH CARIBBEAN OUTERMOST REGIONS (FCOR) AS A GATEWAY TO EUROPE

Rose Hall, 1st Floor

Specific opportunities for CARIFORUM firms to penetrate the FCOR market.

#### MODERATOR

- **Mr. Vincent Philbert,**  
Head, Competitive Business Unit (CBU), Organisation of Eastern Caribbean States (OECS)

#### PRESENTER

- **Dr. Noel Watson,** Consultant

#### PANELLISTS

- **Ms. Marie-Noëlle Catayée,**  
Head, International Department, Martinique Chamber of Commerce & Industry
- **Ms. Melissa Bonneton,**  
Export Development Specialist, Guadeloupe Expansion
- **Mr. Ronald Ramjattan,**  
Chief Executive Officer, Baron Foods Ltd

09:45 - 11:00  
SESSION 5

### BRANDING FOR EXPORT MARKETS

Rose Hall, 1st Floor

The fundamentals of branding and key requirements for firms interested in entering overseas markets, highlighting the re-branding strategies of select CARIFORUM firms.

#### PRESENTER

- **Mr. Adge Gittins,**  
Creative Director, Brand 42

#### CARIBBEAN CASE STUDIES

- **Mr. Rutger Lem,**  
Chief Executive Officer, Tan Bun Skrati (Suriname)
- **Ms. Franka De Freitas,**  
Sales Manager, Natmed Ltd (Saint Lucia)

11:00- 11:15

**COFFEE BREAK**  
PRE-FUNCTION AREA, 1ST FLOOR



11:15 - 13:00  
SESSION 6

## PARALLEL BREAK OUT SESSIONS

### MUSIC ROUNDTABLE: CARIFORUM-EU ECONOMIC PARTNERSHIP AGREEMENT (EPA) PROVISIONS & MARKET EXPECTATIONS

Trelawny, 2nd Floor

#### CHAIRS

- **Mr. Clyde McKenzie**, Director, FiWi Choice
- **Dr. Tom Fleming**, Director, Tom Fleming Creative Consultancy

#### SPEAKERS

- **Epa Provisions For The Music Sector**
- **Mr. Ramesh Chaitoo**, Consultant
- **Festival Organisers & Promoters: Expectations And Requirements**
- **Ms. Anelca Fairbairn**, Antilliaanse Feesten
- **Mr. Frank Klaffs**, Chief Executive Officer, Piranha Arts
- **Digital Platforms For Online Marketing And Sales**
- **Mr. Karl Nowak**, Country Manager, Spinnup
- **Branding Requirements For The Music Sector**
- **Ms. Elizabeth Montano**, Manager, Xtatik Ltd
- **Intellectual Property Issues For The Music Sector**
- **Ms. Marissa F. Longsworth**, Manager, Copyright & Related Rights Directorate, Jamaica Intellectual Property Office

### AGRO-PROCESSING (COCOA & HERBS/SPICES) ROUNDTABLE:

### EPA PROVISIONS & MARKET EXPECTATIONS

Rose Hall, 1st Floor

#### CHAIRS

- **Mrs. Ena Harvey**, Representative/Management Coordinator for the Caribbean, IICA
- **Mr. Laurent Pipitone**, Director of the Economics & Statistics Division, International Cocoa Organization

#### SPEAKERS

- **EPA Provisions For The Agro-Processing Sector**
- **Mr. Malcolm Spence**, Senior Coordinator, Office of Trade Negotiations (OTN), CARICOM Secretariat

Direct Sourcing – Connecting The Farmer With The Chocolate Maker For A Sustainable Price For Quality Cocoa

- **Mr. Martin Christy**, Chair of Direct Cocoa, Head Judge, International Chocolate Awards and owner of Seventy%

Branding, Packaging And Labelling For Exports

- **Mr. Adeg Gittins**, Creative Director, Brand42

Constraint Issues Affecting The Sector (Sanitary And Phytosanitary (Sps) Measures, Production, Research & Design, Investment)

- **Mr. Winston Stona**, Co-Founder/Managing Director, Walkerswood Caribbean Foods

### HIGHER EDUCATION ROUNDTABLE: MARKET REQUIREMENTS & EXPECTATIONS

Port Antonio, 2nd Floor

#### CHAIR

**The Honourable Mia Amor Mottley**, Barbados

#### SPEAKERS

- **Specific Requirements And Expectations For Recruitment & Marketing Strategies For The Higher Education Sector**
- **Mr. Michael Henniger**, Vice President of Sales and Marketing, International Consultants for Education and Fairs (ICEF)
- **Ms. Vanessa Koloko**, Regional Sales Manager, Africa for Oxford International Group
- **Branding For Higher Education Institutions**
- **Mr. Nicholas Rhodes**, Programme Director, Central Saint Martins, University of the Arts, London
- **Policy And Regulatory Changes For Improving The Caribbean As A Destination For Foreign Students**
- **Mr. Sharan Singh**, Director, Office of International Advancement & Internationalisation, UWI, St. Augustine
- **Ghent University Case Study: Internationalisation Strategy & Potential Linkages And Areas Of Collaboration With The Caribbean**
- **Mr. Thijs Verbeurgt**, Policy Advisor for Internationalisation, Ghent University

13:00 - 14:00

**LUNCH**

Restaurant Fresh, Terrace

14:00 - 14:30

**PLENARY SESSION: Reports from the Roundtable Break out Sessions**

Rose Hall, 1st Floor

Music, Agro-processing, Higher Education

14:30 - 15:15

**QUESTION & ANSWER**

Rose Hall, 1st Floor

14:30 - 15:15

**EVALUATIONS**

Rose Hall, 1st Floor

15:30 - 16:00

**WRAP UP & FINAL RECOMMENDATIONS**

Rose Hall, 1st Floor

- Ms. Pamela Coke Hamilton,  
Executive Director, the Caribbean Export Development Agency (Caribbean Export)

16:00 - 18:00

**BUSINESS DEVELOPMENT CAFÉ & B2B MEETINGS**

Business Development Café: Mount Zion / Cornwall, 1st Floor

B2b Meeting: Hanover, 1st Floor

18:30 - 19:30

**PRE-EVENT COCKTAIL RECEPTION**

The West Lawn (In Front Of Pre-Function Area)

19:30

**CARIBBEAN EXPORTER OF THE YEAR AWARDS CEREMONY**

Rose Hall, 1st Floor







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