



**JAMAICA**  
TRADE & INVEST

# Jamaica's Creative Industries

by Mark Thomas  
Jamaica Trade and Invest

## Setting the Context UK-Jamaica Investment Forum

Mandarin Oriental Hotel  
Hyde Park, London  
11 March 2010

Economic development through culturally-inspired creativity and innovation.



# JAMAICA

CREATIVITY  
is in our  
**Nature**

BRANDJAMAICA / JAMAICATRADE&INVEST



# JAMAICA

## CREATIVITY

- Competitive
- Compelling
- Colourful
- Resilient

# Our Essence



## Bold Energy

Jamaica possesses a strength and entrepreneurial (competitive) spirit, an untapped energy and vibrancy that businesses can harness to be utilised as a competitive edge on the world stage.

# Our Personality



# Important Creative Industries Stats- 2000-2005

- › Annualized growth in global trade in creative goods and services
- › **8.7%**
- › Annualized growth in merchandise goods exports
- › **4.5%**
- › Value of world exports of creative goods and services
- › **\$424.4 billion in 2005**, 3.4% of total world trade
- › Turnover of the creative industries in Europe in 2003
- › **€654 billion**
- › Growing **12.3%** faster than the overall economy of the European Union
- › Employing over **5.6 million** people.
- › [Source: the Creative Economy Report 2008. (UNCTAD, 2008)/ <http://www.unctad.org/creative-economy>]

# JAMAICA'S Creative Industries

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SPORTS

ENTERTAINMENT

FASHION

FOOD

PUBLISHING

# Jamaica's Creative Industries- The Stats



- › Contribution to GDP in 2005

- › **5%** (conservative)

- › Almost as much as the Agriculture and Energy sectors

[ Source- Vanus James, *Contribution of Copyright based Industries to the Jamaican Economy*. WIPO, 2007]



# Jamaica's Creative Industries- The Stats



- › JTI-facilitated Earnings in 2008-2009
- › **US \$5 million**
- › Generating over 2,000 seasonal jobs
- › [ Source- Jamaica Trade and Invest 2008-2009 Annual Report]



# Music JAMAICA

Jamaican music is iconic- a global brand

Approx. 6,000 persons are employed in the music industry

2,500 are professional musicians

1,700 are employed by sound systems and 600 are studio performers.

Inestimable pool of amateur musicians and performers

Economic development through culturally-inspired creativity and innovation.

# Music JAMAICA



- › Sound recordings might account for as much as 30% of the industry in Jamaica.
- › There are 75-200 recording companies or studios
- › Churning out at least 200 new recordings each week
- › Jamaica by far, is the most prolific music production base in the Caribbean



Sources: Vanus James, *The Caribbean Music Industry Database*  
& Stanbury, *Mapping the Creative Industries in Jamaica*

# Music JAMAICA



- A 2000 study suggested earnings of US\$60 - 100 million for the year.
- Based on income from sales of recorded music est. at US\$40 -50 million
- And income from foreign tours, local concerts and festivals est. at US\$20 – 25 million

# Film JAMAICA

- › Earnings in 2007-2008
- › **US\$7.8 million** from foreign productions
- › **US\$5.6 million** from local productions
- › **Employing 3,660** local persons directly or indirectly



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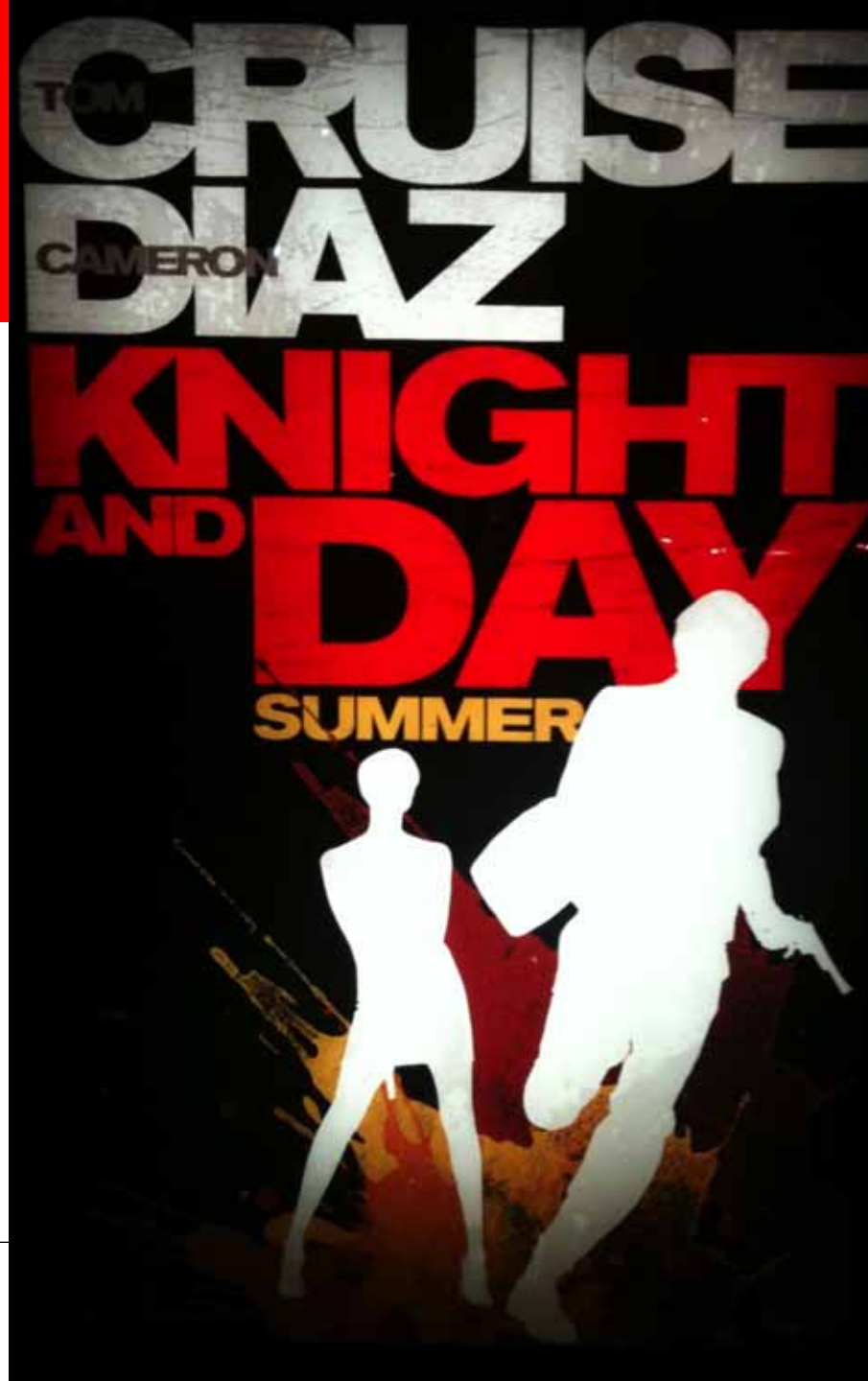
# Film JAMAICA



3,000 films have been shot in Jamaica since 1948

# Latest Film: 20<sup>th</sup> Century Fox Blockbuster

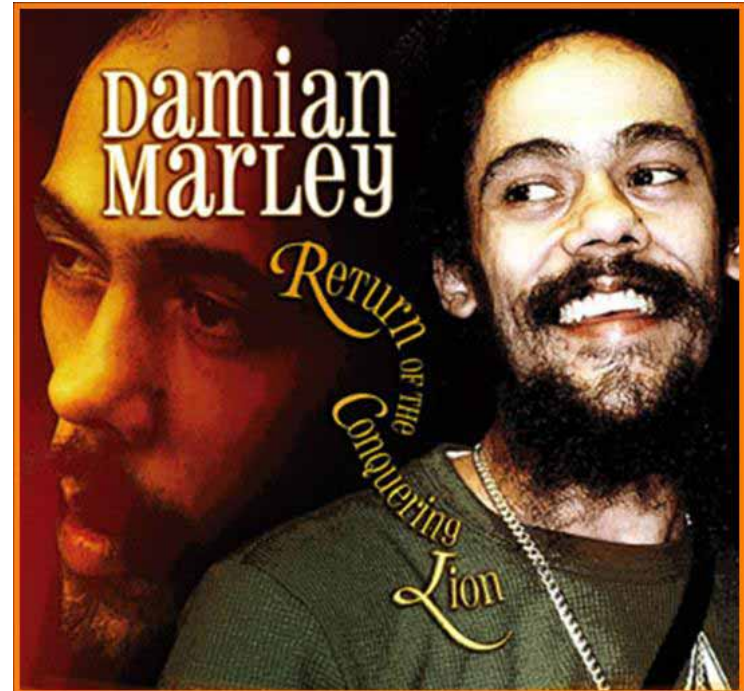
- › Just concluded a week of shooting in Jamaica
- › Over US\$1.5 million earnings
- › **Jamaica is very attractive to filmmakers**
- › **Hot film locations and well trained film professionals**
- › **Highly facilitative Jamaica Film Commission**
- › **Landmark UK-Jamaica Film Co-production Treaty in place.**





# Closing Points on JAMAICA's Creative Industries

- › Jamaica's Creative industries have their origin in individual creativity, skill and talent
- › The Jamaican people as the living embodiments of our culture are at the heart of our Creative Industries
- › We see culture as that intrinsic quality which differentiates us from the rest of the world; and that traditionally manifests in stellar achievements in the fields of sports, culture and music



# Closing Points on JAMAICA's Creative Industries

- › The Creative Industries are the next economic frontier for Jamaica
- › There is huge potential for wealth and job creation through the generation and exploitation of intellectual property.
- › Our size is not an excuse for not exploiting our tremendous potential as one of the most vibrant regions in the world.
- › In a word, a great Jamaican word, we are *'TALLAWAH'*. We are highly resilient in the face of globalization.



# Closing Points on JAMAICA's Creative Industries

- › What amounts for trade in the world today is really a 'trade in cultures'.
- › It is about creativity and innovation as exemplified in our exotic cuisine, our ubiquitous rhythms, our highly differentiated designs and our indomitable human spirit and culture;
- › It is also about business acumen and entrepreneurial drive and global connectivity.
- › It is about *culturally inspired creativity and innovation* that gives us distinct relevance in the world.



# JAMAICA TO THE WORLD!

