



The 3rd
CARIFORUM EU
BUSINESS FORUM



AGENDA

MAKING CONNECTIONS. BUILDING BUSINESSES.
INCREASING TRADE AND INVESTMENT.

APRIL 15-16, 2015. MONTEGO BAY, JAMAICA



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Zusammenarbeit (GIZ) GmbH



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BizClim

C A R I B B E A N
EXPORT
DEVELOPMENT AGENCY

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 Conacado

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. Longworth**, 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. Adge 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

15:15 - 15:30

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



SPEAKERS' BIOGRAPHIES

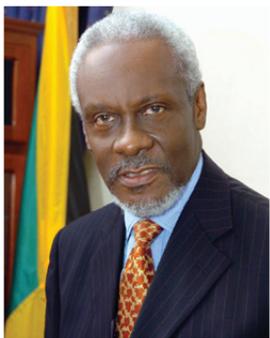


THE MOST HONOURABLE PORTIA LUCRETIA SIMPSON MILLER O.N., M.P. Prime Minister, Jamaica

The Most Honourable Portia Lucretia Simpson Miller O.N., M.P. first became Jamaica's seventh Prime Minister in March 2006 and was conferred with the Order of the Nation in May 2006.

Prime Minister Simpson Miller's ascension to Jamaica's highest political office came after having served for 17 years as a Cabinet Minister with portfolio responsibility for Labour, Social Security and Sport; Tourism, Entertainment and Sport; and Local Government, Community Development and Sport. Prime Minister Simpson Miller has also had portfolio responsibilities for Women's Affairs.

In December 2011, the People's National Party, led by her, was returned to government in the General Elections. Currently, Prime Minister Simpson Miller has Ministerial oversight of Information, Development, Sport, Women's Affairs and Defence.



THE MOST HONOURABLE PERCIVAL NOEL JAMES PATTERSON ON, OCC, PC, QC Former Prime Minister of Jamaica

Percival Noel James Patterson, ON, QC, PC, OE served as the sixth Prime Minister of Jamaica. Mr. Patterson studied Law at the London School of Economics (LSE), and was called to the Bar at Middle Temple in 1963 and also admitted to the Jamaican Bar in that year.

Mr. Patterson is respected worldwide as an astute international statesman who has made a mark in such organisations as the United Nations, the Group of 77, the Commonwealth, the Non-Aligned Movement, the African Caribbean and Pacific (ACP) Group, the Association of Caribbean States, and the Food and Agriculture Organisation (FAO). He has chaired the Group of 15 developing nations (G-15) and the Caribbean Community (CARICOM). He has also served as Chairman of the CARICOM Prime Ministerial Sub-Committee on External Negotiations.

Mr. Patterson has utilised his legal and negotiating skills in the international arena, especially as one of the leading architects of the LOMÉ Convention between the ACP states and the European Union. He was also one of the principal participants in the evolution of the Caribbean Free Trade Area into CARICOM. Mr. Patterson is also the recipient of several international awards.



THE HONOURABLE MIA AMOR MOTTLEY, BARBADOS

The Honourable Mia Amor Mottley trained as an attorney and is a Managing Partner of Law Practice Elliot D. Mottley & Co.

She entered Barbadian politics in 1991 and in 1994 was appointed Minister of Education, Youth Affairs and Culture. Ms. Mottley is credited with being the visionary behind the Education Sector Enhancement Programme (Edutech), which aims to increase the number of young people contributing to the island's sustainable social and economic development.

From 2003 to 2008, she served as Deputy Prime Minister. Ms. Mottley chaired a number of key Cabinet sub-committees, notably Telecommunications Reform and a review of the administrative and legislative initiatives to prepare Barbados for the Caribbean Single Market and Economy.

From 2006 to 2008, Ms. Mottley was the Minister of Economic Affairs and Development. She was chosen as the Barbados Labour Party leader in 2008 and is the first woman to lead the party, as well as the country's first female Opposition Leader.



HIS EXCELLENCY ROY MICKEY JOY

Ambassador of the Republic of Vanuatu to the European Union (EU)

Ambassador Roy Mickey Joy is the first Vanuatu resident Ambassador to the European Union (EU), the Kingdom of Belgium and selected EU member states. Since taking up his post in 2008, Ambassador Joy has been appointed

as Chairman of the AITIC (Agency for International Trade info and Co-operation). He has also been appointed as Pacific ACP Regional Co-coordinator for the Pacific Ambassadors in Brussels, and the ACP Secretariat of a 3-man ACP Mission on Art 96 of Cotonou to Fiji. He is Chairman of the Global Climate Change Alliance Group in Brussels and led the UNDP/WTO/UNCTAD/ITC and EIF meeting in Port-Vila on Vanuatu's participation in the Enhanced Integrated Framework Project for LDC's. In 2009, he was formally accepted into the Commonwealth Board of Governors Meeting in London as Vanuatu's First High Commissioner to the Commonwealth.

Ambassador Joy's experience includes over two decades in the Vanuatu Public Administration, where he served, amongst other roles, as the Director of External Trade and Industry and Head of External Trade Policy. He holds a degree in Economics and Business Administration.



MR. PERCIVAL MARIE

Director General, CARIFORUM Directorate, CARICOM Secretariat

Mr. Percival Marie, a national of the Commonwealth of Dominica, is the Director General of the Caribbean Forum of African, Caribbean and Pacific (ACP) states (CARIFORUM) Directorate in the Caribbean Community (CARICOM) Secretariat.

Mr. Marie studied at the University of the West Indies. He began his career as a public servant with the Government of Dominica. Subsequently Mr. Marie continued his service to the region at the Organization of Eastern Caribbean States (OECs) Economic Affairs Secretariat in Antigua, in the capacity of Chief of Economic Policy, External Economic Relations, Trade and Statistics.

Mr. Marie has had a long association with CARIFORUM. Following his period of duty at the OECs, he worked for the then CARIFORUM Secretariat and its successor, the CARIFORUM Directorate. He has served as Executive Director of the CARIFORUM Directorate. He then held the post of Executive Director, Resource Mobilisation and Technical Assistance in the CARICOM Secretariat. As the Director General of CARIFORUM, Mr. Marie is also the CARIFORUM EPA coordinator.



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

Mr. Jesus Orús Báguena is a Spanish national and has been Head of Cooperation in the Delegation of the European Union to Jamaica, Belize, The Bahamas, Turks and Caicos Islands and The Cayman Islands since February 2012. He has 26 years of experience in European Union institutions in various capacities. Between 2009 and 2012 he was Head of Office/Chargé d'Affaires – European Commission Juba's Office and Delegation to South Sudan. He was Acting Head of Unit/Deputy Head of Unit – European Commission Health and Consumer Affairs from 2004 to 2009. Prior to that, he was Desk Officer, European Commission – External Relations Andean Community Unit and Desk Officer, European Commission – Directorate General for Enlargement (Latvia/Poland Team).

Mr. Orús Báguena earned a Bachelor of Arts and Humanities from the University of Bridgeport, Connecticut, USA; a Diploma on Western Europe and a Master on International Affairs from Columbia University, New York, USA; and a Diploma on Advanced European Studies from the College of Europe, Bruges, Belgium.



MR. ELДАР ÁSTÞÓRSSON

Senior PR Manager- Europe, CCP Games and Ylir Music Fund

As Senior PR Manager with CCP Games (representing IGI, Icelandic Gaming Industry organization), Eldar Ástþórsson handles the media and communication strategy in Europe and works on the company's trade show presence, events and festivals such as the EVE Fanfest in Reykjavik and EVE Vegas in Las Vegas.

As Marketing Lead and Cinematic Manager, Mr. Ástþórsson was responsible for the production of creative promotional material, for example, video trailers and their soundtracks.

Mr. Ástþórsson has worked within Iceland's creative industry for over 15 years, starting as a club night and live music show promoter, and later becoming Manager of Iceland's leading music festival, Iceland Airwaves. There he led the growth and development of the festival, which became one of Iceland's most successful annual cultural events, attracting a record number of foreign guests to the country.

Currently, he is the chairman of Ylir - Music fund of Harpa Reykjavik Concert Hall, and serves as board of the independent Kraumur Music Fund.



MR. BUDDHA BLAZE

Chief Executive Officer, Spark Africa Ltd

Buddha Blaze is a music industry expert working across Africa and the diaspora. He is one of the top music entrepreneurs in Africa and has been involved in numerous music initiatives and campaigns such as the UN Africa Hip Hop Summit, WAPI, Slam Africa, Emcee Africa and Coke Studio Africa just to name a few. He is the co-founder of Slam Africa, Nairobi Rapsody – an urban music platform that has worked with numerous artists. His vast involvement in music talent management has made him an important voice on matters concerning music around the world. Blaze is the talent manager at First Contact Management with one of the biggest clients being Coke Studio Africa. He has been involved with mega stars such as Octopizzo, Victoria Kimani, Chronix, Shaggy, Khaligraph, Talib Kweli, and Dead Prez just to name a few.



MS. MÉLISSA BONNETON

Export Development Specialist, Guadeloupe Expansion

Mélissa Bonneton has been working in Guadeloupe Expansion's International Development Division since February 2013. She is responsible for the development and implementation of Guadeloupe export related projects in Guadeloupe.

She is also a Business France correspondent and assists companies with different services, such as: prospecting missions, trade fairs abroad, B2B meetings with partners or buyers, and media releases in the international press. She provides information on the economic, legal, regulatory and competitive environment of the different target countries worldwide.

She previously worked as Operational Analyst at The World Bank's Sustainable Development Division for Latin America and the Caribbean as well as for the United Nations Environment Programme's Division of Technology Industry and Economics.

Ms. Bonneton has more than 10 years experience working as a project manager in Africa, Europe, Asia Pacific, Caribbean and Latin America. She holds a Master's degree in Sustainable Development from Panthéon-Sorbonne University, France, and BA in International Development from McGill University, Canada.



MS. DONNALEE BOWE

Acting Chair Person, the Board of Directors of Caribbean Export

Ms. Donnalee Bowe is the Bahamas Representative on the Board of Directors of Caribbean Export Development Agency for the past 20 years. She is currently serving as the Acting Chairperson. She is employed with the Bahamas Agricultural & Industrial Corporation as an Assistant General Manager. A graduate of the College of the Bahamas, and the University of Miami, her employment with the Government of The Bahamas extends to a period of 35 years.

She is known for her extensive work in field of handicraft development, with the establishment of a National Program for the development of the Handicraft and souvenir Industry in The Bahamas. She has also worked with many local & international agencies with ,the most recent being the Inter-American Development Bank (IDB) and the Global Environmental Facility (GEF) where she has received major Grant Funding for Projects in National Development and Sustainable livelihoods. She has also travelled extensively throughout her career on training programs and representing her country at various meetings.



MR. JEFFREY "ASSASSIN" CAMPBELL

Jamaican and International Reggae Entertainer

Jeffrey Campbell gained the nickname 'Assassin' when he was a boy in High School. His career began in 1999 and by 2000 he released his first reggae single. He soon signed to VP Records and released two albums for the label before starting his own label Boardhouse Records in 2008

His single "Talk How Mi Feel" reached number one on the Jamaica Countdown Chart in June 2011. In 2013, he was featured on the song "I'm in it" by American recording artist Kanye West on his 6th solo album, Yeezus. In July of that same year he was widely acclaimed to have given the best performance at dancehall's premium live stage show, Reggae Sumfest. In February of this year he was featured on the song "The Blacker the Berry" by Grammy Award Winner Kendrick Lamar.

In the mid-2000s, Mr. Campbell started a degree in Business Management at the University of Sunderland.



MS. MARIE-NOËLLE CATAYÉE

Head, International Department, Martinique Chamber of Commerce and Industry

Marie-Noëlle Catayée is a specialist in international trade with over twenty years of leadership and field experience in Europe, Latin & North America and the Caribbean, both in the private and public sectors. Her expertise is with international strategy, international regulation, project management, regional cooperation and funding. She has worked as a senior officer in international business development, and has contributed to building many significant partnerships with key organisations and collaborative projects within the region. Additionally, she has supported the creation of clusters.

Ms. Catayée is a French national who grew up in France and Martinique. She is fluent in English and Spanish and knows Portuguese and Italian. She holds a Master's degree in International relations from Wichita State University in the US and an Executive MBA from Sherbrooke University in Canada.

Ms. Catayée's biggest goal is to contribute to increasing trade between CARICOM countries and the FCORs. She is based in Martinique but frequently travels to the Caribbean and Europe to meet with partners or participate with companies in major international trade shows.



MR. RAMESH CHAITOO

Consultant

Mr. Ramesh Chaitoo is an International Trade Policy expert who specialises in services trade, investment and development issues. From 2003 to 2009 he was the Head of the Services Trade Unit at the Caribbean Regional Negotiating Machinery (CRNM) where he advised Caribbean governments on service sector development and negotiating strategies. He successfully negotiated the services and investment provisions in the Economic Partnership Agreement (EPA) between CARIFORUM and the European Union. He has also taught courses and published articles on trade policy issues. Mr. Chaitoo was previously a Senior Associate at the Centre for Trade Policy and Law (CTPL) at Carleton University in Ottawa, Canada. More recently, he has provided services trade-related technical assistance to numerous governments, institutions and private sector entities.



MR. MARTIN CHRISTY

Owner, Seventy%

Martin Christy is Founder and Editor of fine chocolate review website Seventy% and one of the world's foremost experts on chocolate tasting. He is a leading voice in the fine chocolate industry and works to promote and preserve fine chocolate and fine cacao and support producers in the sector. He is a teacher of chocolate tasting for professionals and consumers and is a founder of the International Institute of Chocolate Tasting.

Mr. Christy is Judging Director and Head of Grand Jury of the International Chocolate Awards, Chair of the fine cacao and chocolate industry association Direct Cacao and Vice-president of The Chocolate Way, a European cultural route for chocolate. He is a member of the Heirloom Cacao Preservation Initiative Tasting Panel and the Technical Panel of the Cocoa of Excellence competition. He is a freelance writer for UK magazines and web publications, and has contributed to several books about fine chocolate.



MS. PAMELA COKE HAMILTON

Executive Director, the Caribbean Export Development Agency

Executive Director of the Caribbean Export Development Agency, Pamela Coke Hamilton has more than 20 years' experience in trade policy formulation, capacity building, negotiations and implementation, working at national, regional and multilateral levels.

Prior to joining Caribbean Export, Ms Coke Hamilton served as Regional Hub Coordinator for the Caribbean in the Integration and Trade Department of the Inter-American Development Bank, and before that as Director of Trade and Competitiveness at the Organization of American States. She was also instrumental in the design and implementation of the Masters in International Trade Policy (MITP) Programme at the University of the West Indies, which has provided increased depth to the region's trade policy capability. Ms. Coke Hamilton holds a Juris Doctor in Law from the Georgetown University School of Law in Washington, DC, and a BSc in International Relations and Economics from the University of the West Indies, Kingston, Jamaica. She has published several papers on trade policy, the most recent being 'Aid for Trade and the Caribbean: Why It Matters'.

She was appointed Executive Director of Caribbean Export in November 2010 where she has been charged with driving the region's exports and helping to position the Caribbean brand to successfully compete on the world stage



PROFESSOR CAROLYN COOPER

**Professor of Literary & Cultural Studies,
Department of Literatures in English, University of the West Indies, Mona**

Dr. Carolyn Cooper is a professor of literary and cultural studies at the University of the West Indies, Mona, Jamaica. In 1992, she conceived the International Reggae Studies Centre and has provided intellectual leadership for this far-reaching enterprise for more than a decade, since its institutionalisation at UWI in 1994. The premier academic accomplishment of the Centre is the establishment of the undergraduate degree programme in Entertainment and Cultural Enterprise Management in 2007.

Professor Cooper is the author of two influential books – Sound Clash: Jamaican Dancehall Culture at Large (2004) and Noises in the Blood: Orality, Gender and the 'Vulgar' Body of Jamaican Popular Culture (1993). She is the editor of the award-winning Global Reggae (2012). A well-known media personality in Jamaica, Professor Cooper writes a weekly column for the Sunday Gleaner. She is a public intellectual committed to widening debates on cultural politics beyond the walls of the university.



MR. MICHAEL 'IBO' COOPER

Edna Manley School of Visual and Performing Arts

Michael Cooper has been a Senior Lecturer at Edna Manley College of the Visual and Performing Arts since 2001. He is currently the Chairman of the Jamaica Reggae Industry Association (JaRIA) and one of the founders of The Third World Band and The Inner Circle Band.

Mr. Cooper is a keyboardist, songwriter and record producer. He has recorded and produced 14 albums for The Third World Band and the 10th Anniversary Album for Reggae on the River (California). Additionally, he has recorded hits such as "I've Got To Keep On Moving" and "Punky Reggae Party" with Bob Marley and Lee Scratch Perry (London), "You're Playing Us Too Close" and "Try Jah Love" with Stevie Wonder (California). He recorded and produced the original "Cherry Oh Baby". Mr. Cooper was awarded the Order of Distinction (OD officer class) for service to the Jamaican Music Industry, the Musgrave Medal and the JaRIA Award for Mentorship.



MS. FRANKA DE FREITAS

Sales Manager, Natmed Ltd

Ms. Franka De Freitas was born and raised in Trinidad, and moved to St Lucia with her husband and son in December 2009. She has worked with Natmed Ltd since September 2010 as Office and Sales Manager, and is responsible for a team of six. Ms. De Freitas has excellent interpersonal skills, and is eager and quick to learn new trends and the latest technology.

Ms. De Freitas has had training and certification in Human Resource Management, Quality Management, HACCP Principles and Implementation, and Enhancing Customer Service for MSME's. She oversees various aspects of production scheduling, sales and deliveries, accounts receivables and local tradeshows and expos, and has played an integral part in the implementation of and transition to the new branding and packaging of Caribbean Blue Naturals.



MR. COLIN DOWE

Admissions Counsellor, St. Georges University

Colin Dowe is the Associate Dean of Enrolment Planning at St. George's University. He spearheads the integrated recruitment strategy within the Caribbean and serves on the Committee of Admission for all Schools.

Mr. Dowe served as Assistant Director of Admissions for the Southern United States and now has recruitment responsibility for Eastern Canada. He represents the University on the National Training and Awards Committee. Mr. Dowe is the Chairman of the T.A. Marryshow Community College Council and a Director on the Grenada National Accreditation Board. He has also served as the Chairman of the Spicemas Corporation and the Grenada Board of Tourism.



MS. DIANE EDWARDS

President, Jamaica Promotions Corporation (JAMPRO)

Diane Edwards is the President of Jamaica Promotions Corporation (JAMPRO) – the national investment and export promotion agency. Possessing a wealth of knowledge and experience in international marketing and business development, Ms. Edwards is committed to building Jamaica's business brand through increased customer focus and effective marketing communications programmes. Prior to leading JAMPRO, she served as General Manager and Director of J. Wray & Nephew UK Ltd., where she successfully grew the UK Company's turnover by 77% over 10 years.

Ms. Edwards holds an MBA from New York's Pace University, a Masters in International Relations from Institut d'Etudes Politiques de Paris and is fluent in English, French, Spanish and German.



DR. RAINER ENGELS

Executive Project Manager, Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

Dr. Rainer Engels is the Executive Manager of the regional project on the support of the implementation of the Economic Partnership Agreement between CARIFORUM and the EU, funded by the German government. He is a senior consultant, with 11 years of experience within GIZ, the German implementing agency for international cooperation of the German government and about 8 years in civil society. His main expertise is in private sector development, trade and investment, with special emphasis on the food, pharmaceutical, light industries, renewable energies and services sectors, among the latter especially business consultancy services, creative industries and quality infrastructure. His regional experience is mainly related to the transformation economies in Eastern Europe, the Southern Caucasus and Central Asia, and to Eastern Africa including Ethiopia. He is an agricultural scientist by education, with a focus on organic agriculture, agricultural trade, hygiene standards and intellectual property rights. Since 2013, he has been based in Barbados.



MS. ANELCA FAIRBAIRN
Antilliaanse Feesten

Anelca Fairbairn has been involved in the music festival industry in Belgium and the Netherlands for many years. She is part of the Antilliaanse Feesten team, the oldest Latin Caribbean festival in the Benelux that attracts around 40,000 music fans to Belgium every August. She has been involved in bringing the biggest names in the Latin and Caribbean music scene to Europe, including Jeff Joseph and Grammacks, Tabou Combo, Roy Cape, Destra Garcia, Square One, Carimi, Machel Montano, Midnight Groovers, Burning Flames, Oscar d'Leon, Celia Cruz, Juanes, Marc Anthony, Pitbull, Don Omar and Daddy Yankee. Ms. Fairbairn started out working with "El Palacio de la Salsa" to bring international groups to the Netherlands, whilst also finding groups for the Rotterdam carnival. She now works with other festivals and venues interested in Caribbean groups such as Latin Dance Night. Ms. Fairbairn also showcased Krosfyah at the 2014 Palmundo festival in The Netherlands.



MR. ABEL FERNANDEZ
Manager – Exports and Logistics, Grupo Conacado

Abel Fernandez is the Traffic Manager for Conacado and also shares responsibilities in sales with Conacado's Director. He is a member of the board of the Latin-American Network of Fairtrade Producers (CLAC) and is also Vice-Chairman of the Dominican Coordinator of Fairtrade Producers (COORDOM). Mr. Fernandez started working in the cocoa sector in 1987 and has since undertaken different roles within Conacado's structure.

His 25 plus years in the cocoa world has allowed him to gain significant expertise, especially as a result of Conacado's direct relationship with the cocoa industry, including traders as well as private chocolate labels. Since Conacado operates as a cooperative, he is also very familiar with producers' groups all over the Latin-American region.



MR. BLAIR FERGUSON
Executive Director, Kenson School of Production Technology

Blair Ferguson has over 20 years' experience in the oil and gas industry. In 1997 he successfully led a Kenson Operations and Maintenance team in the start-up and commissioning of BpTT's 1.2 billion cubic feet gas facility at Guayaguayare. He has qualifications in Process Plant Operations, Natural Gas Technology, Project Management and an Oil and Gas Mini-MBA with the International Faculty of Engineering in the UK. He possesses numerous energy related disciplines and competencies, and attended several professional training programs, enhancing his strategic planning outlook and capabilities in Health, Safety and Environmental systems.

He is responsible for the strategic development of the Kenson Energy Institute, in the niche area of Upstream Operations and M'tce Technician Training, as well as positioning Kenson as the preferred partner of the Ugandan Petroleum Institute of Kigumba. Ferguson holds directorships in: Kenson Group of Companies, Kenson Energy Institute, Dyrinx Engineering Limited and T&T Energy Chamber



DR. TOM FLEMING

Director, Tom Fleming Creative Consultancy

Dr. Tom Fleming is Director of the UK's leading international research and consultancy company for culture and the creative economy. As a leading thinker, strategist and commentator in this field, Tom has led multiple research and strategy programmes on behalf of governments, development agencies and major cultural bodies. Central areas of expertise include the relationship between culture, creativity and economic development; regulation; investment; clustering and creative cities; and holistic approaches to creative economy development.

Tom's work includes high-level strategy and policy work in over 50 countries. He is currently leading a research project on the European Union's (DEVCO) investment priorities for culture in development, is consultant to UNESCO's technical assistance programme in the cultural industries, and is working with several Governments in Asia, Africa and Latin America. In Europe, Tom is currently an adviser to the European Commission's Creative Europe Programme and consultant for the Creative Industries Strategy for Scotland.

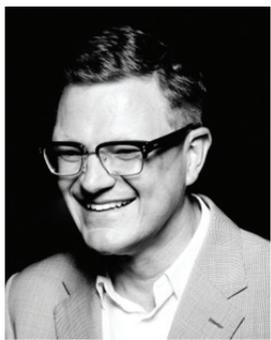


MR. GERRARD FOSTER

Co-founder, Project Fable and the New African Movement

From Johannesburg, South Africa, Gerrard Foster has been involved in several industries including music and entertainment, management consulting, strategic communications, marketing, publishing, events, information technology, telecoms, content and media.

Mr. Foster has been involved in the South African and African music entertainment industry for several years. He has managed, consulted and developed various urban African artist brands, and has produced several pan-African reality music shows. He was a judge in Tusker Project Fame Season 5 and consulted and presented a master class for the top 4 finalists of Vodafone iiCons in Ghana. Mr. Foster has worked on shows with international superstars such as Wyclef Jean, Sean Paul, John Legend and Anthony Hamilton, and was Head of New Business Development – Sub Sahara Africa for Universal Music Group International. Through the two entities he co-founded, Project Fable and the New African Movement and has consulted companies on brand and content strategy for music.



MR. ADGE GITTINS

Creative Director, Brand42

Adge Gittins is the Creative Director of Brand42 in London, which is a multi-award winning advertising agency. Mr Gittins has worked with global clients for over 25 years to successfully deliver overarching brand excellence from packaging to digital. In the past decade, Brand42 has excelled in its delivery of branding solutions for a host of clients such as CNN, Turner, MailOnline, Metro, Visit Britain, Smirnoff, Louis Vuitton, Royal London and Johnnie Walker. Mr. Gittins has sustained a strong relationship with the Organisation of Eastern Caribbean States' Export Development Unit (OECs EDU), which has enabled him to share his knowledge through several workshops in the Caribbean over the past eight years.



MR. BILLY GRANT
Founder, 2Point9

Billy Grant began his music career compiling best-selling compilations for Telstar Records. It was through successfully steering the careers of seven million unit selling artists, Craig David and Mis-Teeq, that Mr. Grant really made his mark in the music industry.

He founded 2Point9, a creative company that signed and developed some of the hottest British-Asian artists. The aim was to create the first International British-Asian pop icon. 2Point9's innovative approach built an impressive fan base. It targeted the previously untapped British-Asian youth market before exporting music to fans worldwide through touring, interactive digital content and clever artist positioning. 2Point9 released Jay Sean's No 6 UK album 'My Own Way/All or Nothing' and became number one on the US Billboard Top 100 with the single 'Down' featuring Lil Wayne, eventually selling eight million units. In 2007, 'The Guardian' cited Mr. Grant in their 'Top 30 most important ethnic minority media figures' short-list.



MS. ENA HARVEY
**Representative/Management Coordinator,
Inter-American Institute for Cooperation on Agriculture (IICA)**

Ena Harvey is the Inter-American Institute for Cooperation on Agriculture (IICA) Representative in Barbados, and Management Coordinator for the Caribbean. She also leads IICA's initiatives in agro-tourism linkages, for which the Institute is now recognised across the Caribbean, as well as in the Pacific Region. Prior to joining IICA, Ms. Harvey worked as a private consultant to several regional and international agencies, trade promotion agencies, and government ministries on projects covering trade, export competitiveness and sustainable agro-industrial development, across the Caribbean, as well as in Mauritius and Morocco. She also served for five years as the Regional Associate Expert in Agro-Industry to the Centre for the Development of Enterprise (CDE), in Brussels.

Ms. Harvey holds an MSc in Agricultural Engineering from the University of Guelph, Canada, a BSc (First Class Honours) in Tropical Agriculture from the University of the West Indies (UWI), St. Augustine, and certification as a Trainer in Hazard Analysis and Critical Control Points (HACCP), Foodservice Safety and World Class Benchmarking for SMEs.



MR. MIKE HENNIGER
**Vice President of Sales and Marketing,
International Consultants for Education and Fairs (ICEF)**

Michael Henniger was Marketing Director at King George International College, Vancouver from 2008 to 2010. He then moved to Thompson Rivers University (TRU), Kamloops, Canada, where he was Director of International Marketing until 2013, and was directly responsible for strategic direction, operational leadership, financial stewardship and communications strategies. In 2013, Mr. Henniger became Director of International and Managing Director Global Operations of TRU, providing overall department leadership and direct management to the teams of International Student Affairs and International Marketing.

In February 2015, he took up his current position as Vice President of Marketing and Sales at ICEF GmbH in Bonn, Germany. ICEF connects educators, education agents, work and travel professionals and industry service providers to key markets and networks worldwide, supporting the growth and development of international education and global student mobility.



MR. RONDEL HEYLIGER

Spiceland Entertainment

Rondel Heyliger of Spiceland Entertainment first started to promote Caribbean music in the Netherlands by organising parties for Caribbean students living there. His DJ career was born as a result. He then moved into the Dutch Urban party scene as a promoter and DJ. Since then Mr. Heyliger has pursued a career in the entertainment business, which includes: Artist management, Tour manager, Marketer, Nightclub owner, Carnival Tour operator, and Carnival Mas band owner. He has undertaken shows and tours with various notable Caribbean music stars such as: Machel Montano, Destra Garcia, Krosfyah, Alison Hinds, Kes, Gyptian, Mr Vegas, Jah Cure, Peetah Morgan, Chaka Demus and Pliers, among others. Mr. Heyliger currently operates in the Netherlands, Germany and the Dutch Caribbean promoting Caribbean music and artistes.



MR. RONALD "BOO" HINKSON

Performer/Artiste

Born in Saint Lucia and raised on a diet of Ellington, Davis and Coltrane, Mr. Hinkson's name is synonymous with Saint Lucian music. His musical career began with the Tru-Tones, a group he started in Saint Lucia, who commanded stages locally and internationally for two decades. His eclectic blends of Caribbean and pop rhythms garnered them an appearance at Superbowl XIII.

Mr. Hinkson has performed internationally from the Caribbean, to the United States (US) and Europe, and has shared the stage with scores of musical greats including Al Jarreau, India Arie, Earl Klugh, George Benson and Grover Washington, and featured at a state function for the former US President Bill Clinton. His music has been showcased on the television show "One Life to Live." BBC, BET Jazz, and Bravo TV have also aired his live performances. In 2013, Mr. Hinkson was invited by the White House to perform in celebration of Caribbean Heritage Month.



MS. MICHELLE HUSTLER

Consultant

Michelle Hustler has dedicated the past 13 years to trade in services and small business development. She joined the Barbados Coalition of Service Industries (BCSI) in 2003, where she served as the project manager of the organisation leading a small team in the design and implementation of projects aimed at enhancing the international competitiveness of the Barbados services sector. Since 2010, Hustler has been an independent consultant, working as a long term consultant with the Deutsche Gesellschaft für Internationale Zusammenarbeit GmbH (GIZ), where she led a regional services strengthening project, as well as the Centre for Development of Enterprise (CDE), where she supported the Caribbean regional office in the implementation of enterprise level, competitiveness-enhancing projects across a range of sectors.

She has provided consulting services to a number of organisations including the International Trade Centre (ITC), The World Bank and Caribbean Export and is the author and editor of several publications. Hustler also volunteers extensively with enterprise and youth focused organisations in Barbados.



MR. DAVID JESSOP

Managing Director, The Caribbean Council

David Jessop has worked on Caribbean issues for over 40 years providing high level strategic support and advice to industries, associations, governments and companies on investment, trade policy and political and economic issues in the Caribbean, the United Kingdom (UK) and continental Europe.

He is the outgoing Managing Director of the Caribbean Council and advisor to the Cuba Initiative, the Caribbean Britain Business Council and Publisher of Caribbean Insight and Cuba Briefing. Mr. Jessop has also variously worked in financial public relations, advertising and journalism. He has an influential weekly column that appears in leading newspapers in the Caribbean and elsewhere.

In June 1992, he founded the Caribbean Council with support of the Caribbean and UK private sector and was appointed its first Executive Director. Mr. Jessop is a member of the Board of Caribbean Central American Action in Washington and the Caribbean Hotel and Tourism Association (CHTA).



MR. FRANK KLAFFS

Chief Executive Officer, Piranha Arts

Frank Klaffs holds a degree in Business Administration (FU Berlin). He has over 25 years of experience in the music business as Copyright and Label Manager for Piranha Musik (Berlin) and Gee Street Records (London). Mr. Klaffs has also been an independent music publicist for artists such as Robert Wyatt, Staff Benda Bilili, Taj Mahal, The Klezmatics, Tinariwen and for the World Music Expo WOMEX.

Besides his position as CEO of Piranha Arts AG, Mr. Klaffs is part of the Piranha Musik team. He has also contributed to educational projects on youth education in music culture and as a cultural consultant for clients such as the Goethe Institute (Juba, South Sudan and Beirut, Lebanon). The Piranha Arts tree now has six dynamic branches including the World Music Expo WOMEX and Piranha Records, an independent Berlin-based label and publishing house.

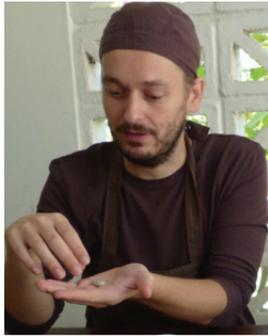


MS. VANESSA KOLOKO

Regional Sales Manager, Africa for Oxford International Group

Vanessa Koloko has worked in Higher Education within the UK and International Marketing sector for over seven years and has successfully recruited students from all over the world including Dubai, Thailand, Vietnam, South Africa, Nigeria, Kenya, Malaysia and North America. She has represented both private and public universities, schools and colleges. Ms. Koloko has also consulted on best practices to boost and enhance international student recruitment through providing regional insight and student enrolment support.

Her current role as Regional Sales Manager for Africa at Oxford International Education Group located in Greenwich, London has allowed her to represent UK universities such as De Montfort University in Leicester and private colleges such as Oxford Tutorial in Oxford. Here, Koloko is responsible for the strategic development and expansion of new student recruitment for the African continent.



MR. RUTGER LEM

Chief Executive Officer, Tan Bun Skrati

For the past three years, together with his wife Ellen Ligteringen who founded the business in 2010, Rutger Lem has been running Tan Bun Skrati, a tree-to-bar cacao company.

Overseeing the whole cacao making process, from cultivating the trees to the packing of the final products, they carefully monitor every transformation of the cacao bean. First as a seedling, growing in to a fruit bearing tree, as harvest, being fermented, dried, stored, aged, winnowed, ground, tempered and finally getting worked into its shape as bar, praline or truffle.

With both having a background in art, the duo always have a keen eye for the cultural side of agriculture. By unearthing historical accounts, collecting hitherto unrecorded stories and making new ones they are writing another plot twist in the narrative of Surinamese cacao.



MS. MARISSA LONGSWORTH

Manager, Copyright & Related Rights Directorate, Jamaica Intellectual Property Office

Marissa Longworth assumed her post as Manager of the Copyright & Related Rights Directorate at the Jamaica Intellectual Property Office (JIPO) in April 2013. She gained her LL.B with Honours from UWI Cave Hill, and was called to the Bar in December 2012 following completion of Norman Manley Law School. Ms. Longworth practiced with Cheeks & Co. which facilitated her publishing legal advice articles in the Jamaica Observer on technology and commercial law. Additionally, she tutored from 2012-2013 at the Faculty of Law, UWI, Mona and Alpha Academy, Sixth Form.

Ms. Longworth also gained legal experience from 2009 to 2012 when working with the Legal Department of the Gleaner Company in various capacities. She is holder of an LL.M in Internet Law and Policy with Merit from the University of Strathclyde, Scotland. Longworth is an Alumni Ambassador and special liaison to the Vice Chancellor of the UWI.



MR. CLYDE MCKENZIE

Director, FiWi Choice

Clyde McKenzie is the founding general manager of IRIE FM, arguably the most successful electronic media entity in Jamaica. He is a co-producer of the Grammy Award winning album "Art and Life." McKenzie has also lectured in Media and Business at the UWI and has written a number of papers which have been presented at international symposia and fora. He was a judge on the popular reality show Rising Stars. Mr. McKenzie has worked extensively with governments and public and private sector organisations across the Caribbean in the formulation of cultural policy.

He is a major shareholder in FiWi Choice Limited, the owners of the popular eponymous top ten chart television programme. Mr. McKenzie has served on numerous boards in Jamaica, both in the private and public sectors including Creative Production and Training Centre (CPTC), Jamaica Cultural and Development Commission (JCDC), Jamaica Intellectual Property Office (JIPO) and chaired the Entertainment Advisory Board amongst others.



MS. ELIZABETH MONTANO

Manager, Xtatik Ltd

For 17 years, Elizabeth Montano had been an integral contributor to education; teaching, guiding, and progressing through the educational system to a guidance officer. In 1989, she made the bold decision to join the entertainment industry.

Since then, she has been the Manager of top performing artiste Machel Montano and his band. As a Director of XTATIK LTD, she has overseen projects such as Going for Gold 2012, On Stage Exhibition 2014, and Scandalous the Movie 2014. She is one of the most experienced managers in the music business in the Caribbean.

She has recently diversified her interests to the sustainable agro-industry more specifically the development of Cocoa in local communities in Trinidad and Tobago.

Elizabeth Montano is currently pursuing a Masters of Philosophy in Cultural Studies at UWI. She also presently forms part of the Machel Montano management team overseeing his career development.



MR. PAUL MOSLÉ

Music Promoter, Supersonic Sound

Paul Moslé is founder and MC of the label and soundsystem Supersonic Sound. His love of Caribbean culture and music led to him importing records from Jamaica and Trinidad and Tobago to Germany. As a result, Supersonic Sound was founded in 1998 and became internationally known for winning titles such as The Riddim Clash, The Global Clash and The King of Europe Clash.

From his long career as a DJ and MC, Mr. Moslé developed numerous contacts and friendships with Caribbean artists as well as promoters in Europe. This enabled him to establish a bookings and events agency called Superlock Shows in 2008, booking artists such as Bunji Garlin, Kevin Lyttle, Mad Cobra and Anthony B, for events across Europe. Mr. Moslé also organises the Caribbean Invasion (official aftershow party for the Carnival of Cultures in Berlin), the official German Dancehall Queen Contest and the biggest Soundclash in Europe, "War Ina East".



DR. KOFI NKUMAH-YOUNG

President, Association of Caribbean Higher Education Administrators (ACHEA)

Dr. Kofi Nkrumah-Young is the Vice President of Planning and Operations at the University of Technology (UTech), Jamaica. His research interests are in financing and resource allocation models in Higher Education. He has a DBA (Bath), MBA, Advance Diploma in Banking and Finance, a BA from the UWI and a Diploma in Ministerial Studies from the United Theological College of the West Indies (UTCWI).

Dr. Nkrumah-Young is a Justice of the Peace, the Chairman of the Board of Governors of the UTCWI and member of the Boards of the Bethlehem Moravian College and the Vocational Training and Development Institute. He is also President of the Association for Caribbean Higher Education Administrators and a member of the Finance Committee of the Moravian Church in Jamaica.



MR. KARL NOWAK
Country Manager, Spinnup

Karl Nowak's first steps in the music industry were as a crew member for several bands, as well as working as an organiser for a multiplicity of festivals and events. In total he was involved in and experienced over 500 shows Europe-wide working with stars as well as newcomers.

After completing his bachelor's degree in music business at the well-esteemed Popakademie Baden-Württemberg in Mannheim, Germany, and the Linné University in Kalmar, Sweden, Mr. Nowak immersed himself in Berlin's creative industry focussing on the digital music start-up market.

After being responsible for the Berlin Music Week for several years, as well as bringing companies into the German market, he was hired by Universal Music in early 2014 to develop the high-potential music distribution start-up Spinnup as the country manager to the German-speaking market.



MR. VINCENT PHILBERT
Head, Organisation of Eastern Caribbean States

Vincent Philbert is currently Head of the Export Development Unit, Dominica, under the Organization of Eastern Caribbean States (OECS) Secretariat.

Mr. Philbert is a graduate in Economics from Cambridge University, UK, and obtained an MBA from the University of the Virgin Islands in 2002. From 1990 to 2005 he worked at the National Development Corporation (NDC), Dominica where he served from 1990 to 2005. He was appointed CEO of the NDC in 2001 and also served as Chairman of Dominica Festivals Commission and was responsible for staging the annual World Creole Music Festival and Carnival activities.

Mr. Philbert is also the OECS representative on the Board of the Eastern Caribbean Enterprise Fund (ECEP), the CARIFORUM Steering Committee on Trade and Investment and Caribbean Association of Investment Promotion Agencies.



MR. DENZIL PHILLIPS
Founder, Denzil Phillips International Ltd.

Denzil Phillips has over thirty years of experience in botanicals and natural products. A Founding Director of High Value Horticulture (HVH) plc, he also formed Denzil Phillips International Ltd (DPIL) in 1998, focused on advising leading companies and development organisations in medicinal and aromatic plants, herbs and spices, flavours and fragrances, and natural medicines. Mr. Phillips has worked with British Sugar, GSK, Givaudan, Schwabe, Mast-Jaegermeister and Yves Rocher, and advised banks and organisations such as International Finance Corporation, FMO, CDC, Commonwealth Secretariat, European Commission and Caribbean and African governments and export promotion agencies.

Mr. Phillips is part-time lecturer at the London School of Pharmacy, advisor to the Spa and Wellness Association of Africa and former consultant to the Caribbean Herb Business Association and Caribbean Spa and Wellness Association. He is a founder Director of the Association of African Medicinal Plants Standards, an organisation dedicated to promoting quality standards for African medicinal plants and natural products.



MR. LAURENT PIPITONE

Director of the Economics and Statistics Division, International Cocoa Organisation (ICCO)

Laurent Pipitone serves as Director of the Economics and Statistics Division of the International Cocoa Organization (ICCO), and as such he is responsible for monitoring the economic provisions of the International Cocoa Agreement 2010, in particular by implementing the sustainability agenda of the organisation. He leads a team that conducts economics studies on the cocoa sector, disseminates statistical data on the market, reviews market developments, supervises and implements development projects and capacity building seminars in cocoa producing countries, and organises the World Cocoa Conference every two years.

A native of France, Laurent holds an MSc in Macroeconomics Analysis and Economic Modelling and a Magistère in Economics from the University of Paris I - La Sorbonne.



MR. RAMESH RAMDEEN

Chief Executive Officer, Trinidad and Tobago Manufacturers' Association (TTMA)

Mahindra Ramesh Ramdeen is currently the Chief Executive Officer at the Trinidad & Tobago Manufacturers' Association. Prior to this he was the Trade Development Specialist at the Association. He previously worked at the Ministry of Trade and Industry as Fair Trading Investigator and also as an Economist. He was also an Economist/Investigator with the Ministry of Foreign Affairs and Foreign Trade.

Mr. Ramdeen is a lecturer in the Executive MBA program (Macro Economics and Caribbean Business Environment). He holds a second Masters Degree (International Trade Policy, Distinction), with his first degree being in Economics. He also possesses a Post-Graduate Diploma in International Relations as well as a Masters degree in the same discipline. Mr Ramdeen is fully certified as an Export Marketing Trainer. He has completed a certified course in Train the Trainers with GIZ and Caribbean Export Development Agency. He is presently undertaking his PhD in Trade.



MR. RONALD RAMJATTAN

Chief Executive Officer, Baron Foods Ltd

Ronald Ramjattan is the CEO/Founder of Baron Foods Ltd., one of the region's leading agro-processors. Guided by his drive for quality and excellence in his every endeavour, Baron Foods Ltd., Ramjattan's brainchild since 1991, currently manufactures over 150 products including sauces, condiments, salad dressings, flavours, spices and exotic fruit beverages, all of which are internationally exported. Mr. Ramjattan's stellar leadership has foreseen Baron Foods Ltd's perpetual mission of providing innovative Caribbean-style food products of the highest quality.

Over the years, this inspiring businessman has been bestowed with several coveted awards. Mr. Ramjattan was appointed Officer of the Order of the British Empire by Her Majesty Queen Elizabeth II in October, 2014 at Buckingham Palace. He is also President of the Saint Lucia Manufacturers' Association and Chairman of the Trade Export Promotion Agency (TEPA) as well as a member of various civic and charitable organisations, and is a generous philanthropist.



MR. NICHOLAS RHODES

Programme Director, Central Saint Martins, University of the Arts, London

Nick Rhodes is an innovation specialist servicing international enterprises across multiple categories. He has worked with Caribbean enterprises with Brand42 since 2004. As a coal-face design branding expert, he delivers workshops to C-level executives around the world. For the last 12 years he has been working with multinational corporations across multiple sectors including education, health care, and enterprise. Additionally, Mr. Rhodes directs the Queen's Anniversary Prize-winning Masters in Industrial Design at Central Saint Martins, London. As part of the University of the Arts London (UAL), Central Saint Martins boasts one of the most cosmopolitan student populations in the world. As Europe's largest specialist arts and design university, UAL's 19,000 students arrive from 100 countries with 38% of Central Saint Martins' cohort arriving from outside of the UK. As Programme Director, Mr. Rhodes is responsible for recruitment internationally and he travels extensively representing Central Saint Martins and UAL.



MS. NATALLIE ROCHESTER-KING

Consultant

Natallie Rochester-King is an International Trade and Development Consultant based in Kingston, Jamaica. She has twelve years expertise in trade-related capacity building, services sector assessments and analysis of regulatory frameworks for trade and investment. She is a CARICOM Negotiator on Trade in Services in the CARICOM-Canada negotiations and supported the CARIFORUM-EU EPA negotiations. She has advised and trained stakeholders in Africa, the Caribbean and the Pacific, and lectures on international trade at the University of the West Indies. She previously served as Technical Advisor and Services Specialist at the Office of Trade Negotiations, CARICOM Secretariat (formerly the Caribbean Regional Negotiating Machinery) in Kingston and Barbados, and as an Economic Affairs Officer at the Commonwealth Secretariat in London. Ms. Rochester-King holds a Masters of Arts in International Trade Policy from George Mason University, and a double major in International Relations and International Business from Barry University.



MR. DAVID SANDERS

Producer, Coke Studio Africa

David Sanders is a media professional with over 26 years' international experience. He spent 10 years working in magazine and radio marketing in London. He worked with Emap, IPC Media, Reed Business and Chandler Ltd, where he became Marketing Director and grew the business into a \$6 million company in just two years.

In Kenya in 1998 he managed a number of media companies such as WorldSpace and 98.4 Capital FM. He set up Mandala Ltd in 2005 whose core brands include The Patricia Show which became Africa's largest talk format, broadcasting across 120 countries worldwide.

Mr. Sanders is also Project Director for Coke Studio Africa, the biggest music show in Africa which has featured many of Africa's most prominent music stars, as well as international stars such as Wyclef Jean. Mr. Sanders is also a Director of First Contact Management, a talent connections agency helping global corporations connect with and utilise African talent.



MR. DUFFY SHEARDOWN

Chief Executive Officer and Founder, Duffy's Chocolate

After making racing cars for 30 years, Duffy Sheardown was looking for a new challenge. After hearing on the radio that "only Cadburys" made chocolate from beans in the UK, he thought "I could do that – how hard can it be?"

Despite never having been in a chocolate factory, Mr. Sheardown took the plunge to become a chocolatier. Following a year of experimentation, he bought some small-scale chocolate making equipment, rented a small factory unit and started making chocolate.

From inception, Mr. Sheardown has been buying only fine flavour beans and trying to buy them in small amounts direct from the grower. Over the past five years, Duffy's Chocolate has won many awards. Mr. Sheardown has become a founding member of the Direct Cacao initiative, designed to raise the profile of fine cocoa and encourage the growing and purchasing of fine flavour beans at a premium price direct from the farmers.



MS. MARICELL SILVESTRE

Commercial Trade and Investment Policies Manager, Center for Export and Investment for the Dominican Republic (CEI-RD)

Maricell Silvestre is currently the Commercial Trade and Investment Policies Manager at the Dominican Republic Export and Investment Center (CEI-RD) which is the official agency responsible for the promotion of international trade and Foreign Direct Investment (FDI).

Ms. Silvestre was an Associate Attorney for Jimenez Cruz Pena Lawyers, Dominican Republic, from 2007 to 2011. Prior to this position, she was Senior Associate Attorney for Russin, Vecchi & Heredia Bonetti from 2002 to 2007.

Ms. Silvestre has a Master of Law from the Mother and Teacher Pontifical Catholic University in 2002 and has followed the Management Program for Lawyers with Yale University in 2010.



MR. SHARAN SINGH

Director, Office of International Advancement & Internationalisation, University of the West Indies, St. Augustine

Sharan Chandradath Singh is currently the Director of the Office of Institutional Advancement and Internationalization at the St Augustine Campus, University of West Indies (UWI). His main responsibility at the University is to focus on driving the growth and development of the University as a globally competitive institution.

Mr. Singh worked at PricewaterhouseCoopers from 2006 to 2009 where he provided his services on transformation projects at various ministries, and built systems for various organisations. He has also been the Directors of both CASSKA Enterprise Ltd and Caribbean Cultural Connections.

Mr. Singh holds a Bachelor's Degree in International Studies, with a double minor in Spanish and Business Administration from Whittier College, and Master's Degrees in International Business and International Administration from Nova Southeastern University and the University of Miami respectively. He has lived and worked in Trinidad, England, Canada, India and the United States.



MS. KATRINE SMITH

Director/Business Development Consultant, Visual and Performing Arts Jamaica

Katrine Smith is the Director/Business Development Consultant at Development Synergies and Visual & Performing Arts Jamaica.

Ms. Smith has built a significant record of achievement as a development professional with international donors, commercial enterprises and non-profit organisations alike in the Caribbean, Bolivia, Uganda, Indonesia and Europe. Her expertise includes business development, entrepreneurship & innovation; sectoral analyses, competitiveness strategies and value chain mapping; business-focused training and peer-to-peer learning; project design, operational and financial management; communications and public relations; and proposal writing/fundraising, focussed mainly on: women-owned businesses; starts-ups & SMEs; creative, tech & other services industries; agriculture/agribusiness, rural development.

In 2007, Ms. Smith established Development Synergies in order to stimulate business and organisational development in Jamaica and the wider Caribbean. More recently, she co-founded the Visual & Performing Arts Jamaica to assist creative & tech professionals in Jamaica and the Caribbean.



MS. MICHELLE SMITH

Chief Executive Officer, Chocolate Dreams Ltd

Born to an architect father and a medical assistant mother, Michelle Smith was taught her dreams were there for the taking. After leaving Alpha Commercial College, Smith spent 24 years as an Administrator working for a diverse range of companies.

During this time, Ms. Smith embarked on her first entrepreneurial idea when she discovered chocolate manufacturing and after months of research, realised that in the chocolate world ideas were limitless. In 2004, within the walls of a two bedroom apartment, Chocolate Dreams began. Ms. Smith now manages and coordinates a team of 18, delivering whatever the mind can dream in chocolate - rum soaked chocolate cherries, chocolate tamarind balls, chocolate truffles filled with tropical delights!

Ms. Smith serves on the Board of the Jamaica Manufacturers Association (JMA) as Vice President (VP) in charge of Fundraising. Her chocolate love parallels her love for her island home fulfilling her company's tag line: "Created with passion, handmade with love in Jamaica".



MR. MALCOLM SPENCE

Senior Coordinator, Office of Trade Negotiations (OTN), CARICOM Secretariat

Malcolm Spence is an Agricultural Engineer with a B.Sc. from the Cranfield Institute of Technology in the United Kingdom and an M.Sc. in Manufacturing for Agricultural and Industrial Development from the same Institution. He has worked on development issues for the public and private sector for more than thirty years.

Mr. Spence is currently the Senior Coordinator for Intellectual Property, Science and Technology Issues in the Office of Trade Negotiation (OTN) of the CARICOM Secretariat, formerly the Caribbean Regional Negotiating Machinery (CRNM).

He has served on the CARICOM or CARIFORUM College of Negotiators for the Free Trade Area of the Americas (FTAA); the Economic Partnership Agreement (EPA) with Europe; and the Trade and Development Agreement (TDA) with Canada, holding specific responsibility in the European negotiations for the Chapters on Innovation and Intellectual Property, Sanitary and Phytosanitary Measures and Technical Barriers to Trade.

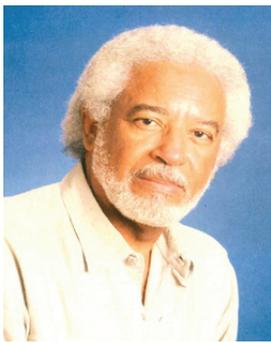


MR. VASSEL STEWART

President, Caribbean Agri-Business Association

Vassel Stewart is the President of the Caribbean Agri-Business Association and a member of the CARICOM Agriculture and Food and Nutrition Cluster. He is also a major shareholder and Director of Woodsman Caribbean Ltd., a food processing company based in Trinidad and Tobago. Mr. Stewart is an Agri-business and International Marketing Development Specialist, with over 30 years of experience in agri-business and market development in the Caribbean.

He has been engaged in many long term and short term assignments in several CARICOM member States, with development organisations including the UNDP, FAO, IDB, Commonwealth Secretariat, CARICOM Secretariat, IICA and CARDI and with international private sector firms including Cargill, Fintrac and Sibley International. Stewart holds an EMBA in International Marketing and Entrepreneurship, a Post Graduate Diploma in Food Technology and a BSc in Agriculture.



MR. WINSTON STONA

Co-founder and Managing Director, Walkerswood Caribbean Foods

Co-Founder of Busha Browne's Company, an award-winning artisanal agro-processor, Winston Stona has over 40 years' experience in international sales, marketing and distribution of value-added products. He is recognised regionally for his contribution to brand development, product development and strategic marketing programmes in agro-industry.

He currently acts as Consultant in International Sales & Marketing for Associated Manufacturers Limited, who have recently acquired Busha Browne's Company and Walkerswood Caribbean Foods. In addition to his work on SME and Micro-Enterprise development, he has been a regular presenter and feature speaker throughout the region with respect to the International Specialty Foods sector, and with particular reference to Caribbean cuisine.

A Director of The Jamaica Exporters' Association, and the Competitiveness Company, he is deeply committed to regional development through export and travels internationally, sharing his passion for all areas of Caribbean culture.



PROFESSOR PATHMANATHAN UMAHARAN

Director, Cocoa Research Centre, University of the West Indies, St. Augustine

Professor Umaharan is the Director of the Cocoa Research Centre, which carries out research, training and outreach in support of the cocoa industry and houses the world's largest and most diverse cocoa collection. The International Fine Cocoa Innovation Centre, its outreach arm, showcases innovations along the value chain and provides training and incubator services.

He has published over 100 articles in refereed journals, released eight varieties of bodi, black eye pea, pigeon pea and anthurium and serves as Chair of the Committee on Plant Varieties; is a board member of CARIRI; member of CacaoNet and technical lead of the Caribbean Bio safety Project.

He has received the Guardian Life Premium Teaching Award (2002); Best researcher Award (2003; 2012); CARDI Certificate of Research Excellence (2005); Vice-Chancellor's 60 under 60 Award (2008); WIPO Award for the Best Inventor (2012), Visionary Innovator (National Award)-2012; UWI Most Impacting Research Project (2012); Best Research Team (2012) and Vice-Chancellor Award for Excellence (Research) -2013.



MR. THIJS VERBEURGT

Policy Advisor for Internationalisation, Ghent University

Thijs Verbeurgt studied Eastern European Languages and Cultures at Ghent University and was a student representative at different levels. In 2009, he started as a policy advisor at the International Relations Office of Ghent University where he was successively responsible for non-European bilateral agreements and the start-up of a branch campus in Korea. In 2011, he became project manager at the Faculty of Arts and Philosophy of Ghent University where he was responsible for promoting lifelong learning. In 2012, he returned to the International Relations Office to draft the integrated policy plan for internationalisation, Ghent University's strategic plan in this field for 2014-2018. After the approval of this policy paper, he was appointed policy advisor for internationalisation, and responsible for implementation. Thijs Verbeurgt often speaks at national and international conferences on the development and implementation of internationalisation strategies.



MR. HANS VERHULST

Director, CEDIS-Center for Competitiveness

Hans Verhulst is founding director of CEDIS, Centre for Competitiveness. He holds a Bachelor in Law and Master in Business Marketing from the Technical University Eindhoven, The Netherlands. As advisor to the Dutch Ministry of Foreign Affairs and other international agencies, his key competence is private sector and institutional economic development in transitioning countries. Together with co-director Vinod Sharma, he is author of various publications on international competitiveness, including "Valuemagics, a new road from cost to value" (McGraw Hill, 2013).

CEDIS works with governments and business support organisations on sector competitiveness. Together with his peers at The Global Value Chain, Hans Verhulst has developed models on value chain and value system design for actors, enablers and drivers in the trade ecosystem. They are the result of academic research and decennia of practical implementation in emerging markets.



DR. NOEL WATSON

Consultant

Noel Watson is Chairman and CEO of A-Z Information Jamaica Limited, a consulting and information firm operating in the Caribbean. Much of his work is focused on trade related issues in the Caribbean and his consultancy work on the removal of restrictions to the free movement of services and capital was important to the establishment of the CARICOM Single Market that officially came into being in early 2006. He has conducted consultancy assignments for international and regional development agencies including USAID, CIDA, IDB, OAS, GIZ, UNECLAC, UNDP, CDB, Caribbean Export, the CARICOM Secretariat and the OTN. He has taught a course at the University of the West Indies and is a member of the General Council of the International University of the Caribbean.

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