

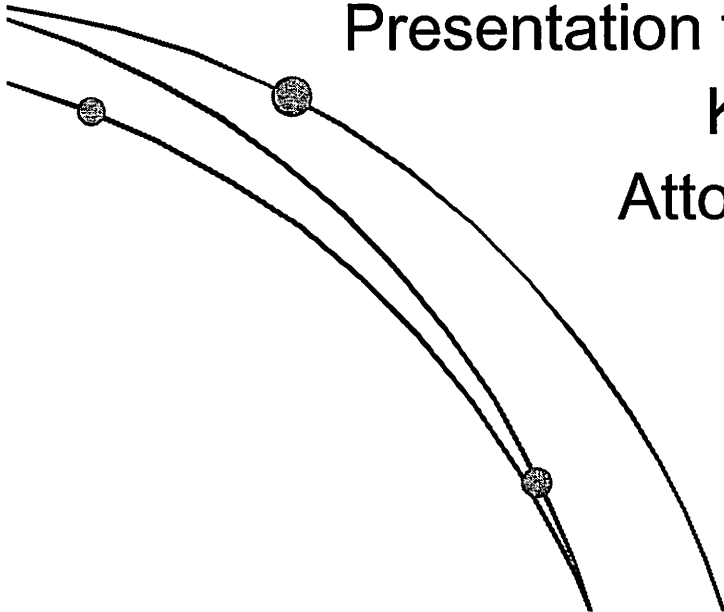
Enhancing the Competitiveness of Jamaica's Cultural & Creative Industries

Presentation to Competitiveness Committee

Kayanne E. Taylor

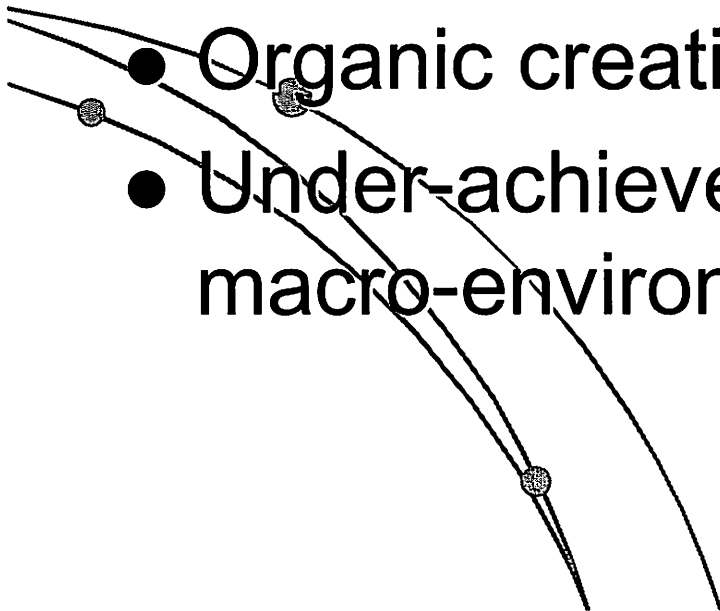
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2007 April 25

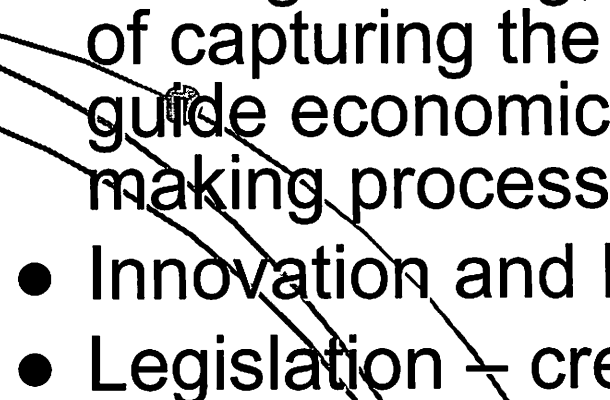


The Cultural & Creative Industries

- Non-homogenous & dynamic
 - Tremendous reservoir of talent
 - World class achievements
 - Organic creativity and skill
 - Under-achievement due to unsupportive macro-environment & industry factors
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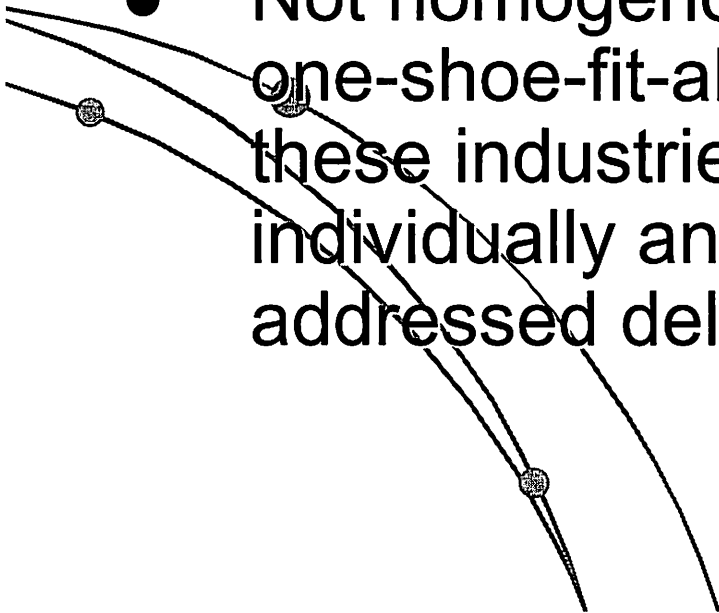


Issues

- Trade, industrialization, export:
 - The Competitiveness challenge – importance of alignment to innovation, economic activity and policy, industrial upgrading and export expansion for assured global competitiveness of Jamaica's cultural and creative industries
 - Data gathering, production and the importance of capturing the economic contribution to GDP to guide economic viz. industrial and export policy making process
 - Innovation and Intellectual property
 - Legislation – creating an enabling environment
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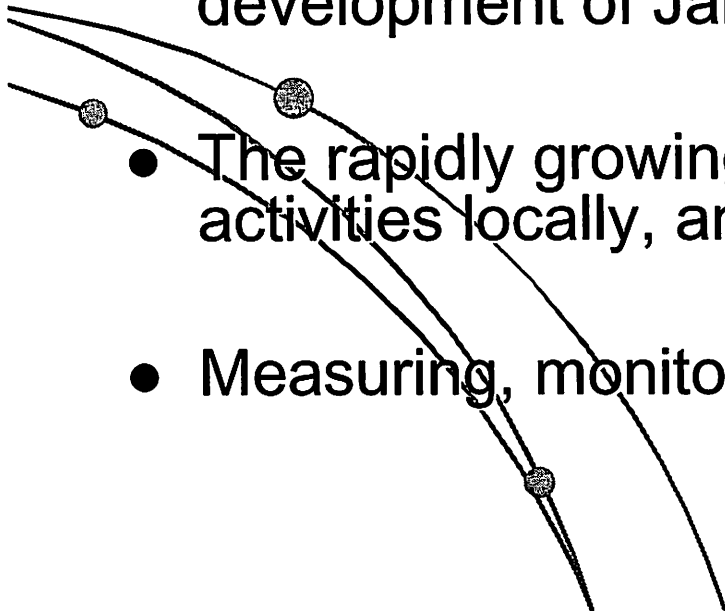
Jamaica's cultural industries

- In various stages of development - process for the enhancement of these industries must first identify their status and stages of development and the issues that need to be addressed.
- Not homogenous and cannot be dealt with in a one-shoe-fit-all kind of approach. Rather, these industries must be approached individually and the relevant situations addressed deliberately.



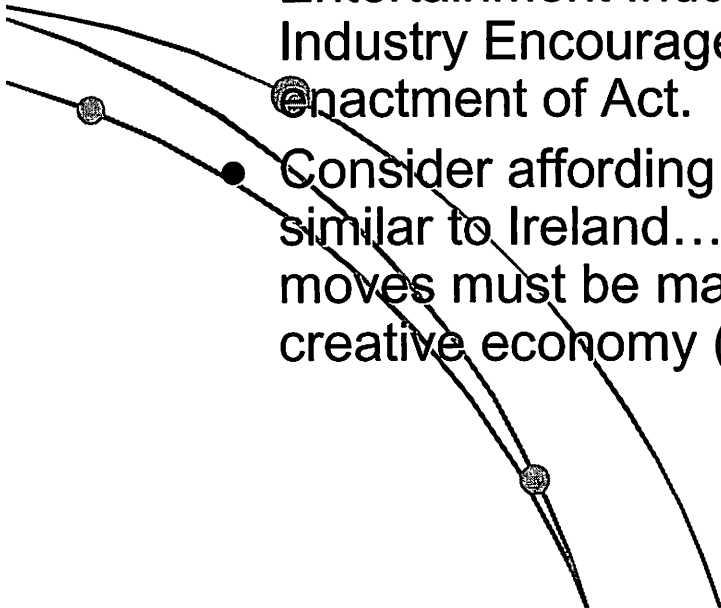
Competitiveness challenge

- Transformation from dependency on a few inflexible (foreign-led) exports to a more resilient adaptive information-driven industrial system
- Intensive use of the domestic capital forms, especially in the codification of domestic traditional knowledge – placing intellectual property at the economic development of Jamaica
- The rapidly growing economic importance of these activities locally, and globally
- Measuring, monitoring and evaluating of data



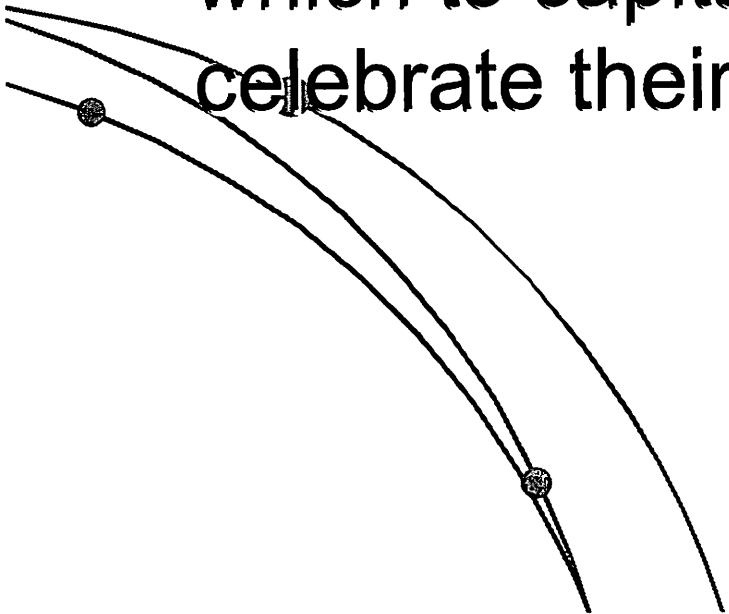
Enabling the competitiveness of the Creative Industry

- Strengthening capacity and Financial viability of Industry Associations – RIAJAM, JACAP,
- Collective Management of Royalties – arrangements needed in respect of Broadcasting rights, internet,
- Formalization of business. Increase contribution to GDP. Length of time to register a business – eliminating tedious registration processes.
- Entertainment Industry Encouragement Act, Motion Picture Industry Encouragement Act – harmonization and fast track the enactment of Act.
- Consider affording tax-haven status for creative professionals: similar to Ireland...if Vision 2012 is to be achieved...radical moves must be made to encourage the interest in Jamaica as a creative economy (need more research)



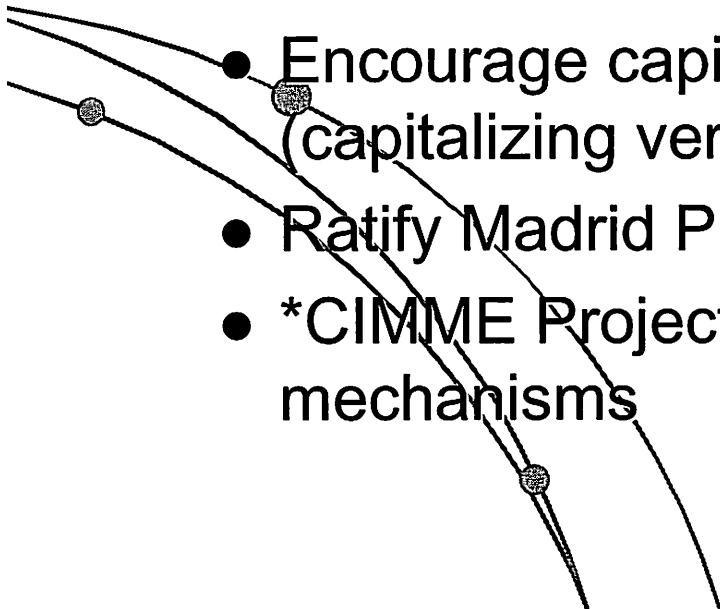
Access to global markets

- For too long Jamaican cultural and creative artists (musical artists, composers) have looked to entities and markets outside of Jamaica for means by which to capitalize on this creativity and celebrate their accomplishments



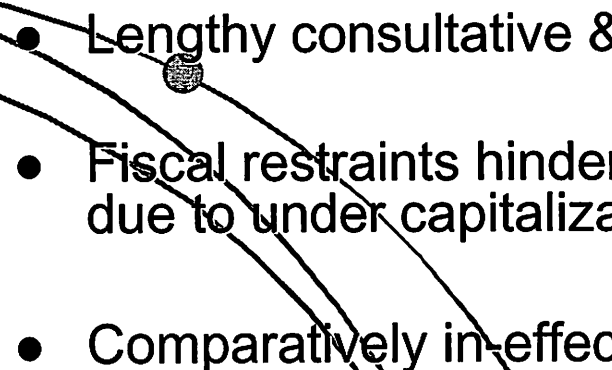
To create an enabling environment:

- Copyright Amendment Act – WIPO Internet Treaties to be adopted into domestic legislation; fast track implementation been signed since 2002 and five years later still not adopted into domestic law.
- Tools of Trade List expanded. MTEC to fast track
- Increase Incentives to creative sector viz. EIEAct
- Encourage capitalization through funding of industry (capitalizing versus commoditizing)
- Ratify Madrid Protocol
- *CIMME Project – increasing data collection mechanisms

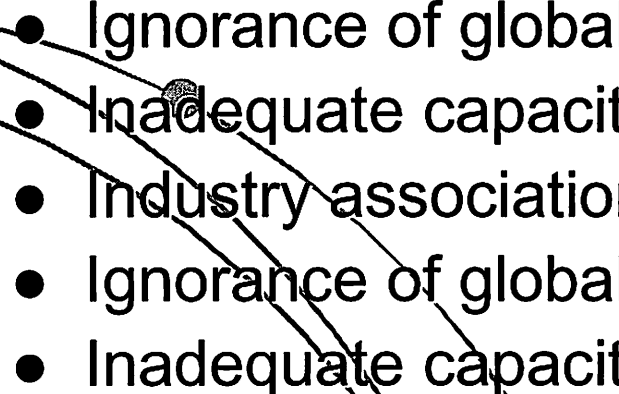


Bottlenecks - GOJ

- Unsupportive environment –
 - slowness of the wheels of government machinery that has promised much but provided/delivered little. For example the proposed Entertainment Industry Encouragement Bill and its integral plan for waivers of duties on tools of trade have been in the making since 1994
 - The proliferation of studies on the industry, in particular music, over the years by both local and international organizations, such as UNCTAD, with very little perceived activity thereafter to support or advance the industries

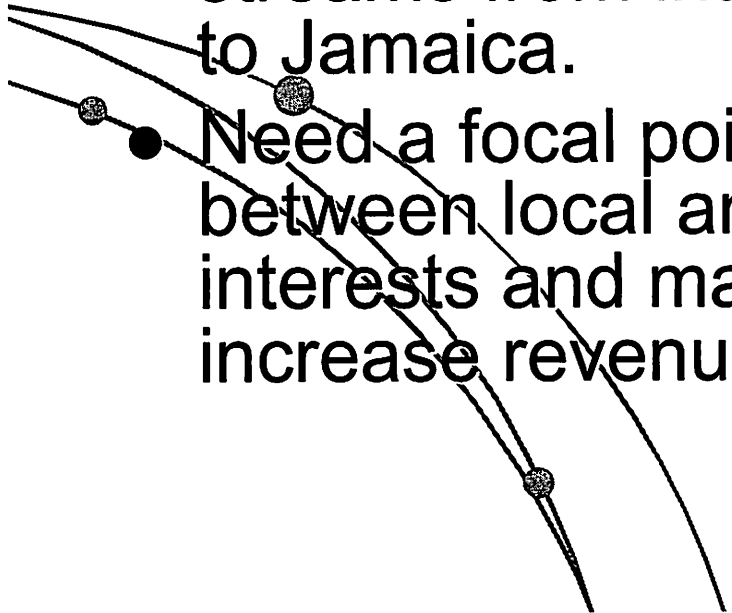
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- Lengthy consultative & legislating process
 - Fiscal restraints hinder commerce and production activity for sector due to under capitalization - Domestic capacity to facilitate industry
 - Comparatively in-effective IP framework

Bottlenecks

- Business processes & understanding weak
 - Lack of adequate financing, venture capital/traditional financial sector
 - Poor and ineffective administration of IP rights – lack of understanding of global market
 - Industry associations too weak
 - Ignorance of global market & business
 - Inadequate capacity
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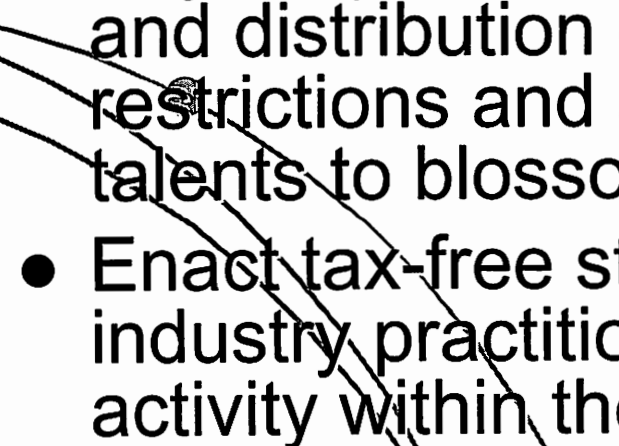
Competitiveness Profile

- Despite well-spring of talent and cultural resource, the majority of the income from the creation, dissemination and performance of reggae occurs in foreign markets. While the biggest markets for reggae are external to Jamaica, there is no reason why revenue streams from intl. commerce shouldn't flow back to Jamaica.
- Need a focal point for developing linkages between local and international music industry interests and management of such linkages to increase revenue reverting to Jamaica.



Recommendations

Policy & Legislation:

- Remove duty on instruments; Tools of trade list to be fast-tracked to MOF&P
 - Remove/lower GCT on certain production equipment
 - Anything that goes into production, reproduction and distribution of music – lessen/release restrictions and allow the many unheralded talents to blossom
 - Enact tax-free status for cultural & creative industry practitioners based on residence/other activity within the industry
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Recommendations

- GOJ to urgently finalize *Entertainment Industry Encouragement Act (8 years delayed)*
- GOJ to urgently ratify the Madrid Protocol so that Jamaican firms/companies/individuals can secure intl. registration of trademarks
- GOJ to urgently enact Copyright Amendment Act, drafted since 2002 (prioritize in MITEC)
- To Increase compliance – JCF & KSAC licences for promotion of events aligned to Copyright Permits (JACAP)

Industry Strengthening:

- GOJ to establish fund for capacity building of industry associations

Building the Competitive Identity of Jamaica



Presentation to Competitiveness Committee on Nation Branding

Kayanne E. Taylor, Attorney at Law

Lobbyist TGCC

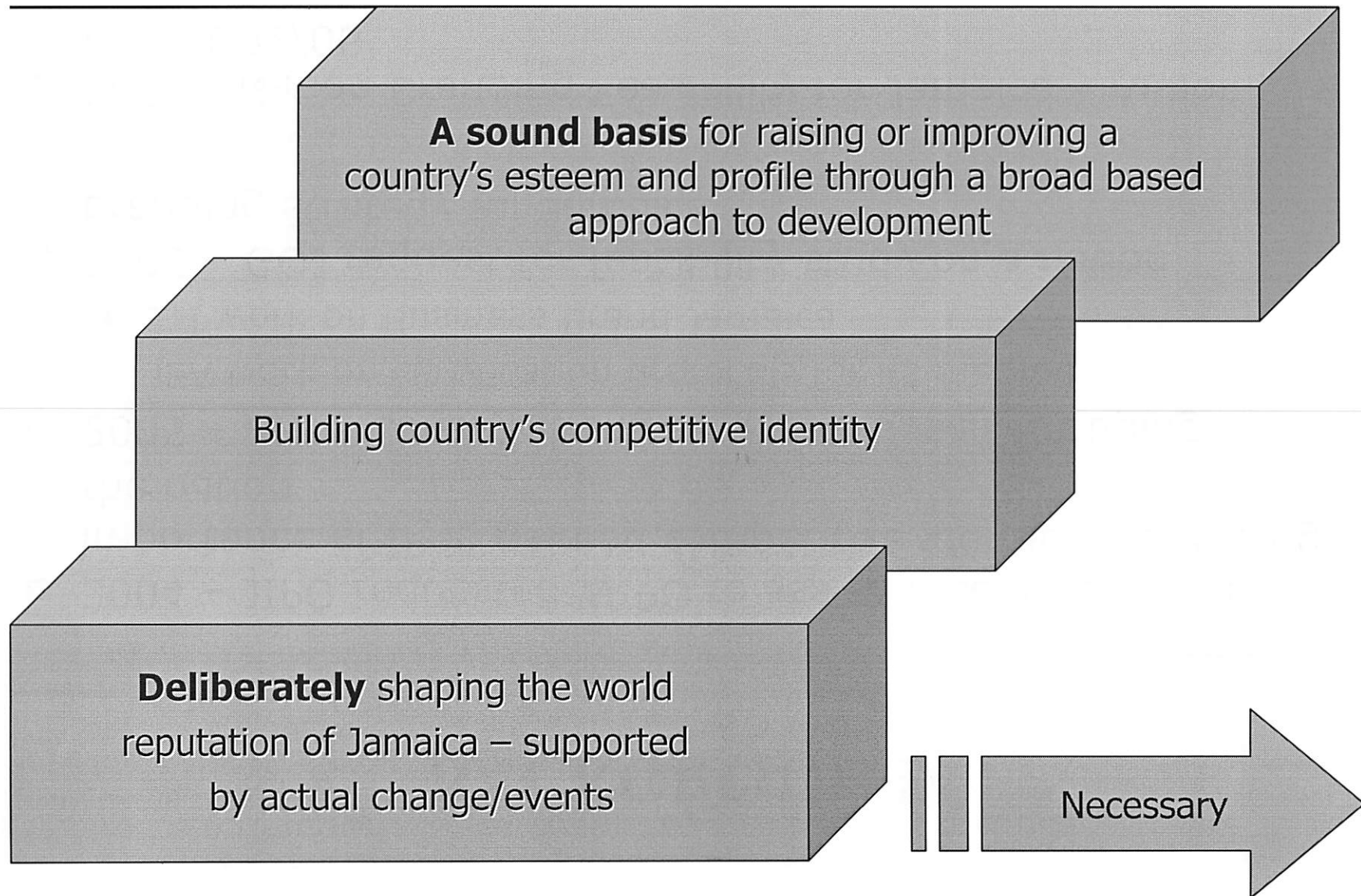
OUTLINE

- ▣ What is nation branding?
- ▣ Defining the nation brand
- ▣ Developing & Implementing a nation branding strategy
- ▣ TGCC Role in the Process

BACKGROUND

- ❑ 2004 – JIPO requested WIPO to assist in sensitization to importance of IP in gaining competitive identity – branding the nation
- ❑ 2005 – PPP - Consultations by Broad-based Grouping
 - JEA work on certification protocols for its members
 - JTI work on Business Brand Jamaica
- ❑ 2005 – GOJ request for feasibility study on a nation branding strategy for Jamaica
- ❑ 2006 - Nation Branding Feasibility for Jamaica – Anholt Report 02/06
- ❑ 2007 - WIPO Follow up Report on Nation Branding Workshops – Jamaica 01/07

Nation Branding – Necessary or Optional?



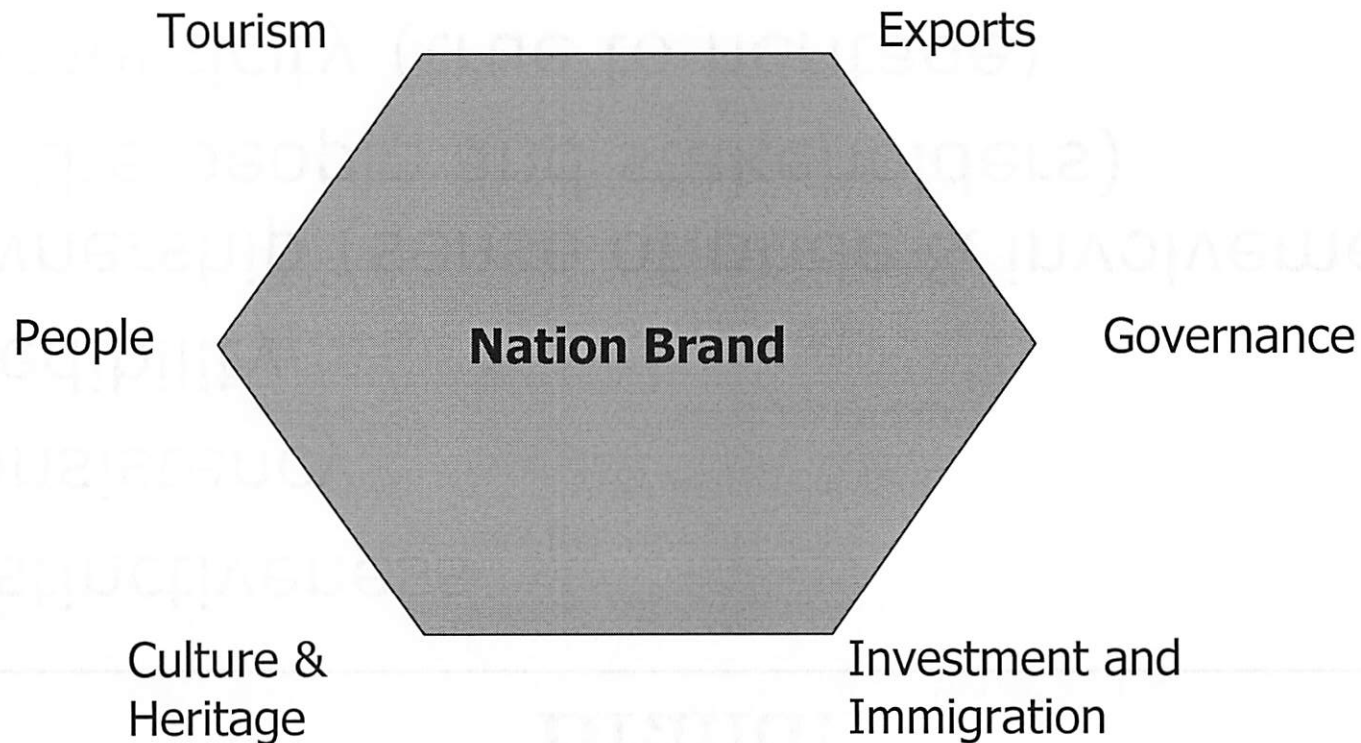
WHAT EXACTLY IS NATION BRANDING?

- ❑ The management of a country's image through a co-ordinated approach to economic social and cultural development.
- ❑ Creating new intellectual property and being innovative
- ❑ Aligning innovation to a strategy for enhancing Jamaica's image and reputation.
- ❑ Training country and people to channel behavior in a common direction that is positive and productive for the country's reputation
 - Building the right teams for implementation of the brand,
 - Being creative in all that you do in the country and how you project it to the outside world
 - Leveraging IP to support the branding strategy & enhance the Brand

Building Jamaica's Competitive Identity

- ❑ Changing attitudes and creating opportunities
- ❑ Aligning Innovation to Intellectual Property creation
- ❑ Distilling and broadcasting the essence of Jamaica in a way that is relevant to the commercial concerns of Jamaica's target groups.

Nation Branding - Theory



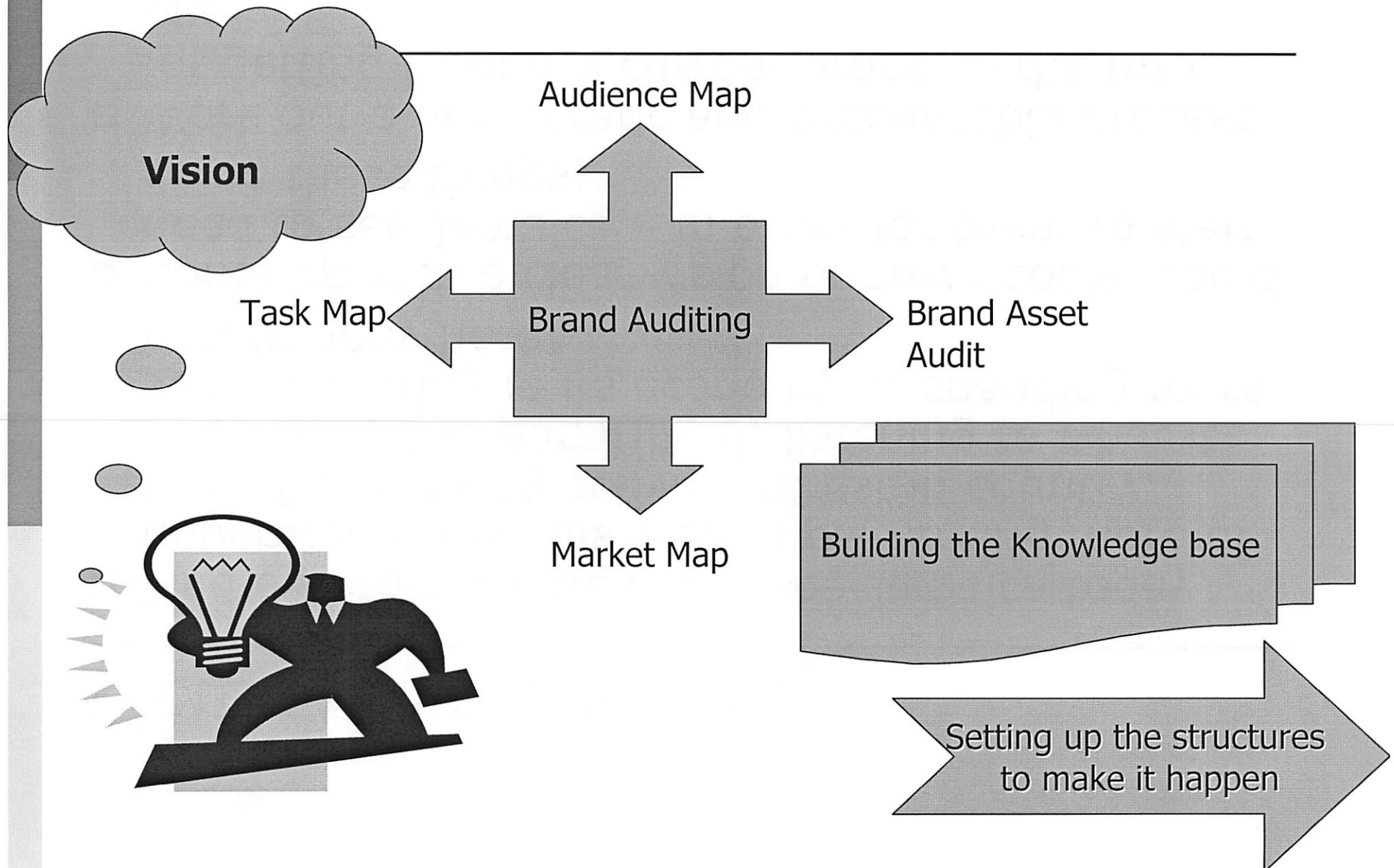
Cornerstones of a strong successful Brand!

- ❑ Distinctiveness
- ❑ Consistency
- ❑ Credibility
- ❑ Ownership (sense of pride & involvement by the people and stakeholders)
- ❑ Authenticity (true to heritage)
- ❑ Ability to underpin & facilitate the nation's ambitions

Getting to the Strategy

- ❑ Find out how people really see Jamaica today, understand why this view is preventing more of them from taking active interest in country, respecting and admiring it, listening to what it says, investing in its economy or spending more time/money here;
- ❑ Come up with a clear vision of how people would need to see Jamaica – in order for them to start doing these things;
- ❑ Work out a democratic and accountable process for getting from the current brand to the future one

Steps to define a Nation Brand



Implementing the Strategy

- Decide on strategy and get all stakeholders behind it
- Help create a new climate of innovation among stakeholders
- Implement appropriate IP policies to protect and leverage their innovations
- Demonstrate how those innovations can really benefit their business and be aligned with the brand strategy at the same time
- Encourage them to reflect and reinforce the brand in everything they do and say.

2007 - WIPO Follow up Report on Nation Branding Workshops

- Discussions centered on what could be next steps for Jamaica with respect to developing national branding strategy

- Main Features of Workshop:
 - Impetus to overarching strategy -culture to be the ethos
 - Intellectual Property Holding/Trust
 - Buy -in and Public Private partnership to co-ordinate cultural values between the various sectors of the economy

Culture as the front runner

- ❑ The Nation Branding Feasibility Study put culture as one of the frontrunners of Jamaica's strengths for implementing the nation brand.
 - ❑ WHY?
- ❑ Jamaican culture has formed a positive image of the nation throughout the world.
- ❑ Exemplifies the co-ordination of cultural values between the various sectors of the economy, the people and the State for the economic, social and cultural development of Jamaica.
- ❑ Aim: to show how Jamaica's culture and music could be used as a step/landing to brand or create the competitive identity of the nation – harnessing the talents of Jamaicans for economic growth.

THE WAY FORWARD

- Immediate:
 - Cabinet Submission from WIPO Report (TGCC)->
 - Endorsement by highest level of Government (OPM, MoD, MITEC, MOF&P) [Soft mgmt.] ->
 - Support partnership efforts being led by JTI, JIPO & JEA ->
 - Enlist technical support from WIPO ->
 - Support National Council/Executive Team to lead the nation brand development – Resourced by Technical Secretariat and local, international expertise