

opportunities in the EU for Cultural Services Providers



EU MARKET ACCESS DOCUMENTARIES

opportunities



Use this booklet as your guide and begin today putting the measures in place for export **success**.

Introduction

On the supply side, there is a wealth of creative talent in Trinidad and Tobago and the wider CARIFORUM. On the demand side, there is strong interest and admiration of the Caribbean culture. One component in tying the demand and supply together is the CARIFORUM-EC Economic Partnership Agreement (commonly referred to as the EPA). The EPA is a trade agreement between the members of CARIFORUM and the EU.

Cultural service providers, like musicians, for example, often perform in foreign markets, including the EU. One might ask, “How, therefore, is the EPA relevant to cultural service providers?” The value of the EPA, and accordingly the market access commitments made for entertainment services, is that CARIFORUM cultural service providers now have more legal certainty with respect to entering the EU market. The conditions and requirements have been made transparent and entry is no longer simply at the discretion of immigration authorities, once certain pre-conditions are met.

The purpose of this booklet is to assist cultural services providers in CARIFORUM to take advantage of export opportunities in the EU. It has been developed through a combination of desk research investigating and simplifying the legal, regulatory and administrative frameworks for exporting to the EU and based on

the results of a practical trade mission of entertainers to Europe specifically: Malta, Germany, France, UK and the Netherlands, where business opportunities and strategic alliances were explored.

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The TTCSI recognizes that exporting, especially to the distant and mostly unfamiliar markets of the EU, can seem daunting – but it is not necessarily difficult. Use this booklet as your guide and begin today putting the measures in place for export success.

We wish you luck in your export ventures and remain at your disposal for any additional support.

Best Regards,

Angela Lee Loy
President

Trinidad and Tobago Coalition of Services Industries



The CARIFORUM-EC Economic Partnership Agreement

In 2008, CARIFORUM and EU countries signed an Economic Partnership Agreement (EPA) – a trade agreement that covers not only goods, but services as well. The EU has liberalized 94% of its services subsectors in this agreement, allowing cultural services providers, amongst others, special access to the EU market. The EPA is the first trade agreement to which the EU is a signatory where specific provisions have been made for the cultural sector, including a “Protocol on Cultural Cooperation” (see page 16).

It is expected that the EPA will not only stimulate trade, but will support economic growth in the Caribbean by promoting the development of more value-added economic activities and enhancing competitiveness.

As it relates to this booklet, market access opportunities have been granted under the heading ‘Entertainment Services’.

Entertainment Services consist of the following sub-categories:

- theatrical producer, singer group, band and orchestra entertainment services;
- services provided by authors, composers, sculptors, entertainers and other individual artists;
- ancillary theatrical services;
- circus, amusement park and other similar attraction services;
- ballroom, discotheque and dance instructor services;
- other entertainment services (other than audio visual).

The European Union

(EU) is an economic and political union of 28 member states. The EU has 24 official languages.

The combined population of the EU is over 500 million inhabitants. That accounts for 7.3% of the world population. In comparison, the combined population of CARICOM is 16.8 million.

In 2012, the EU generated a nominal gross domestic product of 16.584 trillion US dollars, which is the largest economy by nominal GDP in the world.

With just 7% of the world's population, the EU's trade with the rest of the world accounts for around 20% of global exports and imports. The EU is the world's largest importer. It accounted for 16.4% of global imports in 2011.

These stats alone, make the EU a market worth exploring.

The Modes of Supplying Services

Unlike goods, services can be supplied and traded in different ways. In trade agreements, such as the EPA, market access is negotiated and granted through four different 'modes of supply'. The mode depends on the 'origin' of the service supplier and service consumer. It is important to understand these modes of supplying services as well as the commitments and restrictions made in each mode for the various services categories, in this case by the individual European countries. This is important in order to determine how best to take advantage of the opportunities that exist. The market access commitments, in tandem with how you choose to supply your service will shape your export strategy.

Mode 1: Cross Border Supply

Cross Border Supply is when a service is provided from a supplier in one country, to a consumer in another and only the service crosses the border. This is most often done using electronic delivery, namely the internet.

Eg. A musician sells a song on iTunes.

Mode 2: Consumption Abroad

Consumption Abroad is when a service is supplied in the country of the supplier, but to a consumer from another country (i.e. the consumer goes abroad).

Eg. Visitors travel from France to Trinidad to participate in Carnival activities.

Mode 3: Commercial Presence

Commercial Presence is when the supplier of a service establishes a presence in another country by setting up a subsidiary or branch, for example. The consumer then purchases the service from the subsidiary in their own country.

Eg. A Carnival band opens an office in London and provides Carnival entertainment services throughout the year.

Mode 4: Movement of Natural Persons

Movement of Natural Persons is when a supplier of a service temporarily visits the country of a consumer to offer a service (i.e. the service provider goes abroad).

Eg. A Caribbean band performs at a popular music festival in the EU.

The Economic Partnership Agreement (**EPA**) is the first one in which the EU has granted legally binding market access for the supply of Entertainment Services through temporary entry of Caribbean persons (**Mode 4**). The EPA provides opportunities for CARIFORUM entertainers to provide live entertainment services in the EU as ‘Contractual Service Suppliers’ (**CSS**).

Business Facilitation Mechanisms

Often, Caribbean service providers are particularly interested in exporting services via Mode 4 – where they provide a service, on a short term basis, in another country. In the Caribbean, entertainers have traditionally been predisposed to exploring opportunities in other markets and exporting services. This has resulted in the development of a supportive environment which includes promoters for music, concerts and events.

The market access commitments in the EPA related to Mode 4 are complemented with mechanisms that will make trade easier, in particular, travel related to doing business. One such mechanism and perhaps the option of most relevance to cultural service providers is that of ‘Contractual Service Suppliers’.

Contractual Service Suppliers

A CARIFORUM company that does not have an office or permanent presence in the EU but has a contract to supply services in an EU member state may send an employee to provide the services necessary. This employee is referred to as a ‘Contractual Service Supplier’.

They are permitted to provide services in the EU under the following conditions:

- The Contractual Service Supplier must have been employed at the contracted firm for at least a year prior to the contract date;
- They also must have been employed for at least one year preceding the date of submission of applications for visas and temporary work permits;
- They must have at least three years experience in the relevant field;
- They must be paid by their CARIFORUM employer during their stay;
- They may not stay for a cumulative period exceeding six months in any twelve month period and
- They may only provide the specific contracted services while in the country.

Do not let the use of the word 'company' discourage you. Organized, self-employed persons, who work together to provide a service (even if self-established / employee owned / comprising of only one performer) are considered a 'company' as long as they have registered their business. A reggae band, for example is considered a company and can therefore benefit from the Contractual Service Suppliers mechanisms.

It should be noted that the provisions in the EPA do not add any new or additional requirements. Discretionary access to the market may still be granted, as was the case prior to the EPA. However, should you wish to benefit from legally guaranteed market access, it is necessary to meet the requirements above.

Commercial Presence

16 EU member states have granted access to investors and CARIFORUM entertainment companies wishing to establish an entertainment services company in the EU. CARIFORUM cultural services providers can set up, for example, a Caribbean art gallery, a Carnival service company, or a cricket promotion company in the UK and will be treated the same as a UK firm.

The EPA also allows managers, key personnel and graduate trainees from CARIFORUM to work in this company for a period of up to three years.

Other business facilitation mechanisms include:

- short term visitors for business purposes;
- business services sellers.

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business travel



Schengen Visa

A Schengen visa facilitates travel between twenty two EU member states (and three non-EU members) by enabling the traveler to move between countries on one single visa. While this simplifies travel across the EU, the process has been made even easier for several countries that have secured a visa waiver, including Barbados, St. Kitts and Nevis, and Antigua and Barbuda. The citizens of these countries do not require a Schengen visa, but rather, they can travel with ease across the EU on an ordinary passport. Trinidad and Tobago has applied for a Schengen visa waiver. The waiver process is ongoing but is expected to be completed in 2014. In the interim, the EPA guaranteed market access is one basis for obtaining a visa.

If you believe that you have been unfairly denied a visa, it is very important that you notify the TTCSI or your national CSI. By reporting any challenges, the TTCSI can assist you and others like you in resolving them.

Protocol on Cultural Cooperation

The objective of the Protocol on Cultural Cooperation is to increase cultural exchanges between the EU and CARIFORUM. Unlike the market access provisions noted above, which were put in place to stimulate business between the two regions, the Protocol only addresses 'non-commercial' activities, such as collaborations and training.

Two important elements of the Protocol include:

- **Market Entry** – CARIFORUM cultural service providers are permitted to enter the EU market for a period of up to 90 days in any 12 month period to participate in non-commercial activities, for example joint collaborations with EU counterparts or learning new techniques.
- **Co-Produced Works** – CARIFORUM-EU co-produced audiovisual works can enter the European market as domestic work and benefit from broadcasting quotas in the EU country once co-production agreements are signed between CARIFORUM and European countries.

Opportunities

Business opportunities for CARIFORUM cultural services providers in the EU market include:

- Participation in European music festivals. Europeans are familiar with and interested in several Caribbean musical genres, although reggae maintains the widest appeal;
- Participation in Caribbean carnival-styled events, including events in Leeds, Leicester, Notting Hill, Preston, Bristol (UK), Berlin (Germany), Rotterdam (the Netherlands) and Paris (France);
- Participation in club performances;
- Benefiting from the provisions on collaboration in the Protocol on Cultural Cooperation which allow for Caribbean artistes to interact with European artistes and participate in cultural exchanges, etc. which could eventually lead to commercial contracts;
- The establishment of joint ventures with companies in selected EU countries;
- The establishment of cultural and creative websites to sell cultural services online;
- The development of cultural/creative packages for the Caribbean diaspora in the EU;
- The development of cultural and heritage tourism;
- Co-production of films and TV programs - once co-production treaties are negotiated and signed between European and CARIFORUM states.



CARIFORUM cultural services providers should be aware of the regulations as it relates to work permits, withholding taxes and visa requirements, where relevant. They should also be aware of the requirements and responsibilities of any promoters they might work with.

enhance

Make sure your websites and newsletters highlight international performances, news articles and any awards you might have won.



Enhancing Competitiveness

One of the most significant barriers to trade faced by CARIFORUM entertainers (and service exporters in general) is establishing credibility in new markets. Barriers exist when foreign services providers are unable to effectively demonstrate their capabilities in a market or communicate with their potential customers. These market-determined or “soft” barriers can be just as serious obstacles to cross-border trade in services as are legal barriers, however, they are often not treated seriously by exporters and trade support institutions.

By implementing the following suggestions CARIFORUM cultural service providers can enhance their competitiveness in the EU as well as on a national and regional basis:

- Develop a high quality website where you can feature your music. Some of this music should be downloadable in order to be easily accessible to potential clients;
- Make sure your websites and newsletters highlight international performances, news articles and any awards you might have won;
- Collect international referrals and testimonials from your clients and add them to your website;
- Develop a YouTube channel. Ensure that it features your latest productions;
- Refine the quality of your performances and recordings if necessary;

- Clearly outline in your promotional material (website, YouTube channel) the range of artistes, genres of music available and any area of specialty you may have;
- Identify national and regional industry related magazines and newsletters in which you can contribute or be featured. Ensure you forward any published pieces to your EU network;
- Join industry associations in target markets where possible;
- Develop a world class electronic press kit;
- Create a 30 second 'elevator pitch' that effectively describes your offerings;
- Have merchandising (items) on hand to give-away at performances;
- Send regular, but not constant, communication to your contacts updating them on your achievements.

For more advice on establishing credibility, obtain a copy of Strategies for Service Exporters Series: Establishing Credibility, published by the Caribbean Network of Service Coalitions and available at the TTCSI or at www.ttcsi.org.

Export Readiness

The next step in penetrating the EU market is to develop an export strategy which should include export marketing plans:

- Check the going rates/fees for artistes at similar levels and for similar genres. Note that it may be necessary to provide discounted rates in order to break into a new market. Also check factors such as the cost of flights and accommodation in the EU;
- Network through friends and contacts in the different EU states. There are many Caribbean people all over the world, sometimes in the most unlikely places. Use LinkedIn to establish linkages. Most of the live music industry gigs are set up through personal contacts and recommendations;
- Familiarize yourself with EU world music festivals, carnivals and other relevant music events. Focus on the events that are most relevant to you (i.e. a soca band should not target a folk festival);
- Endeavour to set up club gigs. While securing these shows is difficult because of the expenses involved on the part of the promoter, this strategy should not be overlooked;
- Set up gigs in different countries (eg. UK, Germany, Netherlands) - a 'European tour' - over a brief period to reduce travel costs. Investigate clubs that deal in Caribbean or world/ethnic music and determine if your network has connections to this club scene;

- Write to carnival and festival promoters and express an interest in a booking for the next event. Send them samples of your music. Videos are particularly effective;
- Be prepared for the fact that many organisers and promoters may not respond;
- Be prepared to follow-up with a phone call to those festivals you think are your best bet for a booking – do not be put off by rejections. If you have faith in your own ability, then keep going;
- Identify other artists who can provide information on how to find an opening in the EU market;
- Liaise with your embassies, consulates or honorary consuls in the different EU states;
- Write to radio stations letting them know where your music can be accessed and/or send them your electronic press kit;
- Lobby your government to negotiate coproduction agreements.

For more advice on export readiness, obtain a copy of *Strategies for Service Exporters Series: Are You Export Ready?*, published by the Caribbean Network of Service Coalitions and available at the TTCSI.

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strategy



Strategic Alliances

Strategic alliances are the fastest, easiest, cheapest and most successful means of penetrating a new market. With respect to the EU market, consider both regional alliances as well as alliances with EU firms.

Regional Alliances

It may be strategic for two or more CARIFORUM entertainment management firms to work together when dealing with the EU. The benefits of this approach include:

- Reduction of average costs (i.e. some costs and responsibilities can be shared such as marketing, travelling, etc.);
- Sharing of ideas and approaches – the “two heads better than one” approach may lead to synergies as the partners can learn from each other, harness their respective strengths and cover any weaknesses.

It might be beneficial to pool artistes of different genres, for example, reggae may have greater market demand in the EU, so it may be easier to get exposure for soca artistes by pooling them with reggae artistes.

Do note that alliances require proper planning. Develop a strategy first and foremost, initiated by a clear need e.g. access to EU networks or a specific market opportunity and then select a partner based on these needs. Be sure to do your due diligence as it relates to background checks on potential partners.

For more advice on export readiness, obtain a copy of *Strategies for Service Exporters Series: Strategic Alliances* published by the Caribbean Network of Service Coalitions and available at the TTCSI.



Consider Culture

It is very important to be culturally sensitive. Lack of sensitivity can cause potential partners and clients to become uncomfortable and result in a loss of business. European countries are quite dissimilar. On choosing an export market, do some research as it relates to business etiquette and follow the advice offered.

As an example consider these five tips for business etiquette and protocol in Germany. Note that these tips serve as an example only; there are many other cultural rules to understand before engaging the German market:

1. Greetings are formal:
 - A quick, firm handshake is the traditional greeting;
 - Titles are very important and denote respect. Use a person's title and their surname until invited to use their first name;
 - In general, wait for your host or hostess to introduce you to a group;
 - When entering a room, shake hands with everyone individually, including children.
2. As a group, Germans are suspicious of hyperbole, promises that sound too good to be true, or displays of emotion.
3. Germans will be direct to the point of bluntness.

4. Expect a great deal of written communication, both to back up decisions and to maintain a record of decisions and discussions.
5. Punctuality is taken extremely seriously. If you expect to be delayed, telephone immediately and offer an explanation. It is extremely rude to cancel a meeting at the last minute and it could jeopardize your business relationship.

This said, the cultural industries is typically significantly more flexible than other industries with respect to dress and protocols.

Important Contacts

The below are some sites with information on EC support programmes for cultural activities.

- **EU-ACP Support Programme to ACP Cultural Industries:**
www.acpcultures.eu;
- **Media Mundus (programme for the audio-visual industry):**
http://ec.europa.eu/information_society/media/index_en.htm;
- **ACP Film Fund:**
www.acpfilms.eu.

The below is a listing of music festivals in Germany, the Netherlands and the UK which feature foreign artists. Note that the listing is not a comprehensive listing of music events in these countries, rather this list demonstrative of the wide range of opportunities that exist in the EU.

Germany

Masala World-Beat Festival

www.masala-festival.de

The Masala World Beat Festival has enormous musical diversity. From Jazz and tango to funk and salsa this festival offers nearly all genres of music. This multicultural music festival is bound to captivate all those who enjoy music because of its strong variety.

International Buhler Bluegrass Festival

www.bluegrass-buehl.de

Africa Festival

www.africafestival.org

The Africa Festival has been taking place since 1989 and it has become Europe's biggest festival for African music and culture. Since the very first festival, more than 1,794,000 visitors from Germany and other foreign countries have come to Wuerzburg's Mainwiesen to witness the cultural wealth of Africa and to share in Africa's zest for life.

Carnival of Cultures

www.karneval-berlin.de

Carnival of Cultures in Berlin, is a summer carnival festival that celebrates the multicultural spirit of Berlin.

TFF Rudolstadt

<https://tff-rudolstadt.de>

The TFF Rudolstadt is Germany's biggest folk, roots, and world music festival. It tends to have a country focus; in 2012 it was Colombia.

Stimmen

www.stimmen.com

Interkeltische Folkfestival

www.interkeltisches-folkfestival.de

Afrikafestival Hamburg – Alafia

www.afrikafestival-hamburg.de

Netherlands**International Folklore Festival**

www.sivo.nl

www.kadmusarts.com/festivals/1674.html

An annually organised international folklore, music and dance festival.

Take Root Festival

www.takeroot.nl

American roots music is a broad category of music. It is derived from native American music, as well as other kinds and matured from its European and African origin into American musical genres such as Appalachian folk, blues, bluegrass, Cajun, country music, gospel, jug music, ragtime, spirituals, Tejano and Zydeco. It is considered 'roots music' because it served as the basis of music later developed, including rock and roll, rhythm & blues and jazz.

Festival Sunsation

www.festivalsunsation.nl

The annual Festival Sunsation began as a poetic celebration of summer and has since developed into a multidisciplinary festival of poetry, music, theatre and art. The festival takes place on or around the longest day of the year-21st June. Sunsation is a free festival that has sought to accommodate as many visitors and participants as possible by hosting the event at the largest outdoor venue in the city.

Lowlands Festival

www.lowlands.nl

Every year, the three-day Lowlands pop festival brings around 60,000 people to the Six Flags amusement park in Biddinghuizen in the expansive lowlands of Flevopolder, within easy reach of all the major Dutch cities. As a festival of culture, the event centres around music, featuring seven performance stages in all and boasting a full programme of movies, performances from several theatre groups, spoken word, stand-up comedy, video art and street performances. All in all, there are about 350 different acts and performances.

Internationaal Folkloristisch Dansefestival Bolsward

www.skotsploech.nl

The International Folklore Dance Festival Bolsward brings together a variety of cultures from around the world through dance and music.

European World of Bluegrass Festival

www.ewob.eu

The European World of Bluegrass Festival is the highlight of a month long series of bluegrass music concerts and festivals all over Europe. As well as being a contact point for bluegrass musicians and fans from the different European countries,

the EWOB Festival is also a professional trade convention of musicians, luthiers, booking agents, event promoters, and bluegrass-related businesses.

Op Roakeldais International Folklore Festival

www.oproakeldais.nl

The international folkloric dance festival, Op Roakeldais, takes place each year in the town of Warffum, attracting dance groups from all over the world and an audience of around 25,000. Approximately 20 groups take part each year, bringing with them the dance, music, costumes and culture of their countries. Recent years have seen representation from China, Korea, Madera, Vanuatu, South Africa, Chile, Mexico, Slovakia and Bulgaria.

Jazz Festival Breda

www.bredajazzfestival.nl

The Breda Festival presents a mixture of classic jazz, ragtime, blues and early American folk from local and international acts and soloists. The festival features around 150 performances on 12 outdoor and six indoor stages. Performing musicians and bands visit from countries including Japan, Canada, the USA and all over Europe. Although the event has its roots in traditional jazz, other styles are also in evidence – from Twenties and Thirties music to the more recent styles originating from the swing and big band era, blues, zydeco, jump and jive.

Festival Mundial

<http://mundialproductions.nl>

Festival Mundial in Tilburg is a two-day world music and cultural event involving both national and international artists. New cross-over between world music and world pop will surprise the festival goers. Within the framework of Mundial, the festival features artists from several developing countries. For most of these groups, their participation at Festival Mundial is their first at a European event.

Amsterdam Roots Festival

www.amsterdamroots.nl

The Amsterdam Roots Festival brings top international acts to the city's key cultural venues and open spaces, including Oosterpark and the Concertgebouw.

Keti Koti Festival

www.ketikotiamsterdam.nl/festival.html

Third World, the world famous reggae band, headlined the Keti Koti Festival in 2011 in the City of Amsterdam. Keti Koti, the celebration of the abolition of slavery in 1863 for both Surinamese and Antillean Dutch is an important day in the history of slavery. The festival attracts more than 35,000 visitors.

United Kingdom

Afrika Oyé

www.africaoye.com

Afrika Oyé is the largest free live African music festival in the UK and is held in June annually in Liverpool, England. It is held in Sefton Park and showcases up-and-coming African and Caribbean artists, as well as presenting already famous artists.

Bath International Music Festival

www.bathmusicfest.org.uk

Inaugurated in 1948, Bath International Music Festival has an illustrious artistic history and has long been a well-established event of international reputation. It takes place annually over twelve days in late May/early June, presenting a range of high quality events including orchestral, chamber and contemporary classical music, contemporary jazz, world and folk music. The programme takes place mainly in city venues and also includes free-to-the-public outdoor events.

Brecon Jazz Festival

www.breconjazz.org

The Brecon Jazz Festival is a world famous jazz festival that takes place in a small town in the Welsh countryside and is held annually on a three-day weekend in early August. The festival draws crowds from all over the globe to see and hear world class jazz and world music artists perform against the backdrop of the Brecon Beacons mountain range.

Glastonbury Festival of Contemporary Performing Arts

www.glastonburyfestivals.co.uk

This is a globally known annual event which attracts very famous artists as well as newer ones.

Green Man Festival

www.greenman.net

Winner of 'the best medium sized festival award' in 2010, the Green Man Festival is an independent music festival held annually in the Brecon Beacons, Wales. It has evolved from a one-day, 300 capacity event in 2003, to a three-day festival with live music including psych, folk, indie, dance and Americana across five stages, as well as DJs playing everything from dub-reggae to electro and stoner rock, throughout the night.

Llangollen Eisteddfod

www.international-eisteddfod.co.uk

Six days of the best music and folk dance and all the world in one place! Every summer since 1947 Llangollen has staged one of the world's most inspirational cultural festivals. Each year around 4,000 performers converge on this beautiful small Welsh town to sing and dance in a unique combination of competition, performance and international peace and friendship. The competitions climax with the prestigious 'Choir of the World', which determines the best overall choir of the event.

Nottinghill Carnival

www.thenottinghillcarnival.com

Taking place every August Bank Holiday weekend in the streets of London, the Notting Hill Carnival is an amazing array of sounds, colourful sights and social solidarity among Caribbean people in the UK.

Rhythms of the World

www.rotw.org.uk

Rhythms of The World is a concert which celebrates world culture and art. In the ROTW programme, it notes, " ROTW provides

an opportunity for people to engage in community activity, to provide a bridge of common interest across ages, race, ability and economic groups, to provide an outlet for the energies of young people, to stimulate the arts, and to promote North Hertfordshire”.

Sunrise Celebration

www.sunrisecelebration.com

Sunrise Celebration is an ethical living and music festival that takes place in Bruton Somerset, England on an organic farm. It first started in 2006 over the summer solstice as an alternative celebration to the Glastonbury Festival. The festival includes a mix of alternative culture, is committed to sustainability with an eclectic blend of dub, world, ska, electronica, dub-step, psy trance, breaks, reggae, folk and Balkan beats.

WOMAD

www.womad.org/festivals/charlton-park/

The UK's annual WOMAD festival is the central link in this highly-reputed worldwide series, bringing together music and people from all cultures in a glorious, forward-looking celebration.

Wychwood Music Festival

www.wychwoodfestival.com

This is a 3-day festival, held on Cheltenham Racecourse, in Gloucestershire for a capacity crowd of 10,000. The festival was launched in 2005 by a group of enthusiasts wanting to create an intimate and thrilling weekend experience, delivering not only the best acts of the day, but up and coming music, mixed with a few out of the ordinary acts. The music programme offers a blend of world, roots, contemporary music and new collaborations.



Trinidad and Tobago Coalition of Service Industries

In October 2006, the Trinidad & Tobago Coalition of Services Industries (TTCSI) was launched to function as the national umbrella body that brings together all services sector organizations and associations in Trinidad & Tobago. In addition to representing the local services' sector interests towards decision makers as well as international, regional and local stakeholders, the TTCSI serves to assist in trade negotiations and to strengthen the local private sector to face the challenges and opportunities arising from decisions taken at the WTO, the CSME and other trading arrangements.

Included in its objectives are the following:

- To provide national service providers with knowledge of export opportunities;
- To identify and exploit market opportunities;
- To encourage national service providers to engage in developing export programmes and promotional activities through collaboration locally, regionally and internationally;
- To promote the further development and competitiveness of the national services sector;
- To support and facilitate the development of industry standards;
- To educate the national service providers on relevant aspects

- of trade agreements that affect trade in services;
- To represent the interests of the national services sector, including lobbying Government and promoting fair multilateral rules for trade in services.

In order to achieve the above objective, the TTCSI has adopted a services sector strategy, which can be described as a four-step mechanism: “Education – Business Development – Export Promotion – Lobbying”.

With a growing membership (currently at 51 members), the TTCSI is represented in several government ministerial and advisory bodies, and has gained a reputation in the region as the leading voice of the Private Sector. TTCSI is Trinidad & Tobago’s “voice of services” and has been instrumental in the launching of several associations including:

- Private Hospitals Association of T&T (PHAT);
- The Printing and Packaging Association of Trinidad & Tobago (PATT);
- The Caribbean Institute of Management Consultants Trinidad & Tobago Chapter, and
- The Trinidad & Tobago Green Building Council.

To date, the TTCSI continues to make way for the development of the country's services sector through the hosting of workshops, meetings, educational conferences and engaging in proactive lobbying in an effort to achieve its mission outlined below:

“... monitor and assess the global business environment, facilitate and assist the local services sector to become increasingly competitive international and to support the development and growth of the country's economy.”

The current project is another example of the TTCSI pursuing its mission.

Antigua and Barbuda Coalition of Service Industries (ABCSI)

www.abcsi.org

info@abcsi.org

Barbados Coalition of Service Industries (BCSI)

www.bcsi.org.bb

info@bcsi.org.bb

Belize Coalition of Service Providers (BCSP)

www.bcsp.info

info@bcsp.info

Dominica Coalition of Service Industries

www.dominicacoalition.org

info@dominicacoalition.org

Coalición de Servicios de la Republica Dominicana (CSIRD)

info@csird.org

Grenada Coalition of Service Industries

gcsi@spiceisle.com

Jamaica Coalition of Service Industries

www.jamaicacsi.org

info@jamaicacsi.org

Saint Lucia Coalition of Services Industries

www.slcsi.org.lc

slcsi@candw.lc

St. Vincent and the Grenadines Coalition of Service Industries

www.svgcsi.org

info@svgcsi.org

Trinidad and Tobago Coalition of Services Industries

www.ttcsi.org

info@ttcsi.org

Caribbean Export Development Agency

www.carib-export.com

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