



**JAMPRO**  
TRADE & INVESTMENT JAMAICA

# Invest in Jamaica Kingston Forum

Investment Opportunities in Jamaica  
Sancia Bennett-Templer  
June 2, 2011



# JAMPRO's Role as Facilitator

- **Investment Enquiry & Facilitation**
  - Provision of investment opportunities/profiles
  - Provision of macro-economic data
  - Market intelligence/information
  - Identification of land and factory space
  - Introduction to providers of goods and services
  - International business networking services
- **Investment Progression & Implementation**
  - Assistance with investment procedures, incentives and approvals
  - Assistance with specialized permits
  - Project management support



# Renewed Interest in Investment

- Poised to recover from the effects of the global recession and its impact on FDI flows
- Several inward missions facilitated in recent months, inc. a number of Chinese Firms
- Heightened awareness of Jamaica as an investment destination arising from international promotional events
- Dormant leads are now coming back to us indicating interest
- New expressions of interest



# Enhanced Investment Strategy

- Focus on impactful sectors that will create jobs
- Firm-centric approach to investor identification (spear-fishing)
- In-market presentations (signature forums) to targeted companies
  - Toronto Investment Forum (June 2011)
  - New York Investment Forum (September 2011)
  - Prime Minister's Investment Forum (October 2011)
- Increased overseas representation in traditional and emerging markets
- Partnership with key investment-related agencies (DBJ, UDC, MoAF, etc.)



# We've helped others . . .

- Over the past seven years JAMPRO has facilitated several of the key investment and expansion projects in Jamaica





# Information & Communications Technology (ICT)

## A Premiere Investment Opportunity

### Why ICT?

- Offshore BPO industry expected to be over 55% from just over \$80 bn in 2010 to almost \$140 in 2012
- Currently 28 players with the local call centre sub-sector growing at 18% per year
- Jamaica's unique advantages:
  - Near shore
  - Neutral English accent
  - Highly trainable workforce with strong customer service orientation
  - Dedicated zones

### Your Opportunity –

- Jamaica is in demand by international companies moving 'closer to home'
- Two modalities:
  - Operator
  - Space providers
- Provision of space
  - Line of credit by DBJ
  - Partnering with JAMPRO to promote the space
  - Others have responded to the call (public and private)

**Featured ICT Opportunity: Barnett Tech Park**



# Manufacturing & Logistics

## Creating a Distinctive Investment Niche

### Why Manufacturing & Logistics?

- Strong brand linked to quality and authenticity
- Central to western hemispheric shipping routes
- State-of-the-art port facilities that can facilitate mega shipping vessels

### Your Opportunity –

- Focus on agro-processing – adding to the local value chain and building Brand Jamaica
- JAMPRO is currently seeking to identify imports, which can be locally produced in large volumes
- Sector diagnostics to be done to identify Jamaica's value proposition for development and promotion (light manufacturing already identified)

**Featured Manufacturing & Logistics Opportunity: Caymanas Economic Zone**



# Tourism

## Investing in Jamaica's Global Brand

### Why Tourism?

- Established tourism product with a number of globally recognised brands (accommodation and cruises)
- Trained and experienced workforce
- Increased airlifts into Jamaica – new access to South American tourists
- Several beachfront properties available for development

### Your Opportunity –

- Health and Wellness Tourism creates a myriad of opportunities (hospital hotels, lifestyle/retirement villages, boutique wellness spas)
  - RoadMap expected July 2011
- Several international brands interested in management options – partnership opportunity
- New opportunities in attractions surrounding mega-tourism projects (Falmouth Pier, Harmony Cove, etc.)

**Featured Tourism Opportunity: Barrett Hall Lifestyle Retirement Village**



# Creating Linkages

- Programme to match local and overseas investors
  - In 2010, JAMPRO facilitated 89 contracts valued at JMD\$506m
- JAMPRO identifies the linkages leads during the investment process
- Buyer recruitment is a strong component of the Export Promotion mandate
  - Expo Jamaica 2010 – over 250 buyers (92 international)



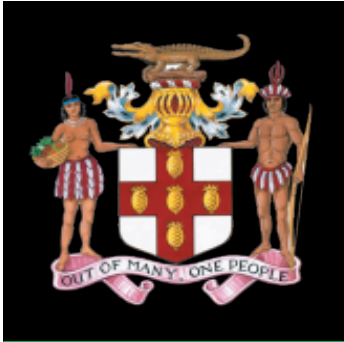
# JAMPRO . . . Your Facilitator

- Several partnership opportunities exist
  - Joint venturing
  - Public-private partnerships
- JAMPRO will connect you with opportunities in your target sector
- JAMPRO will facilitate your projects from decision-making to implementation

**JAMPRO**  
TRADE & INVESTMENT JAMAICA

We are Your  
**Facilitators**

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**Thank you!**