

# Call for Images

## Brand Jamaica Booth at Expo Shanghai 2010

# PHOTOGRAPHERS



### Introduction

Jamaica Trade and Invest (JTI/JAMPRO) will be spearheading Jamaica's participation in World Expo Shanghai 2010, which will take place in China from May 1 to October 31. This event is expected to attract 70 million visitors from this affluent Chinese host city as well as visitors and participants from 190 countries.

The intention is to create a truly authentic Jamaican experience in the Brand Jamaica Booth that will compel visitors to stop, browse and take away a piece of Jamaica with them by purchasing products. To this end, we invite Jamaican photographers to collaborate with us to achieve this captivating aesthetic appeal and ambience for the booth, while capitalising on the attendant global exposure and business opportunities.

Photographers are being urged to submit unique, bold and intriguing images of Jamaican people, lifestyle and natural beauty in JPEG format by email to [mwalker@jti.org.jm](mailto:mwalker@jti.org.jm). These images will be used to create a cultural wall mosaic in the Brand Jamaica Booth. Photographers are advised to use the attached outline to guide their selection of images, which will be reviewed by a panel consisting of representatives from the Jamaica Tourist Board (JTB), JTI/JAMPRO and the Ministry of Culture, Youth and Sports.

The Jamaica Intellectual Property Organisation (JIPO) is working closely with JTI/JAMPRO to ensure the protection of intellectual property and will be assisting photographers with the registration of their trademarks in China.

Interested photographers should contact JTI/JAMPRO via the aforementioned email by January 26-29, 2010. The deadline for submission of images is February 5, 2010.

### Commercial Benefits

Photographers whose works have been selected by the panel will be asked to make prints for sale in the Brand Jamaica Booth gift shop. Candidates who have published books can also submit them, and all photographers are encouraged to take advantage of the Jamaica Business Opportunities Service (JBOS) business match-making facility by signing up at [www.jamaicabos.com](http://www.jamaicabos.com).

All products sold in the gift shop, which will be open on all 186 days of the expo from 10 a.m. to 10 p.m., will incur a fee that is required by the Chinese Government and JTI/JAMPRO. The latter requires the fee to offset expenses associated with managing the Brand Jamaica Booth.

### Image Selection Guide

We require unique, bold and intriguing Jamaican images to help create a cultural wall mosaic. These images should include:

- Flora and fauna unique to Jamaica
- Location name signage that is unique (non English/Spanish with a story), e.g. Me-no-send-you-no-come in the Cockpit Country.
- Diversity:
- Of People (Out of Many One), e.g. age, gender, socio-economic difference, cultural heritage: African, Chinese, Syrian, Indian, European and etc.; National Heroes (Marcus Garvey, Manley, Bustamante), Entertainers: Sportsmen & Women
- Of Place, e.g. residence, hills/beach/city/rural and etc.; religion (churches/symbols); Heritage Sites
- Of Events, e.g. Jamaica Carnival, Jonkonoo, Fashion Block & Caribbean Fashion Week, Jamaica Jazz & Blues; Schools' Challenge, Jamaican Pantomime, Festival, Independence, Cricket, Boys & Girls Champs and etc.
- How We Live:
- Dominos, Pan Chicken, Passa Passa; Hellshire on a Sat/Sunday Morning; Coconut Man; fisherman on water; Persons celebrating, at christening, graduations, wedding and church, etc.

For further information on this initiative:  
Contact  
Margaret Walker  
978-7755 ext. 2269