

Trade and Investment Convention 2013

Final Report

Monday, July 1, 2013



EXECUTIVE SUMMARY

The 14th annual Trade & Investment Convention (TIC 2013) took place from June 12-15, 2013 at the Hyatt Regency in Port of Spain, hosting international buyers and exhibitors from around the world. The event was sponsored by the Ministry of Trade, Industry and Investment, First Citizens and TSTT (Blink BMobile).

TIC was a fully international business forum with attendance by businesses from 35 countries and international pavilions from Argentina, Brazil and the French Caribbean Territories. TIC brought together exhibitors and local and international business buyers to facilitate immediate business transactions on the tradeshow floor.

Exhibitors at TIC 2013 were given the opportunity to promote their products and services directly to qualified buyers with genuine purchasing power. On display was the best of Trinidad and Tobago, alongside exhibitors from the UK, Argentina, Martinique, Brazil, the Dominican Republic, and many other international exhibits.

TIC's multi-sectoral tradeshow hosted 128 booths; 43% were occupied by first-time participants, while international participation increased with 21% of exhibitors coming from overseas.

605 international Buyers and Distributors attended the show from a record-breaking 50. More than 4,600 persons attended, all of whom were qualified members of the business community.

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1. INTRODUCTION

The fourteenth annual Trade and Investment Convention (TIC) was held from June 12-15, 2013 at the Hyatt Regency Hotel, POS, Trinidad. The event was hosted by the Trinidad and Tobago Manufacturers' Association and sponsored by the Ministry of Trade, Industry and Investment, First Citizens and TSTT Blink-Bmobile.

TIC 2013 saw the introduction of a new pavilion hosted by Argentina, while Brazil maintained its strong presence with a six-booth pavilion. This proved extremely attractive to local and international buyers and further cemented the Convention's reputation as a nexus for Caribbean-LatAm trade generation.

This year TIC introduced an exciting new element into the convention: Fashion at TIC. This included the House of Jaipur Pavilion, a special display in the MTII Investment Boulevard and three impressive fashion shows – hosted by House of Jaipur, MTII and TSTT respectively showcasing more than 20 designers. House of Jaipur funded an inward bound mission of regional hoteliers and boutique buyers whose presence was much appreciated by other exhibitors on the tradeshow floor.

TIC 2013 was extremely successful for all participants. International buyer participation was strong with 605 overseas attendees from a record-breaking 50 countries represented. Approximately 4,600 business representatives attended the event, encouraged by a strong marketing, public relations and advertising campaign, and by the 39 seminars that comprised this year's TIC Business Education Programme.

2. SPONSORS

TIC 2013 was hosted by the Trinidad and Tobago Manufacturers' Association (TTMA) and sponsored by the Ministry of Trade, Industry and Investment, First Citizens and Blink-Bmobile.

This year marked new and exciting developments for sponsor presentations on the show floor. Blink BMobile moved its pavilion to the entrance to the POS Ballroom and created a high tech display which proved to be a magnet for buyers entering the Port of Spain Ballroom. The Ministry of Trade, Industry and Investment, meanwhile, created an entirely new "Investment Boulevard" which included displays and activities by key stakeholders under a unified and branded design umbrella. First Citizens maintained a highly sophisticated and extensive pavilion anchoring the Regency Ballroom.

As always, sponsor presence was fully integrated into all TIC advertising and promotions. Sponsor logos and links are featured on TIC's website: www.tic-tt.com, and on all TIC advertising, support materials and signage (sponsors in turn feature a TIC link on their home pages).

The formal Opening Ceremony and Tour of the TIC Tradeshow, which was attended by approximately 200 national and regional decision-makers and opinion leaders, gave sponsors the opportunity to speak at the event, attend the ribbon-cutting, and tour the floor with the Honourable Minister of Trade, Industry and Investment, the diplomatic corps, dignitaries and the news media.

3. MARKETING COMMUNICATIONS

TIC's 2013 marketing campaign made use of a variety of targeted communications channels. The full-colour brochure was distributed to key targets via the Internet in PDF format and was disseminated in hard copy through stakeholder bodies such as diplomatic offices, Chambers and Associations. The TIC Secretariat issued a regular schedule of e-bulletins to Exhibitors, Buyers and Opinion Leaders advising of new developments, special promotions and upcoming events.

PRESS

TIC's Press Campaign took the form of a series of full page advertisements which:

[1] Encouraged Exhibitor Participation

[2] Encouraged Buyer Participation

[3] Profiled Exhibitors

[4] Highlighted Special Events on the tradeshow floor

[5] Advertised Seminars

The campaign proved successful not only in raising awareness and stimulating participation, but in pre-qualifying attendees.

PRESS FLYERS

52,000 copies of TIC's glossy four-page flyers (2 issues) were circulated in the Business Guardian, focused on generating booth sales and attracting participation, respectively.

RADIO

Advertising was executed on four stations identified as having the highest listenership amongst TIC's target business community. The campaign ran in two phases [1] Exhibitor Sales and [2] Buyer Awareness.

MEDIA RELATIONS

Media Launch: Media-related initiatives for 2013 included the formal launch of TIC 2013 at the Hyatt Regency to the news media on November 28, 2013. This was attended by all print media, television stations, and several radio stations. The launch featured speeches and presentations by TIC and sponsor representatives, including the Minister of Trade, Industry and Investment who delivered the feature address. Following the formal proceedings, journalists held one-on-one interviews with sponsors. The launch resulted in TIC news features on all media on the evening of and the day following the event.

Interviews: In the lead up to TIC was featured in interviews on CNC3, CNMG and 91.1 FM. These features generated an immediate response in the form of heightened awareness of TIC.

Opening Ceremony and Tour of TIC: The Formal Opening and Tour of the Convention was attended by every major press, radio and television organization in Trinidad and Tobago and generated television news features on all leading stations that evening as well as news features in The Guardian, Express and Newsday newspapers and online the following day.

Live Broadcast: TIC partnered with CNMG for a special Breakfast Programme from 6:00a.m.-8:30 a.m. which was dedicated to TIC and featured interviews with sponsor representatives, exhibitors, and TTMA representatives. This was followed by the live broadcast of the Formal Opening Ceremony of TIC in its entirety on CNMG. This broadcast was repeated a second time during the course of the day and was also aired on 91.1 FM radio.

4. EXHIBITORS

TIC Booth Sales

The TIC trade show this year was comprised of 128 booths and six Pavilions. Booth structures included: **Standard** (3m x 3m) structures and **Small A** (3m x 1.8m). TIC booths were occupied as follows: 120 booths and six (5) Pavilions by paid exhibitors, and 8 booths by the Trinidad & Tobago Manufacturers' Association, and TIC 2013 sponsors: the Ministry of Trade, Industry and Investment, First Citizens Limited, and the Telecommunication Services of Trinidad & Tobago.

Table 1: TIC Booth Sales by Category (excluding Sponsor booths)

Booth Type	Total Per Category	% of Total Sold
Medium	99	100%
Small A	21	100%
Pavilion Rooms	5	100%

Exhibitor Analysis

The 128 Exhibitor booths and six Pavilion areas were shared among an exhibitor population of 99 businesses, and the remaining 8 booths allotted to Sponsors and TIC's Host, the Trinidad and Tobago Manufacturers' Association. From the Exhibitor population, 80 companies were local, while 19 companies were foreign. Of the 80 Local exhibitors, 38% had previously participated at TIC while the remaining 62% were first time exhibitors. As with the Foreign Exhibitors, 70% were repeat participants and 30% were new.

Local Exhibitors

Trinidad & Tobago had a significant presence at TIC, with 80 local exhibitors in 92 booths and 4 Pavilion Rooms representing 89% of the exhibiting companies.

New Local Exhibitors: There were a number of local companies exhibiting for the first time this year. Many indicated they exhibited at TIC to foster awareness of their products and their companies as well as for corporate positioning purposes. These new companies include:

- *Abel Building Solutions*
- *Across the Border Limited*
- *Aeromarine Trinidad Limited*
- *Ali's Hardware & Metal Fabricators Limited*
- *Ansa Automotive Limited*
- *ASA Enterprises Ltd*
- *Automotive Components Limited*
- *Badello's Enterprises*
- *CARIRI Food Technology Unit*
- *Chem Clean*
- *Davyn*
- *Export Centers Company Limited*
- *Fantastic Finishes*
- *GreenDuct Limited*
- *House of Jaipur Ltd*
- *Industrial Training and Consultancy Ltd*
- *Laser Magic Designs*
- *Mark Lee Lum and Associates*
- *Marketing Logistics Company Limited*
- *MSM Art Studio Limited*
- *National Shoe and Occupational Solutions Limited*
- *RW Outfitters*
- *Sacha Cosmstics*
- *Trans Continental Distribution Ltd.*
- *Unique Woodworking*
- *US Contractors Ltd*

Table 2: Returning vs. New Local Exhibitors at TIC 2012

Local Past & New Exhibitors	# of booths booked	% of booths booked	# of exhibitors booked	% of exhibitors booked
Past Exhibitors	63	49%	38	38%
New Exhibitors	26	20%	29	29%
TOTAL	89		67	

TTMA Membership: TIC 2013 saw continued participation by a number of membership companies of the Trinidad and Tobago Manufacturers' Association (TTMA). The majority of Membership Companies were past exhibitors and an exceptional number of them have exhibited at TIC over the last five years.

- Blue Waters Products Limited
- Export Import Bank of T&T Limited
- Graphic Impact Ltd
- Langston Roach Industries Ltd
- Laparkan Shipping Ltd
- Thermoplas Ltd
- Caribbean Safety Products
- Unique Scale Service Ltd
- John Dickinson & Company Limited
- DHL Express
- Employers' Consultative Association of Trinidad and Tobago
- Trinidad Cement
- Dockside Seafoods Trinidad Limited
- Caribbean Industrial Research Institute
- Caribbean Print Technologies
- National flour Mills
- Angostura Limited
- Trinidad and Tobago Bureau of Standards
- Ven Caribbean Paper Products Ltd
- Advanced Foam
- Company Ltd
- RHS Marketing Limited

Foreign Exhibitors

TIC 2013 welcomed participants from 15 countries with 19 foreign participants exhibiting in 27 booths and 1 Pavilion Rooms. (See table 3).

Table 3: Longstanding and Returning participants at TIC 2013

Longstanding Participants	New Participants
Barbados	Argentina
Brazil	Belize
Canada	Curacao
Dominican Republic	Martinique
Grenada	Guadeloupe
St. Maarten	French Guiana
United Kingdom	Poland
USA	

Table 4: Return vs. New Foreign Exhibitors at TIC 2013

Foreign Past & New Exhibitors	# of booths booked	% of booths booked	# of exhibitors booked	% of exhibitors booked
Past Foreign Exhibitors	19	15%	19	19%
New Foreign Exhibitors	8	6%	14	14%
Total	27		33	

The table below gives a clear breakdown of the countries that participated, the number of booths they occupied and the number of companies from each country.

Table 5: Foreign Registered Exhibitors by Country

COUNTRY BREAKDOWN	No. of Companies	% of Companies	No. Booths	% of Booths
Argentine	7	7	Pavilion	
Barbados	4	4	4	3
Brazil	6	6	6	5
Belize	1	1	1	1
Canada	1	1	1	1
Curacao	1	1	1	1
Dominican Republic	2	2	2	2
French Guiana	1	1	1	1
Grenada	1	1	1	1
Guadeloupe	1	1	1	1
Martinique	1	1	1	1
Poland	1	1	1	1
St. Maarten	1	1	1	1
United Kingdom	1	1	1	1
United States	3	3	3	3
Total	32 Companies		25 booths, 1 Pavilion Areas	

Sector Breakdown

Over the past four years, TIC has standardised the Business Activities and Business Sectors represented by exhibitors in order to effectively categorise and measure the types of companies showcased at TIC. Tables 7 and 8 present 11 standard activities and 37 sectors.

Table 7: Exhibitor Breakdown by Activity

	BUSINESS ACTIVITY		
4	Buyer / Purchaser	39	Manufacturer
3	Consultant	21	Wholesaler/Retailer
8	Distributor	30	Service Provider
21	Exporter	9	Trade Organization / Association
15	Government		
11	Importer		
1	Investment / Joint Venture		

Table 8: Exhibitor Breakdown by Sector

BUSINESS SECTOR			
6	Agriculture	6	Information Technology
1	Audio Visual Equipment & Supplies	3	Interior Decoration / Design
2	Automotive	8	Machinery & Equipment
6	Chemical & Chemical Products	4	Marine / Yachting
6	Computer / Electronic	1	Music, Film & Entertainment
15	Construction & Accessory Products	3	Electrical Products
8	Consumer Products	7	Energy & Energy Related Products
2	Craft & Accessories	3	Engineering Services
3	Diplomatic Mission/ Country Promotion		
3	Financial & Insurance Services	3	Telecommunication
22	Food & Beverage	3	Textile & Apparel
2	Furniture & Appliances	11	Transportation (sea, land, air, courier)
1	Occupational Health & Safety	11	Other
5	Packaging & Labeling		
7	Paper & Printing		
2	Plastic & Rubber Products		

5. BEST OF TIC 2013 BOOTH AWARDS

TIC 2013 saw the judging of the fifth annual Best of TIC Booth Awards. Judging criteria included: Appearance & Attractiveness, Originality & Creativity, Effective Layout, and Product & Innovation Presentation. The judging panel consisted of three senior representatives from the local Business media. This year saw fierce competition amongst exhibitors, who went beyond their traditional displays in an effort to outdo and distinguish themselves from the others and to draw the attention of TIC buyers and other attendees. This made it challenging for the judges to select the overall winners, reflected in the final scores with a few points separating the first and second place winners. For the fifth year successively, booths vied for the coveted People's Choice Award, with the door prize provided by Caribbean Airlines Limited of two return tickets to a Caribbean destination.

Best of TIC 2013 Booth Award Winners

Category: Best Pavilion (Over 4 Booth Spaces)

Winner: Ministry of Trade, Industry & Investment (Trade & Investment Boulevard)

Second Place: TTMA's Value Chain Development Project (Member companies involved in the Value Chain Project)

Category: Best Large Booth (2-3 Standard Sized Booths)

Winner: Lifetime Solutions

Second Place: Angostura Limited

Category: Best Standard Booth

Winner: Tobago House of Assembly- Division of Tourism and Transportation

Second Place: Sacha Cosmetics

Category: Best Small Booth

Winner: Caribbean Power Solutions

Second Place: Customs and Excise Division

People's Choice TIC 2013 Award Winner

House of Jaipur

6. BUYERS & DISTRIBUTORS

Over the four days of the show 4,600 businesspeople attended TIC 2013, including 605 international buyers from 50 countries.

The annual Caribbean Investment Week in Trinidad and Tobago was held for the third time this year; this encompassed the Caribbean Investment Forum, hosted by the Trinidad and Tobago Government, followed by the Trade & Investment Convention. These events are strongly co-marketed as a week of high-level business-to-business events in Trinidad. CIW contributed significantly to strong international participation in TIC.

The CIF took place on June 10th and 11th at the Trinidad Hilton Hotel and Conference Centre, while TIC was hosted from June 12th – 15th 2013 at the Hyatt Regency Hotel, Port of Spain, Trinidad.

Table 9: Buyer Breakdown

Participants	Number
Foreign Buyers	605
Local Buyers	2856
Service Providers staff	200
Exhibitor Staff	938
TOTAL	4599

Table 10: Foreign Buyers by Country

Country		Country	
Albania	1	Italy	1
Antigua and Barbuda	6	Israel	1
Argentina	15	Jamaica	19
Austria	1	Japan	2
Bahamas	6	Korea	7
Bangladesh	2	Martinique	7
Barbados	16	Mexico	1
Brussels	1	Netherland Antilles	1
Canada	130	Nigeria	2
Chile	1	Pakistan	1
China	122	Panama	2
Columbia	3	Peru	1
Costa Rica	2	Spain	4
Cuba	2	St. Lucia	12
Dominica	5	St. Maarten	1
Dominican Republic	12	St. Vincent and the Grenadines	11
Egypt	1	South Africa	2
France	1	Suriname	16
Germany	2	Sweden	2
Ghana	5	Uganda	2
Grenada	13	United Arab Emirates	2
Guadeloupe	12	United Kingdom	11
Guyana	23	United States of America	98
Haiti	2	US Virgin Islands	3
India	9	Venezuela	3

Exhibitor Survey Feedback

Immediately following TIC 2013, the Secretariat conducted an “Exhibitor Evaluation”. Of 99 registered exhibitors, 57 participated in the survey, thus, our analysis is based on a 56% sample size of registered exhibitors. It should be noted that not all questions were answered by respondents, affecting sub totals for respective questions.

Category Ratings: Ratings were on a scale from 1-5 (1=highest; 5=lowest).

CONVENTION:	Excellent	Very Good	Good	Satisfactory	Poor	No Answer
Floor Traffic	21%	25%	30%	15%	9%	0%
Quality of Attendees	10%	33%	37%	19%	1%	0%
TIC Management	30%	47%	21%	2%	0%	0%
TIC Staff	39%	40%	18%	3%	0%	0%

Intention to Return

- 84% of Survey respondents indicated that they will exhibit in 2014.
- 5% do not intend to return
- 11% are unsure

Matchmaking

Throughout the course of TIC, and since the launch of the website, registered companies were able to utilize the matchmaking (B2B) system set in place for the event.

Business to Business Meetings were arranged using three (3) methods:

1. The primary matchmaking method is using an automated B2B matchmaking system facilitated through the TIC website www.tic-tt.com
2. A direct Exhibitor to Buyer matchmaking method executed with the assistance of TIC Secretariat
3. Using special Buyer invitations via e-mail and in hard copy to Buyers from Exhibitors on request. These invitations were also used in the co-marketing efforts of the Caribbean Investment Week to encourage CIF participants to attend both events.

On-Line: TIC's On-line Business to Business Meeting Service allowed participants to pre-arrange meetings with Exhibitors, Buyers, Wholesalers, Distributors, and other potential business partners. Companies were asked to complete on-line forms and the automated service then matched those companies with the appropriate interested parties at the Convention. The on-line service allowed all users of the TIC website to view participating companies' trade offers and/or demands. Advanced search tools on the website allowed site users to look for companies within specific business sectors. Access to the service and appointment schedules was available to registered and confirmed exhibitors and buyers only. Management and scheduling of meetings was automated and handled online, and meetings were scheduled and facilitated on the four B2B days of the Convention, at 30 minute intervals, in the Toco Room located on the ground floor of the Convention Centre at the Hyatt Regency Trinidad.

Off-Line: Exhibitors who did not use the on-line service were also facilitated. Every exhibitor was asked to complete a questionnaire indicating the types of Buyers they wished to have invited to TIC 2013 and to provide the names of existing clients or prospects they wished to have invited to TIC. The TIC Buyers team then carried out targeted research and made direct contact with appropriate Buyers, informing them of relevant companies exhibiting from their sectors. In a major way this year, the reverse of this exercise was also carried out, where the TIC Buyer team searched the registered Buyer databases and directly contacted Exhibitors with Buyer matches. This was very well received by both the Exhibitors and Buyers who were able to interact and meet with many more participants than in previous years.

7. TIC 2013 BUSINESS EDUCATION PROGRAMME

The TIC 2013 Business Education Programme featured a number of seminars, workshops, panel discussions and presentations, which took place over the first three days of TIC, and amounted to 39 in total and were attended by more than 500 people.

SEMINAR HOST	SEMINAR TOPIC
First Citizens Retail Banking Unit	First Citizens Commercial Lending Options
First Citizens Electronic Banking Unit	The Relevance of Electronic Banking
First Citizens Retail Banking Unit	Personal Banking Options from First Citizens
Trinidad & Tobago Manufacturers' Association	Access to Grant Funding – The Mechanics of Proposal Writing
Trinidad & Tobago Manufacturers Association	Trade Facilitation in the 21 st Century – The Importance of Standards
Trinidad & Tobago Manufacturers' Association Printing & Packaging Industry Council	Graphic/Prepress Skills Workshop
Trinidad & Tobago Manufacturers Association	The Importance of Employment to Trade: Skills for a Changing World of Work
Telecommunications Services of Trinidad & Tobago	Blackberry 10 for Enterprise
Telecommunications Services of Trinidad & Tobago	Samsung S4
Telecommunications Services of Trinidad & Tobago	Data Roaming
Telecommunications Services of Trinidad & Tobago	E-Tender

Telecommunications Services of Trinidad & Tobago	Blink Services
Telecommunications Services of Trinidad & Tobago	B-Rewards Introduction
Telecommunications Services of Trinidad & Tobago	Bulk SMS
Maritime Industry Development Committee Ministry of Trade, Industry & Investment	Hurricanes and their Impact on the Maritime Industry
InvesTT Ministry of Trade, Industry & Investment	“Investment Made Easy” – The New Concept
Trinidad & Tobago Entertainment Company	The Business of Entertainment: from Local to International
Food & Beverage Industry Development Committee & The Printing & Packaging Industry Council	Innovative Packaging for the Food and Beverage Industry
Tourism Development Company	Trinidad & Tobago Convention Bureau
The Trinidad & Tobago Coalition of Services and The French Caribbean Outermost Region Delegation	Doing Business with the French Caribbean Outermost Regions – Martinique, Guadeloupe and French Guiana
Trinidad Cement Ltd	Soil Cement Stabilization, Types of Concrete and Pervious Concrete
Abel Building Solutions	Introduction to Big Ass Fans
Classic Motors	An Accord Winning Experience
Global Trade & Insurance	Pre or post export, factoring, forfeiting, securitization, syndication, structure trade, guarantee, project, leasing, supply chain, mezzanine, inventory, bridge, commercial, business, working capital, LC discount/confirmation, etc

Caribbean Industrial Research Institute (CARIRI)	Focus on Food Safety
Embassy of the Argentine Republic in Port of Spain	Argentine Turn-Key Plants Cluster of Exporters
Embassy of the Argentine Republic in Port of Spain	The Food & Beverage Industry, its potential , added value and Technological Excellence in the World Argentine Experience in PLG / Technology for the World
Embassy of the Argentine Republic in Port of Spain	The Anglophone Caribbean and the Shipbuilding. Argentine: A Win Win Relationship Learning from the Argentine NGV Technology - Worldwide Known Expertise on Vehicle Conversion Programme