



TRINIDAD AND TOBAGO MANUFACTURERS' ASSOCIATION

MEDIA RELEASE

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NEW WAVE MARKETING MAKING WAVES IN EXPORT

Port of Spain - February 05, 2020 The President of the Trinidad and Tobago Manufacturers' Association (TTMA), Ms. Franka Costelloe and the Minister of Trade and Industry, the Honourable Paula Gopee-Scoon visited TTMA member company, New Wave Marketing, yesterday February 4th, in recognition of the company's contribution to the economy and the local export potential.

New Wave Marketing has been a manufacturer of PVC pipes for almost two years and is the winner of TTMA's Manufacturer of the Year Medium category for 2018. Although the company commenced manufacturing operations just two years ago, it is already an exporter and earner of foreign exchange for Trinidad and Tobago.

Speaking to members of the media who also toured the facility on Tuesday, Ms. Costelloe congratulated New Wave Marketing. "TTMA is proud to represent New Wave Marketing", she said. "It is an exemplary Small and Medium Enterprise company that began as a small, family Distribution Company and has grown – morphing and adapting to the different changes in the local and international business environment - to become a manufacturer and exporter." According to Ms. Costelloe, the company success is due to a high up-time, running at 80% capacity which is well beyond industry average.

Minister Gopee-Scoon also commended the company on their rapid growth and transition to exporter status. "We at the Ministry are very pleased with the progress of New Wave Marketing and look forward to your continued expansion", said Minister Gopee-Scoon.

Ms. Costelloe also recognised the company's contribution to its fence line community of Mc Bean, Couva. "SMEs significantly contribute to their surrounding communities through development of infrastructure and by providing employment – and New Wave Marketing is no exception."

New Wave Marketing exports to the Dominican Republic, St. Kitts and more recently to Guyana as a direct result of the TTMA's recent Trade Mission to Guyana in November 2019. The company has already captured eighty-five percent (85%) of the local market and is poised to expand its physical operations as its export portfolio continues to grow.

Ms. Costelloe ended by thanking the Ministry of Trade for its support of the TTMA's initiatives to double local exports and to recognise and encourage SME's who are contributing the country's economic development and export capacity.

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