



# **Trade and Investment Convention 2011**

## **Final Report**



**Hosted by the Trinidad and Tobago Manufacturers' Association**

## **EXECUTIVE SUMMARY**

The twelfth annual Trade & Investment Convention (TIC 2011) took place from June 15-18<sup>th</sup>, 2011 at the Hyatt Regency in Port of Spain. TIC 2011 was a tremendous success, hosting international buyers and exhibitors from around the world and generating an estimated US\$50 million in trade — including deals facilitated on the tradeshow floor and post-convention business expected as a result of sales leads and business-to-business networking.

A key development this year was the inclusion of TIC as part of Caribbean Investment Week, incorporating the Caribbean Investment Forum on the two days prior to TIC. In addition, and for the first time in its history, TIC was directly endorsed by the Honourable Prime Minister both locally and internationally on her overseas trips. Indeed, TIC received significant support from all levels of Government, including the Office of The Prime Minister, The Ministry of Foreign Affairs, the Ministry of Energy and Energy Affairs, and the Ministry of Trade and Industry, a lead sponsor.

TIC 2011 was a fully international business forum with attendance by businesses from 36 countries and more than eight international pavilions. TIC brings together exhibitors and local and international business buyers to facilitate immediate business transactions on the tradeshow floor. Exhibitors at TIC 2011 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 pavilions from the European Union, China, Jamaica, Brazil, the Dominican Republic, and more, and exhibits from more than 20 other countries.

TIC's multi-sectoral tradeshow hosted 175 booths; 23% were occupied by first-time participants, while international participation increased with 44% of exhibitors hailing from overseas. Exhibitors surveyed report a very positive experience, so much so that more than 80% intend to return for next year's Convention, TIC 2012. Buyers and Distributors who attended the show found a wide range of high quality, competitively priced goods and services, from all sectors. More than 8,000 persons attended, all of whom were qualified members of the business community (this year's TIC did not feature a B2C day). including a record-breaking 520 international buyers from 38 countries.

Developments on and off the tradeshow floor bode well for the future of TIC as we approach our thirteenth anniversary in 2012.

# TRADE & INVESTMENT CONVENTION 2011

## *Final Report*

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## **1. INTRODUCTION**

The twelfth annual Trade and Investment Convention (TIC) was held from June 15-18, 2011 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 and Industry, First Citizens and blink-bmobile.

Of particular note on the Exhibitor front this year was the early sell-out date for all booths (six weeks ahead of schedule), and the extensive waiting list for booths. Also notable was the high number of country pavilions at this year's TIC Tradeshow and the introduction of the Energy Pavilion, mounted by the Ministry of Energy and Energy Affairs — which created a new nexus between the manufacturing and energy sectors.

TIC 2011 was extremely successful for all participants. An extremely high level of international buyer participation, and an unprecedented showing from Latin America resulted in new and qualified market representation. This, channeled through the Tradeshow, numerous Structured Networking events, and pre-arranged B2B meetings, resulted in an estimated US\$50 million in trade. A single exhibitor valued the business he had done at TIC as worth Sterling 1 million.

Approximately 8,400 qualified buyers attended the event, encouraged by a strong marketing, public relations and advertising campaign, as well as the 42 seminars that comprised this year's TIC Business Education Programme. TIC 2011 generated excellent feedback from attendees and extremely high levels of reporting from the news media. On Wednesday 15th June, for the first time, CNC3's Early Morning Programme was dedicated to TIC, following which the station carried the Formal Opening Ceremony of TIC 2011 live, with rebroadcasts during the day.

A key development this year was the inclusion of TIC as part of Caribbean Investment Week, incorporating the Caribbean Investment Forum on the two days prior to TIC. For the first time in its history, TIC was directly endorsed by the Honourable Prime Minister, locally and internationally on her overseas trips. TIC also received significant support from all levels of Government, including the Office of The Prime Minister, The Ministry of Foreign Affairs, the Ministry of Energy and Energy Affairs, and the Ministry of Trade and Industry, a lead sponsor.

## **2. SPONSORS**

TIC 2011 was hosted by the Trinidad and Tobago Manufacturers' Association, the TTMA, and sponsored by the Ministry of Trade and Industry (MTI), First Citizens and blink-bmobile.

Sponsor presence is fully integrated into all TIC advertising and promotions. Sponsor logos and links are featured on TIC's website: [www.tic-tt.com](http://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 is attended by 300 national and regional decision-makers and opinion leaders, offers sponsors a powerful forum: they speak at the event, attend the ribbon-cutting, and tour the floor with the Prime Minister, the diplomatic corps, dignitaries and the news media.

All lead sponsors sit on the TIC Organising Committee, participate fully in regular meetings that determine the course of the event, and are active participants in making TIC a success. In addition to their financial support, the presence of MTI, TSTT and First Citizens creates significant synergies at the Convention. Their respective business offerings came together at the TIC nexus in a unique manner that facilitated the strengthening of participants' business activities.

**TIC wishes to acknowledge the significant contributions of the Ministry of Foreign Affairs, Ministry of National Security, the Diplomatic Corps and the Customs and Excise Division in facilitating international participants to the Trade and Investment Convention.**

### **3. MARKETING COMMUNICATIONS**

TIC's 2011 marketing campaign made use of a variety of targeted communications channels. Our full-colour brochure was distributed to key targets via the Internet in PDF format. The TIC Secretariat issued a weekly schedule of e-bulletins to exhibitors, buyers and opinion leaders advising of new developments, special promotions and upcoming events.

TIC's advertising campaign was executed in two phases. Phase 1 focused on Booth Sales, while Phase 2 was geared towards ensuring Buyer Participation. An additional objective of this year's campaign was to raise awareness of TIC's positioning as an integral part of the new annual Caribbean Investment Week.

#### **PRESS**

TIC's Press Campaign took the form of a series of full page advertisements in the Business Press, specifically the Business Guardian and the Business Express, which:

- [1] Encouraged Exhibitor Participation
- [2] Encouraged Buyer Participation
- [3] Profiled Exhibitors
- [4] Highlighted Special Events on the tradeshow floor

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

#### **PRESS FLYERS**

TIC's glossy four-page flyer is a highly effective sales tool and 2011 saw the production of two editions. Edition one focused on Exhibitor Sales, while Edition two focused on generating awareness of and participation in the show by Buyers. 52,000 copies of each Flyer were circulated as insertions in the Trinidad Guardian, during the Booth sales and buyer awareness phases of the marketing campaign.

#### **TELEVISION & IN FLIGHT PROGRAMMING**

TIC's 3-minute documentary/advertorial was aired on all local television stations in time-slots reserved for Government programming with the assistance of TIC sponsor, the Ministry of Trade

& Industry.

A 30 second television advertisement aired on TV6, and CNC3 during morning programming. This proved particularly effective in both phases of the campaign – attracting both exhibitors and buyers.

Our 30 second Spanish-language DVD aired on Copa Airlines inflight programming during the April-May cycle of programming.

## **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. Each phase was executed in a month-long cycle, via 5 different 60-second advertisements, one for each day of the week.

## **MEDIA RELATIONS**

TIC has an excellent relationship with the local business press, and received unprecedented support in 2011.

**Media Launch:** Media-related initiatives for 2011 included the formal launch of TIC 2011 at the Hyatt Regency to business leaders, members of Government and the Diplomatic Corps. This was attended by all press and television stations, as well as several radio stations. The launch featured speeches and presentations by TIC and sponsor representatives, including the Minister of Trade and Industry, 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.

**Press Releases:** TIC initiated a regular schedule of Press Releases, ranging from articles on special international missions attending the Convention, to pavilions on display, to the anticipated opening of the show by the Prime Minister. Press releases enjoyed a 95% publication rate across the three major Business Papers.

**Guardian Partnership:** TIC's on-going partnership with Trinidad and Tobago's leading business paper, the Business Guardian, paid significant dividends in the form of:

- 100% publication of all press releases
- A special feature on TIC following the Launch of the event
- A 4-page spread in the Business Guardian discussing all aspects of the Convention.
- A curtain-raiser feature on TIC published on the Thursday before the Opening of TIC 2011.
- Publication of a Sunday supplement on May 17, 2011, immediately before the opening of TIC 2011.
- Publication of The Guardian's "TIC 2011 Newspaper". This mini-supplement included interviews with exhibitors and buyers, as well as news from the tradeshow floor, including the results of the Best of TIC Booth Awards. Four-page supplements were published in the Guardian from Wednesday 15<sup>th</sup> June to Friday 17<sup>th</sup> June.
- Eight pages of TIC coverage in the Business Guardian in the week following TIC.

**TV Interviews:** TIC conducted breakfast television interviews with the following stations: TV6, CNC3 and CNMG. These included appearances by representatives from all major sponsor organisations, including the Minister of Trade and Industry, together with Mr. Anthony Aboud of TIC. These features generated an immediate response in the form of heightened awareness of TIC and calls for Booth bookings.

**Opening Ceremony and Tour of TIC:** Our Formal Opening and Tour of the Convention was attended by every major press, radio and television institution 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 the following day.

**Live Broadcast:** For the first time in TIC's history, we partnered with CNC3 for a special Breakfast Programme (6-9 am) which was dedicated to TIC and featured interviews with sponsor representatives, exhibitors, the Minister of Trade, and TTMA and TIC representatives. This was followed by the live broadcast of the Formal Opening Ceremony of TIC in its entirety on CNC3. This broadcast was repeated a second time during the course of the day.



**Guided tours:** The TIC team provided visiting reporters with guided tours of the Convention, and rendered assistance as required to the journalists on the floor of the event. Visiting and on-site media generated scores of features, both on the Convention and on specific exhibitors, which featured in the press, and on television and radio throughout the week of, and the week following the Convention.

#### 4. EXHIBITORS

The Trade and Investment Convention 2011 marks the twelfth year of development and expansion, the result of which is the largest and most reputable Business to Business trade show in the region.

##### TIC Booth Sales

TIC 2011 saw an incredible demand for booth spaces and was not only sold out long before the event began, but also had an extensive waiting list of companies wishing to join as exhibitors. Despite this high demand for booth spaces however, new OSHA compliance rules enforced in January 2011 coupled with space constraints at the Hyatt venue led to a slight drop in the number of booth spaces available for sale as compared to 2010. Nevertheless, as seen in Table 1 below, TIC 2011 experienced 100% participation, with a notably high quality of company displays.

*Table 1: TIC Booth Sales 2006-2011 (Including Sponsors)*

<b>Year</b>	<b>Number of Exhibitors</b>	<b>Booths Sold</b>	<b>Pavilion Rooms Sold</b>
2006	247	205	N/A
2007	215	237	N/A
2008	159	260	N/A
2009	140	218	N/A
2010	132	177	N/A
2011	121	175	5

The trade show this year was comprised of 175 booths and 5 Pavilion Rooms with traditional booth structures: **Standard** (3m x 3m) structure, **Small A** (3m x 1.8m) and **Small B** (2.4m x 1.8m). The majority of TIC booths were occupied as follows: 163 booths and 5 Rooms by paid exhibitors, and 12 booths by TIC 2011's sponsors: the Trinidad & Tobago Manufacturers' Association, Ministry of Trade and Industry, First Citizens Bank Limited, and Telecommunication Services of Trinidad & Tobago.

Table 2: TIC Booth Sales by Category (excluding Sponsors)

Structure Type	Total Per Category	% of Total Sold
Medium	122	100%
Small A	34	100%
Small B	7	100%
Pavilion Rooms	5	100%

### **Exhibitor Analysis**

The 163 Exhibitor booths and 5 Pavilion Rooms were shared among an exhibitor population comprised of 117 businesses, and the remaining 12 booths allotted to Sponsors and the TIC Host, the Trinidad and Tobago Manufacturers' Association. From the Exhibitor population, 73 companies (representing 62% of the total no. of Exhibitors) were local while 44 companies (38%) were foreign. Of the 73 Local participants, 75% had previously participated at TIC while the remaining 25% were first time exhibitors. As with the Foreign Exhibitors, 55% were repeat participants and 45% were new.

### **Local Exhibitors**

Trinidad & Tobago had a significant presence at TIC once again, with 73 local exhibitors in 101 booths and 1 Pavilion Room representing 62% of the exhibiting companies.

**New Local Exhibitors:** 18 Local Companies exhibited for the first time this year and many indicated that they exhibited at TIC to foster awareness of their products and their companies and for corporate positioning purposes. New Companies included:

- Arthur Lok Jack Graduate School of Business
- Asa Wright Nature Centre
- Caribbean Power Solutions Limited
- Columbus Communications Trinidad Limited
- Dawzah Security Limited
- GHG Global Powerhouse
- Innovation Euro Concept Co. Ltd
- International Interiors Limited
- Ministry of Energy and Energy Affairs
- Neville C. Pouchet Limited
- Port-A-Cool/ D.A.Y. Agencies Limited

- PRW Enterprise/ Pro Visual
- Ramps Logistics Limited
- Secure Recycling Limited/ Wescan  
Trinidad Agency
- Shipbuilding & Repair Development  
Company of Trinidad & Tobago Ltd
- Top Imports Limited
- Trincargo International Services Co.  
Ltd
- Winfosoft Inc

*Table 3: Return vs. New Local Exhibitors at TIC 2011*

<b>Local Past &amp; New Exhibitors</b>	<b># of booths booked</b>	<b>% of booths booked</b>	<b># of exhibitors booked</b>	<b>% of exhibitors booked</b>
Past Exhibitors	75	74%	55	75%
New Exhibitors	26	26%	18	25%
<b>TOTAL</b>	<b>101</b>		<b>73</b>	

**TTMA Membership:** TIC 2011 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 for no less than five years.

- Albrosco Ltd/ Santa Rosa Foods
- Amerijet Caribbean Express Ltd
- Blue Waters Products Limited
- Business Development Company  
Limited
- Business Supply Group- Scrip- J &  
Boss
- Cargo Consolidators Agency Ltd
- Chief Brand Products
- Export Import Bank of T&T Limited
- Genethics Pharmaceuticals Limited
- GGI Limited
- Graphic Impact Ltd
- Harricrete Limited
- John Dickinson & Co. (WI) Ltd
- Langston Roach Industries Ltd
- Laparkan Shipping Ltd
- MDCUM
- National Flour Mills Limited
- Neville C. Pouchet Limited
- The Award Centre
- The House of Paper Products Limited

- The Office Authority Group Limited
- Thermoplas Ltd
- Trinidad and Tobago Bureau of Standards
- Trinidad Import & Export Co. Ltd
- Trinidad Tissues Limited
- Tropical Shipping
- Venn Caribbean Paper Products Ltd
- Winfosoft Inc
- Oasis One Brands Limited
- PRW Enterprise/ Pro Visual
- Rotoplastics Trinidad Limited
- SM Jaleel & Company Limited
- Sun Delight Ltd

### **Foreign Exhibitors**

TIC 2011 proved to be a truly international convention, welcoming participants from 25 countries with 44 foreign participants exhibiting in 62 booths and 4 Pavilion Rooms (see table 4).

<b>Longstanding Participants</b>	<b>Returned Participants</b>	<b>New Participants</b>
Barbados	Aruba	France
Brazil	China	Germany
Canada	Dominican Republic	Haiti
Costa Rica	Malaysia	Korea
Grenada	South Africa	Panama
Jamaica	St. Kitts & Nevis	Puerto Rico
The Netherlands	St. Lucia	Spain
United Kingdom	Suriname	
USA	St. Maarten	

*Table 4: Return vs. New Foreign Exhibitors at TIC 2011*

<b>Foreign Past &amp; New Exhibitors</b>	<b># of booths booked</b>	<b>% of booths booked</b>	<b># of exhibitors booked</b>	<b>% of exhibitors booked</b>
Past Foreign Exhibitors	37	60%	24	55%
New Foreign Exhibitors	25	40%	20	45%
<b>Total</b>	62		44	

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*

<b>COUNTRY BREAKDOWN</b>	<b>No. of Companies</b>	<b>% of Companies</b>	<b>No. Booths</b>	<b>% of Booths</b>
Aruba	1	3%	1	1%
Barbados	1	3%	4	4%
Brazil	1	3%	6	6%
Canada	3	8%	3	3%
China	1	3%	3 Pavilion Rooms	
Costa Rica	1	3%	1 Pavilion Room	
Costa Rica	1	3%	1	1%
Dominican Republic	2	5%	6	6%
France	1	3%	0.8	1%
Germany	1	3%	0.8	1%
Grenada	2	5%	4	4%
Haiti	1	3%	3	3%
Jamaica	1	3%	3	3%
Korea	1	3%	1	1%
Malaysia	1	3%	1	1%
Panama	5	13%	6	6%
Puerto Rico	1	3%	3	3%
South Africa	2	5%	2	2%
Spain	1	3%	0.8	1%
St. Kitts & Nevis	1	3%	1	1%

...Table 5: Foreign Registered Exhibitors by Country Cont'd

<b>COUNTRY BREAKDOWN</b>	<b>No. of Companies</b>	<b>% of Companies</b>	<b>No. Booths</b>	<b>% of Booths</b>
St. Lucia	1	3%	1	1%
Suriname	1	3%	1	1%
The Netherlands	1	3%	0.8	1%
United Kingdom	5	13%	4.8	5%
USA	6	14%	6	6%
<b>Total</b>	<b>44 Companies</b>		<b>62 booths, 4 Pavilion Rooms</b>	

*NB – partial figures seen are the result of shared pavilion spaces*

### **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 6 and 7 present 16 standard activities and 37 sectors.

*Table 6: Exhibitor Breakdown by Activity*

<b>BUSINESS ACTIVITY</b>			
<b>10</b>	Agent	<b>30</b>	Manufacturer
<b>3</b>	Buyer / Purchaser	<b>17</b>	Retailer
<b>8</b>	Consultant	<b>33</b>	Service Provider
<b>25</b>	Distributor	<b>2</b>	Sole Proprietor
<b>23</b>	Exporter	<b>13</b>	Trade Organization / Association
<b>19</b>	Government	<b>5</b>	Trading Company
<b>10</b>	Importer	<b>9</b>	Wholesaler
<b>5</b>	Investment / Joint Venture	<b>11</b>	Other / Unspecified

*Table 7: Exhibitor Breakdown by Sector*

<b>BUSINESS SECTOR</b>			
<b>4</b>	Agriculture	<b>2</b>	Health Care
<b>1</b>	Audio Visual Equipment & Supplies	<b>5</b>	Household
<b>1</b>	Automotive	<b>6</b>	Information Technology
<b>4</b>	Chemical & Chemical Products	<b>4</b>	Interior Decoration / Design
<b>2</b>	Computer / Electronic	<b>8</b>	Machinery & Equipment
<b>14</b>	Construction & Accessory Products	<b>2</b>	Marine / Yachting
<b>12</b>	Consumer Products	<b>4</b>	Medical / Pharmaceuticals
<b>1</b>	Cottage Industries	<b>7</b>	Multi-sectoral
<b>2</b>	Craft & Accessories	<b>1</b>	Music, Film & Entertainment



...Table 7: Exhibitor Breakdown by Sector Cont'd

<b>BUSINESS SECTOR</b>			
<b>5</b>	Diplomatic Mission / Country Promotion	<b>2</b>	Occupational Health & Safety
<b>5</b>	Distribution	<b>5</b>	Packaging & Labelling
<b>3</b>	Education	<b>9</b>	Paper & Printing
<b>3</b>	Electrical Products	<b>2</b>	Plastic & Rubber Products
<b>4</b>	Energy & Energy Related Products	<b>4</b>	Real Estate
<b>3</b>	Engineering Services	<b>2</b>	Telecommunication
<b>2</b>	Fashion	<b>2</b>	Textile & Apparel
<b>5</b>	Financial & Insurance Services	<b>13</b>	Transportation (sea, land, air, courier)
<b>1</b>	Fish & Fish Processing	<b>15</b>	Other
<b>21</b>	Food & Beverage		
<b>5</b>	Furniture & Appliances		

### **Exhibitor Survey Feedback**

Immediately following TIC 2011, the Secretariat conducted an “Exhibitor Evaluation”. Of 117 registered exhibitors, 56 participated in the survey, thus, our analysis is based on a 48% 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).

*Table 8: Survey Results: Convention Floor & Facilities*

<b><u>CONVENTION FLOOR:</u></b>	<b>Excellent</b>	<b>Very Good</b>	<b>Good</b>	<b>Satisfactory</b>	<b>Poor</b>	<b>No Answer</b>
The Floor Traffic	21%	46%	21%	7%	4%	0%
The Quality of Attendees	13%	46%	23%	11%	4%	4%
TIC Management	36%	41%	13%	5%	0%	5%
TIC Staff	45%	36%	16%	2%	0%	2%

<b><u>FACILITIES</u></b>	<b>Excellent</b>	<b>Very Good</b>	<b>Good</b>	<b>Satisfactory</b>	<b>Poor</b>	<b>No Answer</b>
Booths	13%	46%	27%	5%	2%	7%
Bathrooms	54%	38%	5%	2%	0%	2%
Parking	5%	20%	36%	21%	13%	5%
Food	5%	7%	30%	34%	18%	5%

### **[Q1] Reasons for Exhibiting**

The main reasons given for exhibiting at TIC 2011 are:

- Exposure: Increase awareness of Organization/Corporate Image
- Networking: Gain new foreign & local contacts, new members
- Brand Awareness: Promote New & Existing Products
- To strengthen/create participation in local markets.
- Opportunity to gauge market for new products/ services

- Generate new sales leads
- Align with large organizations and major manufacturers/distributors

**[Q2] Intention to Return**

- 82% of Survey respondents indicated that they will exhibit in 2011.
- 5% do not intend to return
- 13% are unsure

**[Q3] Preferred Booth Size**

58 exhibitors responded to our question as to preferred booth size

*Table 9: Preferred Booth Sizes*

<b>Booth Option</b>	<b>No. of Respondents</b>	<b>%</b>
Kiosk (8x6)	4	8%
Small (10x6)	3	6%
Standard (10x10)	31	62%
Pavilion	3	6%
Customised Size	9	18%

**[Q4] Preferred Convention Dates**

*Table 10: Preferred Convention Dates*

<b>April</b>	<b>May</b>	<b>June</b>	<b>July</b>	<b>August</b>	<b>September</b>
2%	10%	77%	4%	4%	4%

#### **[Q5] Preferred Number of Days & B2B/B2C Allocation**

TIC aimed to quantify the number of days exhibitors prefer for Business-to-business interaction (B2B) and for Business-to-consumer interaction (B2C) (see *Table 11*). The majority of respondents agreed that TIC should remain a 3-day Convention, excluding any B2C days.

*Table 11: Preferred Number of days: B2B & B2C*

	<b>0 Days</b>	<b>1 Day</b>	<b>2 Days</b>	<b>3 Days</b>	<b>4 Days</b>	<b>5 Days</b>
<b>B2B</b>		2%	10%	65%	21%	2%
<b>B2C</b>	50%	38%	8%	4%		

#### **[Q6] Preferred Time of Days**

- Most respondents (63%) preferred the current Convention day lineup of Wednesday – Saturday
- 25% of respondents advocated for a Monday–Friday format
- 20 of 56 respondents (36%) say that TIC should ideally take place between the hours of 9.00 am – 6.00 pm
- 25% responded that the Convention floor should be open from 10.00 am – 7.00 pm
- 21% preferred the times of 10.00 am – 6.00 pm

#### **[Q7] Advertising and Promotion**

- TIC’s extensive advertising and promotion campaign were considered satisfactory by the majority of exhibitors.
- Some exhibitors would like see advertising increased locally, regionally and internationally.
- Exhibitors would like to use the PA system to advertise during the convention
- Televised interviews with selected exhibitors should be aired prior to the convention and re-run during the week for viewing
- Advertising on Company profiles should also be arranged by Sector and should be allowed to be longer
- More promotion should be done using social networks

### **[Q8] Quantification of Exhibitor Success**

It should be noted that for various reasons, including security concerns and competitive confidentiality, exhibitors are generally reluctant to disclose the value of sales stemming from TIC. Most respondents indicated that it was difficult to determine the number and value of prospective sales resulting from TIC so soon after the event.

#### *Prospective Sales:*

- 26% of the respondents said that they estimated their sales at TIC were between 75 – 100 products and services.
- 23% of the respondents said that they measured their sales between the ranges of 11 – 60 products and services.
- 34% of the respondents said that they measured their sales between the ranges of 1 – 10 products and services.
- 17% of the respondents were not able to make an estimate on products and services sold.

#### *New Prospective Sales:*

- 38% of the respondents said that 100% of the sales leads generated at TIC were new.
- 22% of the respondents said that over 51% of the sales leads generated at TIC were new.
- 41% of the respondents said that 50% or less of the sales leads generated at TIC were new.

#### *Measurement of success based on Monthly Sales:*

- 22% of the respondents rated TIC as a success based on their monthly sales.
- 17% of the respondents were satisfied with a 10% success on their monthly sales.
- 4% of the respondents rated TIC as minimal/poor based on their monthly sales.
- 57% of the respondents were not able to give an answer.

### **[Q9] Exhibitor Manual**

TIC continuously improves its Exhibitor Manual, in an effort to elaborate all rules and regulations governing the Convention.

- 25% and 69% said the manual was “very useful” and “useful”, respectively. 5% said the manual is “not useful”.

### **[Q11] Website**

TIC aims to ensure that our website and back-end user login is user-friendly and easily accessible.

- 80% of respondents said the TIC website was either “very useful” or “useful” and 57% indicated that the back-end login was also either “very useful” or “useful”.
- 14% did not find the website useful, and 20% did not find the back end of the website useful either.
- No response was received from 5% of respondents on the website and no response given by 20% of respondents on the backend of the website

### **[Q12] Promotional Tools for Exhibitors**

As part of its promotional package, TIC profiles exhibitors in its advertisements, sends e-bulletins to its database on exhibitors’ behalf (on request), features exhibitors on its website, and provides Buyer Invites (standardized and customizable) for exhibitors use.

- 61% of respondents stated that they make use of these materials
- Most use the buyer invites (35%), website (29%) and newspapers (27%) as forms of advertising.

### **[Q13] TIC Highlights for Exhibitors**

- The majority of respondents expressed a high level of satisfaction with the TIC management and floor staff, ambience of the venue and the networking opportunities.
- Participants were particularly pleased with the increased foreign participation and high volume of floor traffic.
- Respondents greatly appreciated the quality of buyers that attended the show and the wide variety of the seminars offered to them.

### **[Q14] Booth Facilities**

77% of respondents said the TIC infrastructure (furnishings, electricals and badges) were more than adequate.

20% said the facilities were “not adequate” citing specific problems; the most frequent difficulty being internet access and electrical setup during the convention, and respondents noted:

1. “Electrical/internet issues”

2. "Tablecloth and skirting should be included in the cost"
3. "Badges should have more information eg person name and company"

#### **[Q15] Booth Dismantling**

For the past five years, TIC has dedicated one day for booth dismantling. Our survey asked exhibitors whether they would prefer to completely dismantle their booths on the evening of the last day of TIC: 79% agreed that this was preferable. However, 18% disagreed and 3% did not respond.

#### **[Q16] Suggested Improvements**

Our survey respondents submitted a variety of requests for improvements, encompassing:

- Reinststate a Public Day/s (B2C)
- Improve the internet connection onsite
- Better B2B Meeting software
- Include more information on Companies participating (on website)
- Better booth quality/ construction
- Wider aisles
- Exhibits should be organized by sectors
- Food facilities: More seating and food choices should be provided. Food prices are also too high
- Website need to be more user-friendly
- Adjust PA system volume and limit promotional announcements
- Increase Parking facilities
- Larger booths with fewer restrictions
- Increase international and regional marketing of TIC
- Make booth judging criteria public
- Make trolleys readily available for exhibitors to use

**CONCLUSION:**

Exhibitor participation at TIC 2011 remained at a very high level among both local and foreign organisations. After having reviewed Booth Sales, the Exhibitor Analysis, as well as the Exhibitor Feedback, the TIC Sales Team is pleased with the outcome of TIC 2011, and looks forward to a period of extensive and innovative planning for the next show in 2012.



## **5. BEST OF TIC 2011 BOOTH AWARDS**

TIC 2011 saw the judging of the third Annual Best of TIC Booth Awards. Judging criteria included: Appearance & Attractiveness, Originality & Creativity, Effective Layout, and Product & Innovation Presentation. The judging panel consisted of representatives from the local Business media.

The introduction of the awards inspired fierce competitiveness amongst exhibitors, who went above and beyond to distinguish themselves and to outdo each other. The varying booth décor and high standard of design made judging an extremely hard task.

For the second year running, booths vied for the coveted People's Choice Award, with the door prize provided by Caribbean Airlines of two tickets to any of their worldwide destinations.

### **BEST OF TIC 2011 BOOTH AWARD WINNERS**

#### **CATEGORY: BEST PAVILION (OVER 4 BOOTH SPACES)**

*Winner:* Ministry of Energy and Energy Industries

*Second Place:* Embassy of the Federative Republic of Brazil

#### **CATEGORY: BEST LARGE BOOTH (2-3 STANDARD SIZED BOOTHS)**

*Winner:* Caribbean Airlines

*Second Place:* Blue Waters

#### **CATEGORY: BEST STANDARD BOOTH**

*Winner:* GGI Ltd.

*Second Place:* Top Imports Ltd.

#### **CATEGORY: BEST SMALL BOOTH**

*Winner:* Simply Intense Media

*Second Place:* Graphic Impact

#### **PEOPLE'S CHOICE TIC 2011 AWARD WINNER**

Telecommunications Services of Trinidad and Tobago (TSTT)

## 6. BUYERS & DISTRIBUTORS

The TIC 2011 Registration Desk recorded attendance of more than 8,000 persons, all of whom were qualified members of the business community – (this year’s TIC did not feature a B2C day) – including a record-breaking 520 international buyers from 38 countries.

The establishment of Caribbean Investment Week in Trinidad and Tobago – (a pairing of the Caribbean Investment Forum hosted by the Trinidad and Tobago Government and the Trade and Investment Convention as a co-marketed week of high level business to business events in Trinidad) – contributed significantly to this rise in participation, and correspondingly, the Caribbean Investment Forum also benefitted from the attendance of TIC participants (to the CIF).

The CIF took place on June 13<sup>th</sup> & 14<sup>th</sup> 2011 at the Trinidad Hilton Hotel and Conference Centre, while TIC was hosted from June 15<sup>th</sup> – 18<sup>th</sup> at the Hyatt Regency Hotel, Port of Spain, Trinidad.

*Table 12: TIC Attendees by Type*

<b>Participants</b>	<b>Number</b>
Foreign Buyers	520
Local Buyers	6,498
Discrepancy	18
Service Providers staff	93
Exhibitor Staff	1244
<b>TOTAL</b>	<b>8,373</b>

### **Foreign Buyer Drive**

TIC embarked on an enhanced Foreign Buyer Drive in 2011, geared towards:-

1. Increasing the number of overseas buyers and distributors attending the Convention, particularly in Latin America and Spanish speaking Caribbean countries
2. Improving the quality of Buyers attending, by ensuring that attendees were decision makers involved in relevant markets, sectors and industries

This initiative was a marked success:-

- 520 overseas buyers attended TIC 2011, an increase of 48% over last year's figure of 273 foreign attendees
- Buyers visited Trinidad and Tobago for TIC from 38 countries

*Table 13: Buyers by Country*

<b>Country</b>	<b>%</b>	<b>Country</b>	<b>%</b>
Antigua and Barbuda	2%	Jamaica	5%
Australia	1%	Japan	1%
Barbados	6%	Martinique	2%
Belgium	1%	Mexico	1%
Belize	2%	Netherlands Antilles	1%
Cameroon	1%	New Zealand	1%
Canada	5%	Nigeria	2%
Columbia	1%	Panama	2%
Commonwealth of Dominica	2%	Puerto Rico	1%
Costa Rica	1%	Spain	1%
Cuba	1%	St. Maarten	1%
Curacao	1%	Saint Kitts & Nevis	1%
Dominican Republic	5%	Saint Lucia	4%
Grenada	4%	Saint Vincent & the Grenadines	2%
Guadeloupe	3%	Suriname	3%
Guyana	6%	United Kingdom	6%
Hong Kong	1%	USA	24%
India	1%	Uruguay	2%
Ireland	1%	Venezuela	3%

## **Matchmaking**

351 companies took advantage of TIC's Business to Business Meeting Service in 2011.

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](http://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 Point Fortin and Toco Rooms 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 2011 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 2011 BUSINESS EDUCATION PROGRAMME

The TIC 2011 Business Education programme featured an unprecedented number of seminars, workshops, panel discussions and presentations, forty-six in total.

Apart from Keynote sessions hosted by the Trinidad & Tobago Manufacturers' Association, there was an impressive line-up of quality presentations hosted by Sponsors and Exhibitors alike.

### Keynote Sessions:

- ***Global Supply Chain Management Workshop***: Presenters: Dennis Lord CPM, Executive Director IMS Consulting with Offices in Toronto, Canada and Port of Spain; Sheree Baron, CPM, Principal IMS Consulting; Hosted by the Trinidad & Tobago Manufacturers' Association
- ***Labour Productivity – Your Tool to Improving Competitiveness***: Presenters: Mr. Simon Gonzalez, General Manager, Barana Seafood Processors Ltd.; Dr. Ron Sookram, Director, Centre for Corporate Responsibility, Arthur Lok Jack Graduate School of Business; Mr. Balraj Kistow, Lecturer – Finance & International Business, Arthur Lok Jack Graduate School of Business; Mr. Gabriel Yeatel, Employers' Consultative Association; Mr. Clive Pegus, Legal Consultant, Ideas to Business Ltd.; Ms. Melanie Richards, Director / Principal, CSR Solutions Ltd.; Hosted by the Trinidad & Tobago Manufacturers' Association
- ***CARIFORUM-EU Economic Partnership Agreement and the 10<sup>th</sup> Regional Private Sector Development Programme***: Presenters: Pamela Coke-Hamilton, Executive Director, Caribbean Export Development Agency; Robert Glass, Project Manager, German International Cooperation (GIZ); Hosted by the Trinidad & Tobago Manufacturers' Association, the Ministry of Trade & Industry, the Caribbean Export Development Agency and the German International Cooperation.
- ***Education, Global Funding and Consensus Building in Sustainable Manufacturing Projects for Trinidad & Tobago***: Presenters: Consultants from Trinidad & Tobago, USA, TTMA and local manufacturers; Hosted by the Trinidad & Tobago Manufacturers' Association.

## **Presentations and Seminars Hosted by TIC Sponsors**

### **Ministry of Trade & Industry:**

- *Steelpan: An Investment of Note*: Presenters: Mr. Nestor Sullivan, Manager, Pamberi Steel Band; Mr. Ray Holman, Steel Band Composer and Arranger; Mr. Johann Chuckaree, Steel Band Arranger.
- *Applying for an E-certificate of Origin using TTBizlink*: Presenter: Michelle Britto, Trade Certification Officer, Business Development Company.
- *TTBizLink: Information Session and Registration*: Presenter: Mr. Montgomery Guy, Market Specialist, Ministry of Trade & Industry.
- *Opportunities in the Cultural and Creative Industries in Trinidad & Tobago*: Presenter: Representative, Ministry of Trade & Industry.
- *Launch of the Food & Beverage Industry Development Committee Website*: Presenter: Roger Kirton, Chairman (Ag.), Food & Beverage Industry Development Committee.
- *The Printing and Packaging Association of Trinidad and Tobago "Creating Value for the Industry"*: Presenters: Dr. Clayton Najab, Director – Printing & Packaging Industry Council; Dr. Vernon Paltoo, Director – Printing & Packaging Industry Council; Mr. Victor Sooknarine, Chairman, Printing & Packaging Association of Trinidad & Tobago.

### **First Citizens Asset Management Limited:**

- *Commercial Business and Investment Opportunities in Trinidad & Tobago today*: Presenter: Nadira Seepersad, Senior Marketing Officer, First Citizens Asset Management Limited.
- *The Fundamentals of Investing*: Presenters: Leslie St Louis, Broker and Manager, First Citizens Brokerage & Advisory Services; Cindy Goolcharan, Manager – Strategic and Business Development, First Citizens Investment Services.

### **Telecommunications Services of Trinidad & Tobago:**

- *BlackBerry / Bmobile Hotspot*: Presenter: Rodrigo Gonzalez-Arriola, Enterprise Sales Manager, Research in Motion; Allison Parris, Product Manager TSTT Enterprise Services.
- *Benefits of the Bulk SMS Service*: Presenter: Chevon Wilson, Product Manager, TSTT Mobile Services.
- *Blink Vigilance Video Solutions*: Presenter: Marsha Lindsay-Scoon, Product Manager,

Telecommunications Services of Trinidad & Tobago; Adrian Greenidge, Technical Analyst, Telecommunications Services of Trinidad & Tobago.

- *Android Technology for Enterprise Solutions , Samsung Android Technology , Samsung Android Galaxy Line (new)*: Presenter: Representative, Samsung Limited.
- *BlackBerry for your Business: Blackberry Enterprise Server Express, Blackberry Applications, BlackBerry Playbook, Bmobile Hotspot*: Presenter: Representative, Telecommunications Services of Trinidad & Tobago.

**Presentations hosted by the Ministry of Energy & Energy Affairs:**

- *The Benefits of Converting to CNG geared towards Investors, Financiers and Operators*: Presenters: Raymond Franco, Manager – CNG Working Group, Ministry of Energy & Energy Affairs.
- *Business Opportunities in Renewable Energy (Solar Panel, Solar Water Heating and Energy Saving Companies)*: Presenters: Panel of Ministry of Energy & Energy Affairs representatives and entrepreneurs.
- *Opportunities in Melamine Manufacturing*: Presenter: Dr. Vernon Paltoo, Team Leader in the Office of the President, National Energy Corporation of Trinidad & Tobago Limited.
- *Developing Energy Based Manufacturing Industries in Trinidad and Tobago*: Presenter: Dr. Vernon Paltoo, Team Leader in the Office of the President, National Energy Corporation of Trinidad & Tobago Limited.
- *Investment/Business Opportunities through Competitive Bid Rounds*: Presenters: Helena Inniss-King, Director – Resource Management Division, Ministry of Energy & Energy Affairs; Stephen Jagdeo, Senior Geophysicist, Ministry of Energy & Energy Affairs.
- *Business Opportunities in Renewable Energy (Photovoltaic Systems)*: Presenters: Robert Tang Yuk, Chairman – Sitek Limited & Managing Director, TYE Manufacturing Company Limited.

### **Presentations and Seminars Hosted by TIC Exhibitors:**

- *Trinidad & Tobago Import and Export Co. Ltd. Training Workshop*: Presenter: Calbert Francis, Sales / Export Manager, Antigua Distilleries; Henry Yearwood, Sales / Export Manager, Banks DIH
- *Taking Your Business to the Cloud using Google Apps Premium & Si Media Key to Digital Business Success*: Presenter: Miles Abraham, Chief Executive Officer, Simply Intense Media.
- *Salve Antiseptic Liquid - Cleansing and Protection for the Whole Family*: Genethics Pharmaceuticals Ltd.
- *Managed Services – Virtual Office, Cloud Computing & Data Storage*: Presenter: Nicole Fearon, Sales Manager, Columbus Business Solutions.
- *Laparkan – Your Partner in Connecting Trinidad & Tobago and the Caribbean Globally*: Presenter: Mr. Glen Khan, Chairman, Laparkan Trading.
- *Business Face to Face: Dominican Republic and Trinidad & Tobago*: Presenter: Dr. José Serulle Ramia, Ambassador of the Dominican Republic in Trinidad & Tobago.
- *Achieving Competitive Advantage through Automation*: Presenter: David Myers, President, Winfosoft Inc.; Carol Ann Herrera, Sales – Caribbean, Winfosoft Inc.
- *Professional Development Using Neuro Linguistic Programming*: Presenter: Mary Attzs, Vice President, Human Resources, B-Mak Business & Technology Consultants Limited.
- *IP Surveillance & Data Storage Recovery*: Presenter: Nicole Fearon , Sales Manager, Columbus Business Solutions.
- *A Guide to Investing in Trinidad & Tobago including the Process for Receiving Approvals for Proposed Investment Projects*: Presenters: Shyamal Chandradathsingh, Senior Investment Promotion Officer , Evolving Tecknologies and Enterprise Development Co. Ltd.; David Cockburn, Senior Investment Promotion Officer, Evolving Tecknologies and Enterprise Development Co. Ltd.
- *Fabric Formed Concrete*: Presenter: Thomas Evans, Vice President , Synthetex LLC.
- *ANZER software solutions for the Healthcare Community*: Presenter: Peter Neckles, Chief Executive Officer, B-Mak Business & Technology Consultants Limited.
- *State of the Art Technology for Credit Unions*: Presenter: Peter Neckles, Chief Executive Officer, B-Mak Business & Technology Consultants Limited.



- *Business Education for the 21<sup>st</sup> Century. Are you up to the Challenge?* Presenter: Mrs. Natthoya Baptiste – Phillip, Manager – Student Recruitment Centre, Arthur Lok Jack Graduate School of Business.
- *Agriculture As Our Next Engine of Growth:* Presenter: Mr. Jaishima Leladharsingh, Corporate Manager-Business Development, Agriculture Development Bank.

## **8. OTHER PARTNERSHIPS**

### **Airline Partners**

Three leading air carriers partnered with the TIC 2011 to offer special discounts for overseas TIC participants.

- COPA Airlines offered:-
  - 15% off to passengers originating from Caribbean countries.
  - 20% off to passengers originating from North, South and Central America.
- Caribbean Airlines offered a 10% discount on applicable fares to Port of Spain, Trinidad and Tobago from any Caribbean Airlines point of origin.
- American Airlines offered a 5% discount on all valid airfares on any flight destined for Port of Spain, Trinidad, on American Airlines, American Eagle or American Connection.

### **Event Sponsors**

- Ministry of Trade & Industry, full sponsor Buyers Cocktail Function
- Ministry of Energy & Energy Affairs, full sponsor, Networking Cocktail
- Tourism Development Company, co-sponsor, Closing Cocktail Function
- Angostura Limited, co-sponsor, Closing Cocktail Function
- Telecommunications Services of Trinidad and Tobago, co-sponsor, Closing Cocktail Function

### **Best of TIC Booth Awards**

- FedEx Express
- Caribbean Airlines Limited: Sponsor People's Choice Awards Door Prize

### **Official Service Providers:**

- Allied Security – 24 hour Convention Security, Emergency Medical and Ambulance Service
- Media 21 Limited – Audio Visual Support for Seminars
- Jonny Q Sound Systems Limited – Wireless Radio provider
- Graphic Impact – Signage provider
- MDC UM – Furniture for TIC Info Desk and Registration areas
- The Telecommunication Services of Trinidad and Tobago - Wireless Internet Service
- Webberz Limited – Computer Hardware for TIC Info Desk & Registration areas