



# **Trade and Investment Convention 2012**

## **Final Report**

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



6 degrees ltd.

## **EXECUTIVE SUMMARY**

The Thirteenth Annual Trade & Investment Convention (TIC 2012) took place from May 16<sup>th</sup> – 19<sup>th</sup>, 2012 at the Hyatt Regency in Port of Spain, hosting international buyers and exhibitors from around the world.

A key development which continued in its second 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, TIC was directly endorsed by the Honourable Prime Minister both locally and internationally. 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, The Ministry of Food Production and the Ministry of Trade, Industry and Investment, a lead sponsor.

TIC 2012 was a fully international business forum with attendance by businesses from 38 countries and more than six (6) international pavilions. TIC brought together exhibitors and local and international business buyers to facilitate immediate business transactions on the tradeshow floor. Exhibitors at TIC 2012 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, China, Jamaica, Brazil, the Dominican Republic, 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 coming 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 2013. Buyers and Distributors who attended the show found a wide range of high quality, competitively priced goods and services, from all sectors. More than 5,000 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 641 international buyers from over 38 countries.

Developments on and off the tradeshow floor bode well for the future of TIC as we approach our fourteenth anniversary in 2013.

# TRADE & INVESTMENT CONVENTION 2012

## *Final Report*

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## **1. INTRODUCTION**

The Thirteenth Annual Trade and Investment Convention (TIC) was held from May 16-19, 2012 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 Blink-Bmobile.

For the second year running there was an early sell-out date for all booths four (4) weeks ahead of schedule), and an exhibitor waiting list.

Also of note was the further increase in the number of Pavilions at this year's TIC Tradeshow. In addition to regular country pavilions (Brazil, Costa Rica, Dominican Republic), there were several new pavilions, a result of a special sales drive by organizers. These included the much expanded Energy Pavilion (the largest on-site), as well as pavilions from the Ministry of Food Production, the Business Development Company, and Caribbean Export Development Agency.

TIC 2012 was extremely successful for all participants. International buyer participation was strong (641 overseas attendees) with more than 38 countries represented. This channeled through the Tradeshow, numerous Structured Networking events, and pre-arranged B2B meetings.

Approximately 5,000 business representatives attended the event, encouraged by a strong marketing, public relations and advertising campaign, as well as the 39 seminars that comprised this year's TIC Business Education Programme.

TIC 2012 generated excellent feedback from attendees and extremely high levels of reporting from the news media. On Wednesday 15th June, both CNC3's and CNMG's Early Morning Programmes were dedicated to TIC, following which both stations carried the Formal Opening Ceremony live, with rebroadcasts during the day.

## **2. SPONSORS**

TIC 2012 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.

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 175 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 Honourable Prime Minister, the diplomatic corps, dignitaries and the news media.

All lead sponsors sit on the TIC Organizing 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 the Ministry of Trade, Industry & Investment, TSTT and First Citizens at TIC 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 2012 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 through stakeholder bodies such as diplomatic offices, Chambers and Associations. 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.

#### **PRESS**

TIC's Press Campaign took the form of a series of full page advertisements in the Business Press, specifically the Business Guardian, 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 flyers (2) are a highly effective sales tool. 52,000 copies of each flyer were circulated as insertions in the Business Guardian, one focused on generating Booth sales and the second on attracting participation.

#### **RADIO**

Advertising was executed on three 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 five (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 2012.

**Media Launch:** Media-related initiatives for 2012 included the formal launch of TIC 2012 at the Hyatt Regency to business leaders, and members of Government on March 16th 2012. 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.

**Pavilion Launch:** TIC 2012 also featured a pavilion launch at the Trinidad Hilton and Conference Center on May 4th to members of the media. This event launched six pavilions: Ministry of Energy and Energy Affairs, Ministry of Food Production, Land and Marine Affairs, Caribbean Export Development Agency, Business Development Corporation, Brazil and the Dominican Republic, the largest number of pavilions in TIC's history. The representative Ministers delivered remarks and presented on the benefits of participating at TIC. Following the launch, one-on-one interviews were conducted by the media with representatives from each pavilion.

**Press Releases:** TIC continued its schedule of Press Releases, ranging from articles on pavilions to the anticipated opening ceremony by the Prime Minister. Press releases enjoyed a 90% 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 TIC 2012 Launch
- A special 2-page feature on Pavilions following the Pavilion Launch
- 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 2012.
- Publication of a Sunday supplement on May 17, 2012

**TV Interviews:** Following the launch, then again in the lead up to the Opening, TIC conducted breakfast television interviews with the following stations: TV6, CNC3 and CNMG. These included appearances by representatives from all major sponsor organizations, including the former

Minister of Trade, Industry and Investment, and TTMA. 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:** 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. TIC 2012 was also attended by the Hon. Anthony Hylton, Minister of Trade, Investment and Commerce, Jamaica which widened regional coverage.

**Live Broadcast:** For the second time in TIC's history, we partnered with CNC3 for a special Breakfast Programme from 6:00a.m.-9:00 a.m. This year, we secured a similar arrangement with CNMG. Both morning programmes were dedicated to TIC and featured interviews with sponsor representatives, exhibitors, the Minister of Trade, Industry and Investment, TTMA and TIC representatives.

Interviewees during the Morning breakfast shows were:

<b>Interviewee</b>	<b>Position</b>
Hon. Stephen Cadiz	As Minister of Trade & Industry (current Minister of Tourism)
Hon. Kevin Ramnarine	Minister of Energy & Energy Affairs
Dominic Hadeed	President, TTMA
Larry Howai	CEO, First Citizens (Current Minister of Finance & the Economy)
Anthony Aboud	Chairman, TIC

This was followed by the live broadcast of the Formal Opening Ceremony of TIC in its entirety on CNC3 and CNMG. This broadcast was repeated a second time during the course of the day.



#### 4. EXHIBITORS

The Trade and Investment Convention 2012 marks the 13th year of development and expansion of this event, the result of which is the largest and most reputable Business to Business trade show in the region.

##### TIC Booth Sales

TIC 2012 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. The trade show this year was comprised of 171 booths and six (6) Pavilions with traditional booth structures: **Standard** (3m x 3m) structure, **Small A** (3m x 1.8m) and **Small Bridge** (1.8m x 1.2m) **Table Top Stands** (1.8m x 1.2m). The majority of TIC booths were occupied as follows: 171 booths and six (6) Pavilions by paid Exhibitors, and 22 booths by TIC 2012's sponsors: the Trinidad & Tobago Manufacturers' Association, 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 Sponsors)*

<b>Booth Type</b>	<b>Total Per Category</b>	<b>% of Total Sold</b>
Medium	112	100%
Small A	26	100%
Small B	6	100%
Table Top	12	100%
Pavilion Rooms	6	100%

##### Exhibitor Analysis

The 171 Exhibitor booths and six (6) Pavilion areas were shared among an exhibitor population comprised of 94 businesses, and the remaining 22 booths allotted to Sponsors and TIC's Host, the Trinidad and Tobago Manufacturers' Association. From the Exhibitor population, 71 companies (representing 76% of the total no. of Exhibitors) were local while 23 companies (25%) were foreign. Of the 71 Local exhibitors, 69% had previously participated at TIC while the remaining 31% were first time exhibitors. As with the Foreign Exhibitors, 65% were repeat participants and

35% were new.

### **Local Exhibitors**

Trinidad & Tobago had a significant presence at TIC once again, with 71 local exhibitors in 91 booths and 4 Pavilion Room representing 76% of the exhibiting companies.

**New Local Exhibitors:** 22 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:

- Maraj Air Conditioning Ltd
- Caribbean Power Solution
- Aeropost Trinidad Limited
- Medical Associates Hospital
- Water Solutions
- Screen Stars
- Creative Ideas
- SWMCOL
- Voice Outsourcing T & T Limited
- Crew Services/Brand IT
- Health Mobility Specialists Limited
- MSC International
- West Indian Logistics
- Benjamin Mills Labelling & Marketing Co. Ltd
- Amiti Spets Global Ltd
- Briza Technologies Limited
- Yellar Direct
- Ticket Gateway
- Trinidad Blocks Company Ltd
- Allied Caterers Limited
- KP's Manufacturing Company Limited

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

<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	55	68%	49	69%
New Exhibitors	26	32%	22	31%
<b>TOTAL</b>	<b>81</b>		<b>71</b>	

**TTMA Membership:** TIC 2012 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.

- Blue Waters Products Limited
- Cargo Consolidators Agency Ltd
- Export Import Bank of T&T Limited
- Genethics Pharmaceuticals Limited
- Graphic Impact Ltd
- Langston Roach Industries Ltd
- Laparkan Shipping Ltd
- Thermoplas Ltd
- Trinidad and Tobago Bureau of Standards
- Trinidad Tissues Limited
- Venn Caribbean Paper Products Ltd
- PRW Enterprise/ Pro Visual
- Advanced Foam
- Lensyl Products
- Pepsi-Cola Trinidad Bottling Company Ltd
- RHS Marketing Limited
- Screen Stars
- Fed Ex
- Skyline Freight

### Foreign Exhibitors

TIC 2012 welcomed participants from 16 countries with 23 foreign participants exhibiting in 61 booths and 2 Pavilion Rooms. There were no new countries participating in TIC 2012, as all countries mentioned below are returning countries. (See table 4).

*Table 3: Longstanding and Returning participants at TIC 2012*

<b>Longstanding Participants</b>	<b>Returned Participants</b>
Barbados	China
Brazil	Dominican Republic
Canada	St. Lucia
Costa Rica	Suriname
Grenada	St. Maarten
Jamaica	Korea
United Kingdom	Cuba
USA	Venezuela
	St. Vincent & The Grenadines

*Table 4: Return vs. New Foreign Exhibitors at TIC 2012*

<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	52	76%	29	85%
New Foreign Exhibitors	16	24%	5	15%
<b>Total</b>	<b>68</b>		<b>34</b>	

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>
Barbados	2	6	2 Pavilions	
Brazil	1	3	6	9
Canada	1	3	2	3
Cuba	1	3	1	1
China	15	44	26	38
Costa Rica	1	3	3	4
Grenada	1	3	3	4
Jamaica	2	6	6	9
Korea	1	3	1	1

Table 6: 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>
Suriname	1	3	1	1
St. Lucia	1	3	2	3
St. Maarten	1	3	1	1
St. Vincent & The Grenadines	1	3	2	3
United Kingdom	1	3	1	1
USA	3	9	3	4
Venezuela	1	3	1	1
<b>Total</b>	<b>34 Companies</b>		<b>68 booths, 2 Pavilion Areas</b>	

### **Sector Breakdown**

Over the past four (4) 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 16 standard activities and 37 sectors.

*Table 7: Exhibitor Breakdown by Activity*

<b>BUSINESS ACTIVITY</b>			
<b>6</b>	Agent	<b>17</b>	Manufacturer
<b>3</b>	Buyer / Purchaser	<b>8</b>	Retailer
<b>8</b>	Consultant	<b>38</b>	Service Provider
<b>5</b>	Distributor	<b>1</b>	Sole Proprietor
<b>11</b>	Exporter	<b>4</b>	Trade Organization / Association
<b>19</b>	Government	<b>6</b>	Trading Company
<b>10</b>	Importer	<b>4</b>	Wholesaler
<b>1</b>	Investment / Joint Venture	<b>2</b>	Other / Unspecified

*Table 8: Exhibitor Breakdown by Sector*

<b>BUSINESS SECTOR</b>			
<b>3</b>	Agriculture	<b>4</b>	Health Care
<b>4</b>	Audio Visual Equipment & Supplies	<b>4</b>	Household
<b>4</b>	Automotive	<b>6</b>	Information Technology
<b>3</b>	Chemical & Chemical Products	<b>1</b>	Interior Decoration / Design
<b>6</b>	Computer / Electronic	<b>3</b>	Machinery & Equipment
<b>3</b>	Construction & Accessory Products	<b>4</b>	Marine / Yachting
<b>7</b>	Consumer Products	<b>3</b>	Medical / Pharmaceuticals
<b>1</b>	Cottage Industries	<b>8</b>	Multi-sectoral
<b>1</b>	Craft & Accessories	<b>2</b>	Music, Film & Entertainment

Table 9: Exhibitor Breakdown by Sector Cont'd

<b>BUSINESS SECTOR</b>			
<b>6</b>	Diplomatic Mission / Country Promotion	<b>1</b>	Occupational Health & Safety
<b>7</b>	Distribution	<b>5</b>	Packaging & Labeling
<b>5</b>	Education	<b>7</b>	Paper & Printing
<b>3</b>	Electrical Products	<b>2</b>	Plastic & Rubber Products
<b>7</b>	Energy & Energy Related Products	<b>2</b>	Telecommunication
<b>2</b>	Engineering Services	<b>1</b>	Textile & Apparel
<b>1</b>	Fashion	<b>12</b>	Transportation (sea, land, air, courier)
<b>4</b>	Financial & Insurance Services	<b>13</b>	Other
<b>1</b>	Fish & Fish Processing		
<b>10</b>	Food & Beverage		
<b>2</b>	Furniture & Appliances		



### **Exhibitor Survey Feedback**

Immediately following TIC 2012, the Secretariat conducted an “Exhibitor Evaluation”. Of 94 registered exhibitors, 60 participated in the survey, thus, our analysis is based on a 63% 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 10: Survey Results: Convention Floor & Facilities*

<b><u>CONVENTION:</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	13%	32%	35%	15%	5%	0%
The Quality of Attendees	5%	37%	35%	18%	5%	0%
TIC Management	33%	32%	20%	15%	0%	0%
TIC Staff	35%	47%	13%	5%	0%	0%

<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	23%	30%	24%	18%	0%	5%
Bathrooms	35%	33%	17%	10%	0%	5%
Parking	3%	5%	14%	15%	48%	15%
Security	23%	28%	34%	10%	0%	5%
Food	3%	20%	24%	25%	18%	10%

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

The main reasons given for exhibiting at TIC 2012 are:

- Potential to meet new clients and re-establish old ones
- To showcase company products, increase exposure
- Good networking opportunity to raise awareness both in the local and foreign markets
- Expand distribution regionally
- To launch new product lines & to test market interest
- To promote awareness of franchise development
- To promote Tobago business and form a strategic partnership
- Strengthen consumer and corporate relations.
- Excellent advertising opportunity
- To gain foreign market exposure
- Gain access to regional and international clients

### **[Q2] Intention to Return**

- 85% of Survey respondents indicated that they will exhibit in 2013.
- 5% do not intend to return
- 10% are unsure

### **[Q3] Preferred Booth Size**

58 exhibitors responded to our question as to preferred booth size

*Table 11: Preferred Booth Sizes*

<b>Booth Option</b>	<b>No. of Respondents</b>	<b>%</b>
Table Top (4x6)	2	5%
Small A (10x6)	3	4%
Small B (6 x 4)	4	10%
Standard (10x10)	29	75%
Pavilion	2	5%

### **[Q4] Preferred Convention Month**

*Table 12: Preferred Convention Months*

March	April	May	June	July	August	September	Undecided
1	0	22	8	0	2	1	6
3%	0%	55%	20%	0%	5%	3%	15%

### **[Q5 – Q7] 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. It was mentioned by several participants that the days for TIC should be changed from Wednesday to Saturday, to Tuesday to Friday.

Table 13: Preferred Number of days: B2B & B2C

	0 Days	1 Day	2 Days	3 Days	Other
B2B		3%	23%	62%	12%
B2C	43 %	20%	18%	17%	2%

**[Q 8 - 9] Preferred Time of Days**

- Most respondents (43%) suggested that TIC should take place between the hours of 9:00am to 6:00pm, Wednesday – Saturday
- 15% of respondents opted for the days and hours to remain as is.
- 15% of respondents found that the TIC should extend the opening hours to 7:00pm
- 5% of respondents preferred that the days Monday to Friday 8:00am to 4:00pm
- 27.5% of respondents made other suggestions outside of the main day and time setting.

**[Q10] Advertising and Promotion**

- TIC’s extensive advertising and promotion campaign were considered satisfactory by the majority of exhibitors.
- Exhibitors recommended that digital screens should be placed throughout the Convention to showcase participating company advertisements and promotions
- Exhibitors suggested that advertisement should be increased regionally and internationally in order to attract more international buyers.
- Advertising of Company profiles should also be arranged by Sector and should be longer.
- More promotion should be done using social networks

### **[Q11-Q13] Quantification of Exhibitor Success**

As a result of Exhibitors choosing to keep their business prospects confidential most exhibitors were reluctant to disclose how successful their sales were from TIC. From our survey, most respondents indicated that it was difficult to determine the actual number and value of their prospective sales from TIC 2012.

#### *Prospective Sales:*

- 3% of the respondents said that they estimated their sales at TIC were between 61 – 100 products and services.
- 8% of the respondents said that they measured sales between the ranges of 41 - 60
- 8% of the respondents said that they measured their sales between the ranges of 21 – 40 products and services.
- 55% of the respondents said that they measured their sales between the ranges of 1 – 20 products and services.
- 28% of the respondents were not able to make an estimate on products and services sold.

#### *New Prospective Sales:*

- 33% of the respondents said that 100% of the sales leads generated at TIC were new.
- 19% of the respondents said that over 50% of the sales leads generated at TIC were new.
- 48% of the respondents said that 50% or less of the sales leads generated at TIC were new.

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

- 11% of the respondents rated TIC as a success based on their monthly sales.
- 8% of the respondents were satisfied with TIC based on their monthly sales.
- 15% of the respondents rated TIC as minimal/poor based on their monthly sales.
- 66% of the respondents were not able to give an answer.

### **[Q14] Target Buyer Group for Future TIC**

- Prospective Franchise owners
- Insurance companies
- Focus on fashion designers and persons in the textile industry

### **[Q15] Exhibitor Manual**

Every year TIC improves its Exhibitor Manual so that Exhibitors have the most updated and relevant rules and regulations that are used to govern the Convention.

- 25% and 58% said the manual was “**Very useful**” and “**Useful**” respectively.
- 13% said the manual was “**Not useful**”.
- 4% of respondents did not answer.

### **[Q16] Website**

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

- 69% of respondents said the TIC website was either “**very useful**” or “**useful**” and 48% indicated that the back-end login was also either “**very useful**” or “**useful**”.
- 10% did not find the website useful, and 10% did not find the back end of the website useful either.
- No response was received from 21% of respondents on the website and no response given by 41% of respondents on the backend of the website

### **[Q17] 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.

- 35% of respondents stated that they make use of these materials
- Most use the buyer invites (15%), website (15%) and newspapers (13%) as forms of advertising.

### **[Q18] TIC Highlights for Exhibitors**

- Many respondents were pleased with the high level of expertise of TIC's Management and they found that the Floor Staff were very courteous and attentive to their needs.
- Majority of the respondents were very satisfied with the venue, ambiance and networking opportunities given to them through participating in this event.
- Respondents were grateful for the diversity in the Exhibitors this year, being the first year that there were so many new Exhibitors.
- The number of attendees/buyers were considered to be satisfactory by respondents

### **[Q19] Booth Facilities**

65% of respondents said the TIC infrastructure (furnishings, electrical and badges) were more than adequate.

23% said the facilities were "not adequate" citing specific problems; the most frequent being the difficulty experienced during electrical setup at the convention, and respondents noted:

1. Electrical issues concerning the supply of outlets
2. Length of time it took to set up electricals, delayed the decorating of the booths
3. More badges should be provided for Exhibitors instead of the allotted six (6)

### **[Q20] Booth Dismantling**

For the past six (6) years, TIC has dedicated one day for booth dismantling. Our survey questioned exhibitors on whether they would prefer to completely dismantle their booths on the evening of the last day of TIC, the results are as follows:-

78% agreed that this was preferable. However, 8% disagreed and 14% did not respond.

### **[Q21] Suggested Improvements**

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

- More comprehensible B2B Meeting software
- Better booth quality/ construction
- Food facilities: More seating and food choices should be provided. Food prices are also too high
- Increase international and regional marketing of TIC

- Judging criteria of booths should be made available to the Exhibitors
- Better parking facilities need to be made in order to accommodate both Exhibitors and Buyers, in a secure environment.
- More announcements need to be made about TIC booths and booth activities.
- Easier availability of refreshments for Exhibitors, possibly the establishment of an Exhibitor Lounge.
- Exhibitor Badges should have their names printed on it, or accommodations to have their names on it should be arranged

**[Q22] Recommendations**

- Prices of booths need to be more affordable to accommodate more participation from regional companies.
- Special accommodations should be made for exhibitors who wish to display and sample foods.
- Immediate notification of dates for the TIC the following year.
- Booth setup should be fully completed before exhibitors come in.
- A more central area needs for the staging of the event.
- Offer current Exhibitors discounts for immediate booking for the following year.
- An Exhibitor Meeting needs to be held in order to clear up any misunderstandings.



## **5. BEST OF TIC 2012 BOOTH AWARDS**

TIC 2012 saw the judging of the fourth 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.

This year we saw fierce competition amongst exhibitors, some even went beyond their normal displays in an effort to outdo and distinguish themselves from the other. Judging these booths became a rather difficult task considering how extensive and elaborate some of the displays were.

For the fourth year successively, booths vied for the coveted People's Choice Award, with the door prize provided by Caribbean Airlines of two return tickets to Grenada or St. Lucia.

### **BEST OF TIC 2012 BOOTH AWARD WINNERS**

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

*Winner:* Ministry of Food Production, Land and Marine Affairs

*Second Place:* Ministry of Energy and Energy Affairs

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

*Winner:* Caribbean Airlines

*Second Place:* Tobago House of Assembly

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

*Winner:* Trinidad and Tobago Entertainment Company

*Second Place:* Signwave

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

*Winner:* Skyline Freight Management

*Second Place:* Medical Associates Hospital Limited

#### **PEOPLE'S CHOICE TIC 2012 AWARD WINNER**

Ministry of Energy and Energy Affairs

## 6. BUYERS & DISTRIBUTORS

The registration desk at TIC 2012 was flooded daily with members of the business community — including a record-breaking 641 international buyers from 52 countries.

This was the second annual Caribbean Investment Week in Trinidad and Tobago. Caribbean Investment Week hosts two events: 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 has contributed significantly to a rise in international participation in TIC (and vice versa).

The CIF took place on May 14<sup>th</sup> & 15<sup>th</sup> 2012 at the Trinidad Hilton Hotel and Conference Centre, while TIC was hosted from May 16<sup>th</sup> – 19<sup>th</sup> at the Hyatt Regency Hotel, Port of Spain, Trinidad.

*Table 14: TIC Attendees by Type*

<b>Participants</b>	<b>Number</b>
Foreign Buyers	641
Local Buyers	5256
Service Providers staff	108
Exhibitor Staff	2430
<b>TOTAL</b>	<b>8,435</b>

Table 15: Foreign Buyers by Country

Country		Country	
Antigua and Barbuda	19	India	5
Bangladesh	13	Jamaica	57
Barbados	39	Japan	7
Benin	2	Mexico	6
Belize	7	Montserrat	4
Brazil	13	Netherland Antilles	6
British Virgin Islands	6	Nicaragua	4
Cameroon	3	Nigeria	15
Canada	38	Panama	32
China	6	Portugal	3
Costa Rica	6	St. Kitts & Nevis	6
Cuba	5	St. Lucia	20
Dominican Republic	19	St. Vincent & The Grenadines	6
Dominica	13	Sierra Leone	2
Ecuador	6	South Africa	6
El Salvador	13	Suriname	44
France	5	Sweden	3
Ghana	15	Turks & Caicos	5
Grenada	26	U.S.A.	47
Guadeloupe	5	United Kingdom	6
Guatemala	6	Ukraine	4
Guyana	50	United Arab Emirates	3
Haiti	13	U.S. Virgin Islands	3
Holland	5	Venezuela	6
Honduras	2	Zambia	3
Hong Kong	3		

### **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](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 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 2012 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 2012 BUSINESS EDUCATION PROGRAMME

The TIC 2012 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.

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:

- **Dynamic Business Leadership Skills and Practices-** Presenters: Sherry Barron, Director of Operations of IMS Consulting/IMS Business Academy; Hosted by the Trinidad & Tobago Manufacturers' Association.
- **Sales and Operations Planning (S&OP)** - Presenters: Dennis Lord, Executive Director of IMS Consulting/IMS Business Academy; Hosted by the Trinidad & Tobago Manufacturers' Association.
- **Value Chain & Cluster Development: Improving Competitiveness in T&T's Packaging Industry-** Presenters: Dr. Martin Kay- Head of Consulting Pira International, United Kingdom; Neil Falconer, Print Industry Strategy Consultant; Graham Whitchurch- Plastics Industry Strategy Consultant; Hosted by the Trinidad & Tobago Manufacturers' Association & The Printing and Packaging Industry Council (PPIC)
- **St. Vincent & The Grenadines Clustering Experience-**Presenters: Mr. Robert Reid, Regional Specialist in Agri- Business, Inter-American Institute for Cooperation on Agriculture (IICA); Mr. Steve Maximay, Agri- Business Consultant/lead; Hosted by the Trinidad & Tobago Manufacturers' Association
- **Effective Team Building for Improved Productivity-** Presenters: Shree Baron, Director of Operations of IMS Consulting/IMS Business Academy; Hosted by the Trinidad & Tobago Manufacturers' Association
- **Global Supply Chain Strategies Workshop-** Presenters: Dennis Lord, Executive Director of IMS Consulting/IMS Business Academy; Hosted by the Trinidad & Tobago Manufacturers' Association.

- ***Trading with the European Union***- Presenters: Mr. Ashmeer Mohammed, Sales Director, KC Confectionary Official, Ms. Genevieve Jodhan, Export Executive, Angostura Limited; Mr. Carlos Wharton, Senior Policy Trade Advisor, CEDA Official; Hosted by the Trinidad & Tobago Manufacturers' Association and Caribbean Export Development Agency.
- ***Value Chain Cluster Development: Improving Competitiveness in T&T's Printing Industry***- Presenters: Dr. Martin Kay, Head of Consulting Pira International. Hosted by the Trinidad & Tobago Manufacturers' Association & the Printing and Packaging Industry Council (PPIC).
- ***Caribbean Export Open for Business Day***- Presenters: Mr. Carlos Wharton, Senior Policy Trade Advisor; Mr. Kirk Brown, Senior Grant Advisor; Mrs. Pamela Coke Hamilton, Executive Director; Mr. Samuel Krunier, Grant Advisor.
- ***Customer Service to Build Relationship and Loyalty***- Presenters: Sheree Baron, Director of Operations of IMS Consulting/IMS Business Academy. Hosted by Trinidad & Tobago Manufacturers' Association
- ***Advance Inventory and Optimization Workshop***- Presenters: Dennis Lord, Executive Director of IMS Consulting/IMS Business Academy. Hosted by the Trinidad & Tobago Manufacturers' Association.

## Presentations and Seminars Hosted by TIC Sponsors

### Ministry of Trade, Industry and Investment

<b>Presentation Title</b>	<b>Presenters</b>
<b><i>TTBiz Link, Readily Available: Accessing Government's Trade Business Services Through TTBizLink</i></b>  <b><i>Import/Export Permits and Licenses and Import Duty Concessions</i></b>	Allison Bidaisee, Manager, Stakeholder Adoption SEW, Ministry of Trade, Industry and Investment; Montgomery Guy, Marketing and Communications Professional SEW, Ministry of Trade, Industry and Investment; Marlon Beharry, Systems Specialist SEW, Ministry of Trade, Industry and Investment; Stephen Rodriguez, Systems Specialist SEW, Ministry of Trade and Industry; Nelson Singh SEW, Ministry of Trade, Industry and Investment, representative from the Trade License Unit
<b><i>Company Registration and Certificate of Origin</i></b>	Allison Bidaisee, Manager, Stakeholder Adoption SEW, Ministry of Trade, Industry and Investment; Montgomery Guy, Marketing and Communications Professional SEW, Ministry of Trade, Industry and Investment; Shermatie Jagdeo, Systems Specialist SEW, Ministry of Trade, Industry and Investment, Christian Marquez, Systems Specialist SEW, Ministry of Trade, Industry and Investment
<b><i>Work Permits and Fiscal Incentives</i></b>	Allison Bidaisee, Manager, Stakeholder Adoption SEW, Ministry of Trade, Industry and Investment; Montgomery Guy, Marketing and Communications Professional SEW, Ministry of Trade, Industry and Investment; Andre Dickson, SEW, Ministry of Trade, Industry and Investment, Neshan Singh, SEW, Ministry of Trade, Industry and Investment
<b><i>The Role of Entertainment in Trinidad &amp; Tobago</i></b>	Nestor Sullivan, Manager Pamberi Steel Orchestra; Rubadiri Victor, President, Artist Coalition of Trinidad & Tobago; Joel Morris, Managing Director, Noise Production/ Slam 100.5



**First Citizens Investment Services Limited:**

<b>Presentation Title</b>	<b>Presenters</b>
<i>International Investing- The Possibilities</i>	First Citizens Investment Services Ltd Executives
<i>First Citizens Commercial Lending Option</i>	First Citizens Investment Services Ltd Executives
<i>Personal Banking Options from First Citizens</i>	First Citizens Investment Services Ltd Executives

**Telecommunications Services of Trinidad & Tobago:**

<b>Presentation Title</b>	<b>Presenters</b>
<i>Samsung- The Android Revolution</i>	TSTT Executives
<i>Blink Broadband Options for Connectivity</i>	TSTT Executives
<i>Blackberry- The Ultimate Smart Phone</i>	TSTT Executives
<i>Blink Vigilance- Security for all your Needs</i>	TSTT Executives
<i>Blink Bmobile- We got This!</i>	TSTT Executives

**Ministry of Energy & Energy Affairs:**

<b>Presentation Title</b>	<b>Presenters</b>
<i>Melamine Business Opportunities</i>	Mr. Errol Baldeo, Chairman; Dr. Vernon Pattoo
<i>Renewable Energy Initiatives in T&amp;T and Opportunities for Investment and Business</i>	Mr. Vernon de Silva, Chairman; Dr. Randy Maurice
<i>Quarrying, Civilization and the Environment</i>	Mr. Monty Beharry, Chairman; Mr. Ted Peraita; Ms. Stephanie Downing; Ms. Bhanmatie Ramnaraish
<i>NGC Global Thrust and Business Prospects</i>	Mr. Selwyn Lashley, Chairman
<i>T&amp;T as a Hub for the Energy Services Sector</i>	Mr. Vernon de Silva, Chairman; Dr. Thackwray Driver

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

<b>Presentation Title</b>	<b>Host</b>	<b>Presenters</b>
<i>E-Certificate of Origin</i>	Business Development Company	Business Development Company Executives
<i>Is Your Business or Organization Fit for the Future</i>	InvesTT	Ian Ivey, Principal of NEXT Corporations
<i>Global Overview of Agriculture &amp; Present Status and Developing Trends. Action Plan Overview linking National Policies with Global Trends</i>	Ministry of Food Production	
<i>Ministry of Food Production, Land &amp; Marine Affairs-Agencies Forum</i>	Ministry of Food Production	Hosted by Ministry of Food Production
<i>Cuba's Exportable Products &amp; Services</i>	Cuba Chamber of Commerce.	Mirtha Rippes, Caribbean Trade Specialist, Cuban Chamber of Commerce

## **8. OTHER PARTNERSHIPS**

### **Airline Partners**

Three (3) leading air carriers partnered with the TIC 2012 to offer special discounts for overseas TIC participants.

- **COPA Airlines**
  - 15% off to passengers from the Caribbean, North America, Central America and south America
- **Caribbean Airlines**
  - 10% discount on applicable fares to Port of Spain, Trinidad and Tobago from any Caribbean Airlines point of origin.
- **American Airlines**
  - 5% discount on all valid airfares on any flight destined for Port of Spain, Trinidad, on American Airlines or American Eagle

### **Event Sponsors**

- Ministry of Trade, Industry and Investment: Sponsor, Buyers Cocktail Function
- All Pavilions: Sponsors, 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
- Ministry of Energy and Ministry of Food Production: Sponsor, refreshment breaks.
- Best of TIC Booth Awards: Caribbean Airlines, 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

**CONCLUSION:**

Exhibitor participation at TIC 2012 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 2012, and looks forward to a period of extensive and innovative planning for the next show in 2013.

