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Mona School of Business & Management
The University of the West Indies, Mona



The University of the West Indies, Mona
Department of Government

PUBLIC FORUM

CUBA

OPEN FOR BUSINESS

INVESTMENT OPPORTUNITIES & PROSPECTS FOR PARTNERSHIPS



SATURDAY
March 7, 2015

Time: 8:30AM - 1:00PM

VENUE:
Faculty of Medical Sciences
Teaching & Research Complex
UWI, Mona



Dr. Juan Antonio Blanco
Keynote Speaker
Executive Director of the Center for Latin America and Caribbean Initiatives
Miami Dade College

Panel Discussion 1
Theme: Trade, Investment and Commerce

Panel Discussion 2
Theme: Services, Technology and Culture

RSVP: Ms. Judith Richardson
• Tel: 977-7174 / 977-6035 ext 390
• Email: judith.richardson@uwimona.edu.jm / msbm@uwimona.edu.jm

All are invited



*Submitted by James Moss-Solomon, CD, JCC Past President
February 27, 2015*

Change: a noun or a verb?

The word change is commonly used in many areas of interest such as change management, lifestyle change, or even location change, to name just a few. There is often some confusion as to whether this is a process or a destination, and therein lies an essential subject for some contemplation.

Inherently, what we call or define as being change are often the uncomfortable aspects of the new areas that confront us or at least appear that they will confront us at some future date. The realization that change is a constant in a dynamic world in which time advances without any slowing, suggests that we are always in that state even though we choose to ignore it, or fail to embrace it.

These thoughts are however not about philosophical conjecture, but are directly related to our own situations, and I will highlight only one.

Jamaica has partially embraced the Vision 2030, which, as time passes, will be a goal, a dream, a spectacular success or failure, or a wet squib. I suggest this simply because most of us do not have the slightest inkling of how we must change in order to achieve these amorphous goals.

In an economic sense, there is no benchmark for this "vision". If we wish to arrive in 2030 in a comparable position to the USA, Europe, Barbados, Trinidad and Tobago, or Antigua in GDP per capita then we need a base. That base is the difference between our current reality, and theirs'. This is what I call the "Gap". Next, if we hold the measure (US dollars) in a static mode, then we can measure our required rate of growth to equate their position today, and ours in 2030.

But hold on. The world is dynamic, and they are a part of that world as well. So to assume that they will remain static for the next 15 years is an unrealistic assumption. So the "Gap" mentioned previously is now "the Gap + Growth" as it represents where we expect our benchmark countries to be in 2030.

So now the rate of growth in Jamaica will have to be greater in order to achieve economic equality. I suspect that the rate will be annual growth of over 15% p.a., and I hope my friend Dr. Damien King will help me with an accurate calculation.

At no time in our history have we achieved numbers like that, and in fact, many of our numbers have been negative. So in order to achieve the "dream", it would be foolish to say that we are on the way, and in each year that we do not hit the accelerated growth target, then the dream of equality in economic terms becomes more unrealistic, and to assume that the current status quo is a way forward is surely self-deception.

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Change: a noun or a verb? Cont'd:

For us in this situation, change should be a verb, a word of doing, as we learned in primary school. It needs a realization that our current activities are unable to meet our goals, and therefore incrementalism is a useless activity, and radical ideas must guide our change needs.

So if this 2030 “dream” was not just a dream, and if the non-achievement was a clear and present danger and the outcome was life or death, what would our actions be? Let us examine the component threats. We could calculate the cost of crime and allocate economic improvements to percentage reduction; we could find 8-10% growth at 0% crime, and about 5% at a 50% crime reduction.

If we corrected our habitual lateness and time wasting we could have an 8-10% growth in GDP and if we equaled T&T productivity that could give another 8%.

If we had better management really leading workers, then we could find another 3-5% growth. If we had 70% of our young people certified at tertiary equivalence including technical professions, we could sustain 7% growth.

These lists do not even include government efficiency, and waste reduction, which could be really big. So skeptics, if I am even 50% wrong in my dream, can you envisage 15% GDP growth. If I am 90% wrong can you see 5% growth per annum? Vision 2030 needs 3 yearly ever increasing targets and a breakdown of those to the level of the industries, firms, and individuals in the system.

In the event that I am totally wrong and the pace will continue at that of the past 30 year average of less than 1% per annum, can we actually achieve the Vision 2030? Will we continue to elect same-old governments or appoint risk-averse management and simply embrace the “it wasn’t me” mentality?

Is it so wrong to think big? The choice is yours: progress or stand still, move forward or migrate, achieve victory or accept defeat.

REMINDER - JCC Call for Nominations for the 33rd Annual Awards Ceremony

The Jamaica Chamber of Commerce (JCC) is pleased to advise that the **2014 Annual Awards Ceremony** is scheduled to take place on **Thursday, May 14, 2015** at **The Jamaica Pegasus Hotel**. [Deadline for submission of nominations is Friday, March 6, 2015.](#)

We invite our member companies to submit nominations for consideration in each of the following categories:

- **Best of Chamber (Large)**
- **Best of Chamber (Medium)**
- **Best of Chamber (Small)**
- ◆ **Individual Chamber Member Award**
- ◆ **The Best Parish Chamber Award**
- ◆ **Entrepreneurial Award**

For more information and criteria for each category, please contact **Thasya Chin-Fletcher, Membership & Events Officer** at Telephone: (876) 922-0150 or Email: membership@jamaicachamber.org.jm



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Strategic Content Marketing

Driving Business Demand

A Seminar that allows you to stay on the cutting edge of digital technology to successfully transform and market your business through the social media landscape.

REGISTER NOW!

Date: Wednesday, March 18, 2015

Time: 9:30 am – 12:30 pm (Registration begins at 9:00am)

Venue: EXIM Bank Training Room 85 Hope Road, Kingston 6

Get expert information on:

- < How to develop the right content marketing strategies to win customers and increase your company's digital footprint
- < What makes content marketing work for your brand
- < How to optimise your online/social media presence through design and content
- < How to create brand awareness and brand engagement through internet marketing and social media

Registration Fee: \$2,500.00

Call our Business Advisory Services at 630-1462/ 630-1450 or email marketing@eximbankja.com to register



For more information on upcoming JCC events please contact:



Ste 13-15, UDC Office Centre Bldg., 12 Ocean Blvd, Kingston

Tel: (876) 922-0150 / 922-4857 Fax: (876) 924-9056

Email: info@jamaicachamber.org.jm

Webpage: www.jamaicachamber.org.jm

Editor: Maria McLaughlin, Business Administrator



JAMPRO TRADE & INVESTMENT JAMAICA

invites you to attend the workshop:

STEP BY STEP GUIDE TO EXPORTING



Thursday | March 26, 2015
9:00am to 4:30pm
Terra Nova All Suite Hotel
Kingston, Jamaica

Cost: \$3,500 per participant

Register online at <http://www.jamaicatradeandinvest.org/content/step-step-guide-exporting-workshop>

REGISTRATION DEADLINE: FRIDAY, MARCH 20, 2015

WHO SHOULD ATTEND:

New & Aspiring Exporters

New Employees of Exporting Entities,
Customs Brokers & Logistics Service Providers
Who Execute Export Functions

For more information

Contact JAMPRO's Business Information Services
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