

## Expo Jamaica 2016, The Jamaican Business Bridge to the World

Expo Jamaica, the largest biennial trade-show of the Caribbean hosted by the Jamaica Manufacturers Association (JMA) and the Jamaica Exporters Association (JEA) in partnership with JAMPRO will unveil its 45th and most elaborate staging to date April 14 &ndash; 17 2016.

Conceptualized under the theme &lsquo;The Business Hub of the Caribbean&rsquo;, Expo Jamaica 2016 will showcase all things Jamaican in Manufacturing, Agriculture, Tourism and Services in its expanded home which in addition to the National Arena, will now include the National Indoor Sports Centre. This expansion will result in 90 more booth spaces becoming available to enterprising Jamaican trade professionals. This move is in an effort to meet the growing number of exhibitors and the variety of products and services. This expansion will be further enhanced by the recently announced Government initiative to undertake a JA\$60 million refurbishing of the National Arena, a cost that will be split equally between the Ministry of Finance and Planning and the Tourism Enhancement Fund. The JMA/JEA are pleased that this investment in the facility comes at a time when Expo Jamaica is expanding. The announced upgrade will better suit the increased number of buyers, exhibitors and patrons who are expected to attend the show. It will also undoubtedly assist the Expo&rsquo;s goal of advancing Brand Jamaica and ultimately national export performance.

**Increased Business Linkages** Expo Jamaica is a platform for exhibitors to increase linkages and forge business and trade relations with local and international buyers through the expanded buyers recruitment programme. The buyers&rsquo; programme is designed to attract potential buyers to visit the show and have meaningful business to business discussions with local producers and service providers. In 2014, the programme had approximately 100 trade leads with over 65% converted to real world business transactions. To date buyer registrations stand at 216, who are requesting to do business with companies in printing, packaging and labeling, construction, IT and software solutions.

Organizers of Expo 2016 are also calling to action persons and or companies who provide goods and services in the &ndash; arts, fashion and entertainment sectors namely authors, visual and fine artistes, photographers, events and entertainment managers, producers of children clothing alongside producers of bamboo products, recycling companies and Business Process Outsourcing providers to become exhibitors to showcase the expanding areas of services that Jamaica can offer to a global market. At Expo Jamaica new and returning exhibitors are able to build brand awareness by showcasing their brand to a consumer audience. Expo Jamaica is a fertile ground to introduce new products and services and create and promote a corporate image while forging international and local business relationships and getting a first-hand familiarity of their competitors. Expo Jamaica 2014 saw the event registering over 230 exhibitors, hosting roughly 15,000 consumer traffic, with over 500 registered buyers. This year, Expo Jamaica 2016 is poised to capitalise and build on the positives of 2014 by enhancing the trade experience for all parties involved. This will be done through upgraded facilities including the Caribbean Broilers food court, connection corridor to two Arenas, farmers market, hotels and attractions under Experience Jamaica. Namely for buyers, tours to Jamaica&rsquo;s premier vacation sites, a dedicated Expo Jamaica on-line app facilitated by the Jamaica Yellow pages that will keep all things Expo Jamaica 2016 at Buyers&rsquo;/Suppliers&rsquo; fingertips and through partnership with the JHTA special accommodation and transportation incentives. Expo Jamaica 2016 is undoubtedly poised to be the largest and most lucrative staging yet. Potential exhibitors are invited to book their booth spaces now with the JMA secretariat by calling 876-922-8880-3/876-922-8869 or via email [aisha@jmma.com.jm](mailto:aisha@jmma.com.jm) or [andrea@jma.com.jm](mailto:andrea@jma.com.jm). To register as a buyer and for more information about the buyers programme, visit our website at [www.expojamaica.com.jm](http://www.expojamaica.com.jm) or contact: Janene Hibbert &ndash;Buyer Recruitment Coordinator Tel: +1 876-978-7755, 978-3337 Ext: 2057 Fax: +1 876-946-0090, E-mail: [jhibbert@jamprocorp.com](mailto:jhibbert@jamprocorp.com)