

'Brand Jamaica' to be showcased to world audience

Jamaica will showcase the best of manufacturing to the biggest world audience ever, when the country participates in 'Shanghai World Expo 2010', from May 1 to October 31, in China.

More than 20 local producers are down to participate in the six-month long expo, which is being held under the theme: 'Better City, Better Life'.

The largest trade show in world history, some 190 countries and more than 50 international organisations are registered to participate, and China expects to receive almost 100 foreign leaders and millions of people from across the world for the event. National Coordinator for Shanghai World Expo 2010, Dr Dana Morris, informed that a range of local products and services be showcased weekly in the 3,400 square-foot 'Brand Jamaica' booth.

The booth, which will form part of the CARICOM Pavilion at the expo, will feature spices, condiments, rum, beer, coffee, herbal tea, fortified wines, apparel, and art and craft, which will be displayed in packaging bearing the Mandarin language of China.

There will also be ongoing entertainment in the form of live music, dance demonstrations and other cultural activities.

CARICOM Day celebrations on July 17 will be among the major events for Jamaica. Other activities in July include distributors' and exporters' fora, while in August, there will be a Jamaican Independence Gala.

Dr Morris noted that the expo will present Jamaica with a chance to build on and benefit from the publicity and goodwill garnered at the Beijing Olympics in 2008 and to position Jamaica as the hub of the region for culture, trade and investment.

The 'Brand Jamaica' booth will be opened from 10:00 a.m. to 10:00 p.m. and will be managed and operated by four Jamaicans from across ministries and two students studying in China.

It is estimated that 70 million visitors will attend the expo with an estimated 700,000 to visit the Jamaican booth.

Jamaica's participation in expo is an inter-ministerial effort involving the Ministries of Industry, Investment and Commerce; Youth, Culture and Sports; Tourism (Jamaica Tourist Board); and Foreign Affairs and Foreign Trade, among others.