

## T&T partners with Ja. to promote the Caribbean

Trinidad and Tobago will partner with Jamaica to promote the Caribbean region during the 2012 Olympics in London.

The partnership between both countries will include a team to represent the interests of major groups and organisations as part of an overall Caribbean Calling campaign which is aimed at enhancing the region's international profile on the tourism and business fronts.

The partnership was agreed on following several high level meetings in Jamaica, attended by the Chairman of the Tourism Development Company (TDC) George Stanley Beard and TDC's CEO Lara de Sonpere, which sought to establish common ground for promoting the Caribbean and advancing a strategic partnership between the TDC and the Jamaica Promotions Corporation (JAMPRO).

Utilising Trinidad and Tobago's and Jamaica's celebrations of 50 years of Independence in August 2012 and the London Olympics as a strategic focus for promoting both destinations and the wider region, the Caribbean Calling initiative is designed to maximise the region's exposure and ability to break into new markets in the UK, Europe and globally.

The Caribbean Calling initiative is open for other Caribbean countries to join, however Trinidad and Tobago and Jamaica will begin building the programme which is expected to boost tourist arrivals.