

## Expo Jamaica Showcases Jamaica's Best

New and exciting Jamaican products and services for expanded Expo Jamaica 2016

Expo Jamaica 2016, which will be in its 43rd year at its next staging is currently recruiting international and local buyers of Jamaican products for a large and improved show by Jamaica Promotions Corporation (JAMPRO). The Caribbean's largest trade exhibition will be held on April 14 – 17, 2016 at the National Arena and Indoor Sports Complex in Kingston, Jamaica. Expo Jamaica 2016, which is the hub to access high quality Jamaican products and services, will be displaying the best of Jamaica in a four day showcase. Over 300 exhibitors will be on display, with products and services from various sectors including Food and Beverage, Pharmaceuticals, Chemicals, Fashion, Furniture and Packaging. Another major highlight at the event is the established business platform for Jamaican exporters and service providers to broker partnerships, market products and engage in one-on-one sessions with attendees in an effort to generate sales. The show will have two dedicated buyers' days (April 14 and 15), where local and international buyers will have complete access to an inventory of familiar Jamaican products, along with a vast array of new and innovative products and services. JAMPRO President, Diane Edwards said the agency was focused on bringing buyers to Expo Jamaica and facilitating meetings between the exhibitors and buyers due to the event's goal to promote Brand Jamaica, and the convenience it offers to importers, distributors and retailers. "Expo Jamaica provides the opportunity to promote a large number of Jamaican products and services in one area. Buyers can view a diverse offering of products, see the innovative side of Jamaica and do business with these companies, all in the same location," she explained. Edwards said that the event presents an amazing opportunity for buyers to get all they need in one place. She went on to say, "It is our belief, that these types of initiatives must receive full support, and JAMPRO is inviting local and international distributors to come, see the sights, and do business". The event attracted over 475 buyers from 24 countries in 2014. Expo Jamaica 2016 will give front row access to Jamaica's growing and established industries. The Jamaica Manufacturers' Association (JMA) and Jamaica Exporters' Association (JEA) in partnership with JAMPRO are organizing the event. All local and international buyers are invited to experience Brand Jamaica's unique and high quality products and services! For more information or to register, visit [www.expojamaica.com.jm](http://www.expojamaica.com.jm)