



GOVERNMENT OF THE REPUBLIC OF TRINIDAD AND TOBAGO  
MINISTRY OF TRADE AND INDUSTRY

*Business of Calypso  
Workshop  
Featuring  
Calypso Rose*

.....  
ADDRESS BY

SENATOR THE HONOURABLE PAULA GOPEE-SCOON  
MINISTER OF TRADE AND INDUSTRY  
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17 FEBRUARY, 2017

Good Morning,

On behalf of the Ministry of Trade and Industry and its state agency and subsidiary company, the Trinidad and Tobago Creative Industries Company Limited and the Trinidad and Tobago Music Company Limited, I wish to express how delighted we are, to have such robust participation at the Workshop on the Business of Calypso featuring the Queen of Calypso herself, Calypso Rose.

Calypso Rose, welcome.

Calypso Rose is an outstanding example of a Calypsonian who has excelled and shattered the proverbial glass ceiling in the process. She made her way into the calypso fraternity, at a time when this art form was primarily male dominated, and became the first female Road March winner and the first woman to win the Calypso Monarch title. She also copped the Calypso Queen title for five consecutive years from 1972 to 1977. Since then, Rose has gone on to achieve numerous honours and awards both locally and internationally. Last year, Calypso Rose received the prestigious WOMEX (World Music Expo) Award on 23rd October 2016 in Spain for her contribution to World Music, and most recently the World Music Album of the Year Award at the Victoire de la Musique ceremony held on Friday 10th, 2017 in Paris, France.

The Government of Trinidad and Tobago appreciates and understands the social, cultural and economic importance of Calypso Music to our nation and beyond. Calypso Rose, in collecting her French Grammy, signalled that Calypso was not limited to any country, any language, any culture, or any gender.

Indeed, this Government remains fully committed to the development of the Creative Sector of which music, indigenous to Trinidad and Tobago, is a key component. In fact, this facility, the National Academy for the Performing Arts, is testament to our Government's vision to diversify the economy through investment in infrastructure to bolster the Creative Industry.

It is obvious from Calypso Rose's achievements and international experiences that she possesses a wealth of knowledge about the business of Calypso and the wider Music Industry. In this regard, the Ministry of Trade and Industry deemed it appropriate to ensure that this treasure trove of knowledge and experience gained over the years is passed on to future generations. This workshop serves as a medium through which calypso and the people who make it a reality, can gain insights into commercializing their skills and expanding opportunities.

At this juncture, I wish to recognize the crucial role played by the Trinbago Unified Calypso Organization (TUCO) in the development and promotion of the Calypso genre, and we thank them for their involvement in this event. Indeed, TUCO continues to provide a platform for those with talent and commitment.

For many, our local music is viewed as pure entertainment. This art form needs to be acknowledged for its economic viability including the creation of jobs and the generation of revenue. The focus must be on the business aspect of music so that talented individuals, in particular our youth, will be encouraged to choose the Music Industry as a career path, just as Calypso Rose did.

According to Price Waterhouse Coopers, revenue from the global Music Industry is expected to grow from 42.93 billion U.S. dollars in 2015 to just over 47.7 billion in 2020. Our burgeoning Music Industry is therefore not only critical to the preservation of our culture but also to the sustainable development of our country.

Lucrative areas in the sector also include production, sound engineering, composing, recording and publishing. In a 2016 report by the Inter –American Development Bank (IDB), the creative arts, surprisingly so, was identified as an industry with the potential for the highest employment in Trinidad and Tobago along with fields such as medicine and engineering. So the scope and opportunities are there for the musically talented.

In order to succeed, small and medium enterprises in the Music Industry must have greater access to financial support. The Ministry of Trade and Industry, for instance, has been working with the World Bank to establish a Secured Transaction and Collateral Registry where movable property would serve as collateral. By that I mean, non-traditional assets such as equipment can be used as collateral. Another area which needs strengthening is that of intellectual property. Those wanting to make a career in the Music Industry, including songwriters, singers and producers must therefore be well-versed with assessing the value of their intellectual property and must use mechanisms to protect these assets to ensure their rightful income streams.

The Trinidad and Tobago Music Company Limited (MusicTT) has been established to oversee the business and export development of the local Music Industry. As a result, the planning and execution of capacity building initiatives such as this workshop are at the core of their operations. I would therefore like to commend the management and staff of MusicTT for their outstanding efforts to ensure the success of this forum.

Today's workshop is designed to provide insight into writing and producing calypso, as well as key issues in business, finance and marketing to steer you along the path to a sustained career.

Given the stimulating topics and the calibre of the presenters here with us today, I am confident that the Workshop will be rich in ideas and very rewarding.

In closing, on behalf of CreativeTT, the Ministry of Trade and Industry and the Government of the Republic of Trinidad and Tobago, may I say a special thank you to Calypso Rose for the inspiring work which you continue to do. Your success, your vivacious personality and your unwavering patriotism have helped to lay the groundwork for future generations of Trinbagonians in the business of calypso.

You have taken Trinidad and Tobago through music, our calypso, to the rest of the world.

I thank you.