



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

# *Launch of the “Tropical Moderne Collection”*

**ANSA McAL GROUP**

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REMARKS

**SENATOR THE HONOURABLE PAULA GOPEE-SCOON  
MINISTER OF TRADE AND INDUSTRY**

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8 SEPTEMBER 2016

MINISTRY OF TRADE AND INDUSTRY

It is indeed a pleasure to join you this evening and to extend congratulations to the ANSA MCAL Group of Companies and more specifically, ANSA Coatings Limited, on the launch of its “Tropical Moderne” Collection.

This is surely a moment of pride for the company, and by extension, for Trinidad and Tobago as it reflects the rich creativity inherent in our population and the horizons that can be attained when we give wings to that indigenous spirit of innovation.

The launch of the Tropical Moderne Collection represents another key milestone for the ANSA MCAL Group of Companies and demonstrates the ability of the organization to adapt to the changing needs of consumers.

In this interconnected global environment where the level of competition is significantly high, organizations must be dynamic in order to take advantage of new opportunities and consequently, minimize the impact of existing or impending threats.

The ANSA MCAL Group of Companies - one of the largest conglomerates in the Caribbean – continues to leverage its resilience to remain relevant. For over 135 years, this organization has been researching its consumer needs and meeting the demands of the ever-changing market – a market which now includes Barbados, St Kitts and Nevis, Saint Lucia, Guyana, Grenada and the United States of America.

ANSA’s diversified portfolio - with subsidiaries ranging from automotive works to food and beverage to chemicals and even financial services - is bolstered by the Global Paints and Coatings Market which, studies have revealed, accounted for US\$128.5 billion in 2014. This figure is anticipated to reach US\$196.2 billion by 2022.

In the midst of this growing industry, ANSA Coatings in particular must be applauded for remaining at the forefront of the manufacturing and distribution of paint and coating technology throughout the Caribbean Region. ANSA Coatings recently launched a Sissons Paint Colour Shop in Barbados.

Among the factors that allow the organization to stay ahead of the competition is its willingness to be innovative while staying abreast of the newest international trends and industry standards. I am aware, for example, that ANSA Coatings is recognised for maintaining the ISO 9001:2008 Quality Management System Certification thereby ensuring consumer confidence.

Additionally, ANSA Coatings is known for providing its customers with the most up-to-date and comprehensive training in the application and the use of its products.

This strict adherence to international standards, together with the utilization of state of the art technology and its commitment to promoting innovation, are worthy of emulation by other local manufacturers in order to strengthen overall competitiveness.

It would be remiss of me not to acknowledge that the ANSA MCAL Group’s contribution to Trinidad and Tobago has extended beyond the products and services they have provided over the last century. This organization has also been making a meaningful contribution to the economic growth of our twin-island nation.

The Group currently employs over 6,000 employees and was reported to have generated over TT\$1.1 billion dollars in profit before tax in 2015.

In order to ensure that all corporate entities are afforded an enabling environment which is conducive to business, the Ministry of Trade and Industry is currently undertaking a number of initiatives and bolstering existing platforms.

The Government of Trinidad and Tobago is committed to partnering with the business community to create and sustain increased global competitiveness of local businesses. To this end, Government's official policy framework focuses on sustainable growth and diversification and has identified specific industries which have the potential to penetrate international markets.

One such sector is the creative industries for which the mandate of the Trinidad and Tobago Creative Industries Company, more commonly referred to as CreativeTT, is to stimulate, facilitate and guide the business development and export activities of the Creative Industries. Some of the subsectors and niche areas under this sector include, but are not limited to, – film, music and fashion.

I am very pleased to share with you that a new Board is now approved to steer CreativeTT to new heights and success, given the latent talent indigenous to Trinidad and Tobago.

It is in this vein that I must commend you on the fashion show that will soon follow. It is a most fitting conclusion to these proceedings and forms a natural nexus with the Tropicale Moderne Collection, showcasing the expressions of creativity and innovation of our people.

The Ministry of Trade and Industry and its agencies stand ready to facilitate the fashion industry in building capacity and in crossing new borders that will allow it to successfully enter new markets.

Ladies and Gentlemen, I am certain that you are all eager to view the fusion of the colours of the Collection in the fashion display under the leadership of local designers Heather Jones, Charu Lochan-Dass, Rhian Ramkissoon and Afiya Bishop.

In closing, I offer sincere congratulations to ANSA Coatings Limited, and the ANSAMcAl Group as a whole, on the launch of this innovative and vibrant product line: the "Tropical Moderne" Collection and take this opportunity to wish you continued success on the local, regional and international market.

I thank you.