



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

Media Release

MUSICTT TO STRENGTHEN INDUSTRY INFRASTRUCTURE WITH MTI SUPPORT

October 31, 2017:- At its second annual National Stakeholder Engagement event on Monday 30th October, 2017, the Trinidad and Tobago Music Company Limited (MusicTT) elaborated on several flagship projects that will build and strengthen the infrastructural capacity of Trinidad and Tobago's music sector, thereby laying the foundation for long-term commercialization. Over 200 music creatives were present at Queen's Hall to learn more about Trinidad and Tobago's first Live Music District in the City of Port of Spain, The Artist Portfolio Development Programme and its training arm, the Music Export Academy, and the Music Tech Platform.

Endorsing these projects was Senator the Honorable Paula Gopee-Scoon, Minister of Trade and Industry, who not only disclosed the strategic alignment of these projects to the critical industry success factors suggested by stakeholders, but also reaffirmed Government's support of the creative industries as a priority sector in the national diversification thrust. ***"This prioritisation is indeed warranted as the creative industry possesses great potential to generate increased revenue and employment, earn foreign exchange and create export opportunities in international markets for creative products and services,"*** Minister stated.

Her sentiments were echoed by Chairman of the Trinidad and Tobago Creative Industries Company Limited (CreativeTT), Mr. Calvin Bijou. ***"As a nation, our sustained economic well-being rests with effective diversification; and effective diversification rests with clear, thoughtful and deliberate strategy."***



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General Manager of MusicTT, Ms. Jeanelle Frontin, then outlined the implementation timelines and expected outcomes for each flagship project, beginning as early as December 2017 with a public music showcase; the first stage in the Artist Portfolio Development Programme. Frontin also spoke to the importance of working together to ensure industry success. ***“We aren’t doing this alone. We are doing this collaboratively with the Ministry of Tourism, the Ministry of Community Development, Culture and the Arts and the city of Port of Spain. We are not working in a silo anymore. We are all going to work together to ensure that this music industry becomes more successful,”*** Frontin urged stakeholders.

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