



Media Release

T&TS ANIMATORS TO TAP INTO BILLION DOLLAR INDUSTRY

4 February, 2019: - The Government is supporting the growth of animation to allow nationals to tap into a US\$259 billion industry. Speaking at a press conference on February 1, 2019 on participation by local animators in the 2019 Kidscreen Animation Summit in Miami later this month, the Minister of Trade and Industry Senator the Honourable Paula Gopee-Scoon highlighted the potential earning power of the sector which is among the fastest growing given the Digital Economy.

This global trend offers myriad opportunities for young, innovative and talented local animators. Underscoring the value of the creative industries, the Trade and Industry Minister indicated that ***“Trinidad and Tobago will take the necessary steps to successfully capture market share. The Government,”*** she indicated ***“is committed to supporting new and emerging sectors to achieve global competitiveness.”***

Citing various incentives and capacity building opportunities created by the state she expressed confidence that great prospects lie ahead once stakeholders actively participate. According to the Minister ***“While we do possess some advantages, it is up to you the young, intelligent animators and entrepreneurs to capitalise on these opportunities and grow the local industry.”*** The Minister also recognised the contribution of state agencies exporTT and FilmTT for the provision of financial, capacity building and other resources.

Ms Dionne Mc Nicol Stephenson, Chairman of FilmTT, the state agency responsible for developing and growing the local film Industry, emphasised the importance of the collaboration and highlighted social, cultural and economic benefits for Trinidad and Tobago which could be leveraged through that area of creativity and intellectual property.

Referencing support being provided by the Government to the four animators to attend the Kidscreen Summit in the United States and other successful sector specific initiatives which are also expanding the sector she said, ***“We feel sure that the export of these products will redound to the benefit of not only our Creatives, but the entire nation. As we continue to plant, and water the seeds that have been planted, we will contribute to our economy from the trade and export of our fruits.”***

Coordinator of the mission and Animae Caribe founder Ms Camille Selvon Abrahams who spoke on behalf of the participants in this year’s Animation Summit described the journey as a beautiful story which created an opportunity to not only to create local and Caribbean content but to also apply local talent and knowledge and exploit outsourcing.

Ms Selvon’s organisation, Animae Caribe has outlined a three phased plan to increase Trinidad and Tobago’s share in the growing global animation market, by creating animated content for global distribution. The first phase includes the participation of local animators at the Kidscreen Summit from February 11th - 14th 2019. The Kidscreen Summit is renowned as the children entertainment industry’s most important annual event. In 2018, the conference welcomed more than 2,000 attendees from over fifty (50) countries. Top executives attend Kidscreen Summit to take advantage of the year’s best business networking, and to engage in critical dialogue on issues that affect the industry.

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