



Government of the Republic of Trinidad and Tobago
Ministry of Trade and Industry

Animae Caribe Festival 2023

PERMANENT SECRETARY, RANDALL KARIM
MINISTRY OF TRADE AND INDUSTRY

OCTOBER 25TH, 2023

Salutations

- Country Representative for Trinidad and Tobago, Inter-American Development Bank– Ms. Carina Cockburn
- Chairman of the University of Trinidad and Tobago – Professor Clément Imbert
- President of the Trinidad and Tobago Animation Network – Ms. Jessica Yawching
- General Manager of FilmTT – Ms. Leslie Ann Wills- Caton
- Director of the Animaë Caribe Festival – Ms. Camille Selvon- Abrahams
- Specially invited guests
- Members of the media
- Ladies and gentlemen

Good morning.

It is indeed a pleasure to join you at the 22nd edition of the Animaë Caribe Festival. I wish to recognize the founder, Mrs. Camille Selvon-Abrahams, for her continued involvement with the Festival which has grown tremendously over the years and is now the longest-running festival of its kind in Latin America and the Caribbean.

The Festival acts as a hub for Caribbean collaboration, promoting unity and artistic exchanges among animators across the region. I am encouraged by the participation at this year's Festival which features representation from approximately 40 countries within the region including Martinique, Jamaica, Guyana, and Suriname. This is emblematic of the Festival's growing appeal and its role as a regional cultural ambassador. The Festival also serves as an agent for animation outsourcing services between the Caribbean islands, creating a bridge between talent and creative studios across the region.

According to a study published by Markets and Research in 2022, the global animation market size was valued at US \$394.6 billion in 2022 and is projected to grow to US \$528.8 billion by 2030. The main factors contributing to this growth include the rise of the Media and Entertainment sector, the expansion of the Communications and Technology industries, as well as the increasing use of the internet globally. These figures are a clear indication of how lucrative the global Animation is and the opportunities that are available for animators from Trinidad and Tobago.

The opportunities for the local Animation industry in terms of international trade and export are clearly articulated in Trinidad and Tobago's Trade Policy (2019-2023). The Government has committed to improving the country's performance on Trade in Services through the exploration of new and existing export and development cooperation opportunities for the Creative industries and Entertainment services through various trade agreements.

In recent years the Animation industry has experienced major growth spurts due to the popularity of animated films including: Finding Nemo; Avatar; Frozen; and Toy Story 3. These are examples of the transformative impact of advancements in technology on the Animation industry.

The rise of streaming services like Netflix, Amazon Prime, Disney+ and HBO Max have also significantly impacted the Animation industry. Traditional theatre experiences are now competing with these platforms as they provide convenience, affordability and original content. The Covid-19 pandemic has also created a lasting preference for streaming services. This change must be recognized and embraced by film producers so as to respond to the needs of the market and produce commercially viable content.

Animation also extends its reach to activities beyond the Film and Entertainment industry. It is a highly effective tool in marketing, advertising and education. Animation also plays an equally important role in modern business. It is frequently used in advertising to capture the attention of audiences and for communicating information quickly and effectively. Businesses can also build relationships with their customers by using animated characters.

The Computer Gaming industry is also pushing the boundaries of the possibilities with animation, leading to the creation of some extremely realistic game footage. Computer game animation has certainly come a long way from 2D graphics of early arcade games to highly advanced 3D experiences. Computer game animators are now building environments and objects that react to the player's actions making the gaming environment more interactive and realistic.

Another global trend is the use of Virtual Reality (VR) and Augmented Reality (AR) in animated content. These technologies have the potential to create more immersive and interactive experiences for viewers which could lead to a new era of storytelling that blends elements of traditional filmmaking, video games and other interactive media.

In addition to fostering innovation and creativity, animation also provides a viable platform for diversification, employment and export earnings through the development of the Film industry. The Government is therefore aggressively developing this sector through FilmTT which provides numerous opportunities for persons involved in animation.

FilmTT have supported several successful local animations such as: *"Howzzatt"*, a thrilling sci-fi action sports series; and *"The Island of Quito Quito"*, a comedy adventure which fuses mystery and Caribbean folklore. These two animations were recently featured at the prestigious Annecy Animation Festival in France from June 11-17 2023 and were developed and created by local Animation studio, Farr Creative.

Another animation production that was done locally by Full Circle Animation Studio is *"She Coming Back"* which was featured at the Los Angeles International Screenplay Awards and also screened at the Pan African Film Festival in Los Angeles this year.

In order to facilitate the development of the Film and Animation industries the Government has created an attractive incentive framework for creatives involved in film and animation production. These programmes provide solutions to support to entrepreneurs and increase access to

financing for projects. One such initiative is the revised Research and Development Facility (RDF) administered by exporTT Limited which provides tiered funding for innovative, technology driven business ideas in the creative and other sectors up to a maximum of \$1 million per beneficiary.

Additionally, our Film Rebate incentive offers a tiered system of 12.5% to 35% rebate on a minimum expenditure of TT\$630,000 up to a maximum of TT\$51,200,000 for foreign production companies filming on location in Trinidad and Tobago. Local film producers, are offered 35% rebate for expenditure from TT\$100,000 up to a maximum of TT\$51,200,000. An additional rebate of 20% is granted on the labour cost incurred in the hiring of local labour (i.e. citizens of Trinidad and Tobago) for a film production.

Apart from several initiatives to support the Creative industries by the Government I wish to recognize the Inter-American Development Bank (IDB) and the University of Trinidad and Tobago (UTT) for their collaborative work to support the local and regional Animation industry through the development of The Tamana Technology and Animation Production (TTAP) Factory at the Tamana InTeCK Park at Wallerfield.

The Factory is an incubator where animators can access the best technology and benefit from ongoing skills upgrades, marketing support and international industry connections required to expand exports. This investment also creates greater capacity for the production of local animation and positions Trinidad and Tobago as a regional leader in the Animation industry.

Animated films continues to be listed on block buster charts which is evidence of the continuous expansion of this Industry. Given the rise of 3D animation, artificial intelligence, interactive and immersive experiences, streaming services and globalization, there are no boundaries as to the potential of animation. As the demand for animated content continues to grow, we are likely to see more and more innovative and exciting developments in this area of activity.

As I close, I wish to commend the event organizers for hosting another edition of the Anima Caribbean Festival and for their ongoing work in supporting the development of the Animation industry as we continue to work towards establishing Trinidad and Tobago as an Animation hub in the region. I look forward to the screenings over the next few days of the Festival, as well as the impressive animation talent of our creatives that will be showcased at this year's event.

I thank you.

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