



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

Media Release

TRADE MINISTER LAUDS ANSA COATINGS FOR INNOVATIVENESS & CONTRIBUTION TO THE INDUSTRY

September 11, 2016:- Thursday 8 September, 2016 saw the launch of Ansa Coatings Limited's new 'Tropical Moderne Collection' at the SIAM Lounge, Port-of-Spain. At the launch, Senator the Honourable, Paula Gopee-Scoon, Minister of Trade and Industry commended ANSA Coatings Limited on its ability to leverage its resilience and remain relevant in the midst of a growing industry. She said ***'ANSA Coatings must be applauded for remaining at the forefront of the manufacturing and distribution of paint and coating technology throughout the Caribbean Region. Its 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.'***

Minister Gopee-Scoon noted that ***'the Government of Trinidad and Tobago is committed to partnering with the business community to create and sustain increased global competitiveness of local businesses. The 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, 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'***. She reassured the audience that ***'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'***.



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Mr. Roger Roach, Managing Director, Ansa Coatings Limited in his Welcome Remarks expressed support of the Ministry's initiative to develop a National Export Strategy aimed at enhancing export performance and the penetration of new markets. He stated that ***'Ansa Coatings has the capacity, technology, capital and resources and will continue to invest heavily in our manufacturing plants while expanding its export markets'***

The launch included a fashion show by Heather Jones; Honamic Designs & LOUD by Afiya and CLD Designs depicting the new colours being introduced to the market.