



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

Making a Living from Music Workshop

TRINIDAD & TOBAGO MUSIC COMPANY LTD.
(MUSICTT)

.....
WELCOME ADDRESS

MS. FRANCES SEIGNORET, PERMANENT SECRETARY (Ag.)
MINISTER OF TRADE AND INDUSTRY
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06 APRIL, 2017

Good Morning

On behalf of Senator the Honourable Paula Gopee-Scoon, Minister of Trade and Industry, it is my distinct pleasure to address you at this Workshop on “Making a Living from Music” which has been organized by the World Intellectual Property Organisation (WIPO) together with the Intellectual Property Office of the Ministry of the Attorney General and Legal Affairs and the Trinidad and Tobago Music Company (MusicTT). To all present – welcome; and to those visitors to Trinidad and Tobago, I extend an especially warm welcome to you and hope that this visit, if it is your first, will be the precursor of more to come.

The creative sector has been identified in the Government’s Official Policy Framework and the outline National Development Strategy 2016-2030 (Vision 2030) as a priority area in the country’s economic diversification thrust, as it possesses the necessary ingredients to penetrate international markets, generate employment and earn foreign exchange.

The Ministry of Trade and Industry has as one of its mandates to develop globally competitive businesses; and expand exports, particularly in the Non-Energy sector. The State Enterprise under the Ministry – The Trinidad and Tobago Creative Industries Limited (CreativeTT) and its subsidiary MusicTT therefore have a pivotal role to play in preparing the local creative sector for export.

One of the Ministry’s stated goals is to increase the number of businesses, including those in the creative sector, that produce innovative products, processes and services. No one can deny that the creative industry is the bedrock of innovation – a core element of competitiveness, particularly in the Music business. To this end, we are cognisant of the projections of PriceWaterhouseCoopers that revenue from the global Music Industry is expected to grow from US\$42.93 Billion in 2015 to over US\$47.7 Billion in 2020. The opportunities for success and sustainability are palpable with the tools, information and dedication/commitment of the music businessperson.

Artistes from Trinidad and Tobago enjoy world acclaim and the Government is intent on broadening that acclaim/recognition by creating an enabling environment for creative entrepreneurs, indeed all entrepreneurs, to develop their products and access new markets.

Just a couple months ago, in February, MusicTT hosted a Workshop on “The Business of Calypso, featuring Calypso Rose” who is making phenomenal strides in France. On that occasion, Minister Gopee-Scoon underscored the need to strengthen intellectual property awareness among the sector’s stakeholders stating “Those wanting to make a career in the Music Industry, including songwriters, singers and producers must ... be well-versed with assessing the value of their intellectual property and must use mechanisms to protect these assets to ensure their rightful income streams.”

The deep interest demonstrated by participants in February - in all matters related to intellectual property - identified a significant gap on which urgent attention was warranted. This week's Workshop is therefore very timely and will undoubtedly provide essential information for music entrepreneurs and stakeholders alike on such critical issues as The Creative Industries as a Factor of Economic Development in Trinidad and Tobago and the World; Income Streams from Copyright and Related Rights for Authors and Artists; Music Publishing and Contract Negotiation; Branding; Music in Film, Television, Advertising and Video Games; How to Monetize and Give an Added Value to Music via the Internet, among other topics.

The local, regional and international presenters will undoubtedly provide you with much food for thought and action.

In closing, I want to thank and congratulate all who collaborated to bring this important forum to fruition and to wish you stimulating, insightful and rewarding sessions over the next two days.