



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

Kidscreen Animation Summit 2019

REMARKS

SENATOR THE HONOURABLE PAULA GOPEE-SCOON
MINISTER OF TRADE AND INDUSTRY

FEBRUARY 01, 2019

Good morning to all.

I am pleased to participate in today's event which highlights the Government's investment in our talented and innovative animators. The Ministry of Trade and Industry has taken a keen interest in the contributions of the animation subsector and more specifically the role of the Animaes Caribe Animation and Digital Media Festival which has been developing the sub sector for close to two decades.

The Animaes Caribe team must be commended for taking the initiative to lead a small but gifted contingent of local animators to the 2019 Kidscreen Animation Summit in Miami this month.

The global Animation Industry is expected to grow from US\$ 259 billion in 2018 to US\$ 270 billion in 2020 according to online industry database Research and Markets. Considering the size of the global market of US\$259 billion, the Government of Trinidad and Tobago will take the necessary steps to successfully capture market share in keeping with the goals articulated under Theme Four (4) of the National Development Strategy, Vision 2030 which speaks to "Building Globally Competitive Businesses".

In this regard, I also want to recognize exporTT, and the Trinidad and Tobago Film Company (FilmTT) for supporting the sector through financial, capacity building and other resources.

The Kidscreen Summit, is renowned as the children entertainment industry's most important annual event. Registering close to 2,000 attendees from over 50 countries, capacity building, networking and business opportunities abound. The participating creatives from Trinidad and Tobago will have the prospect of featuring their animation projects and presenting their work to international animation executives seeking sales and distribution options. They will also be well positioned to learn first-hand about current market needs and challenges and adapt their business models to suit. Trinidad and Tobago will also have an opportunity to be branded as an ideal destination for the outsourcing of animation services.

According to an article in the Forbes Magazine published in 2016, 50% of the world's population are online, a third are on social networks, 53% are mobile, and they span all ages, races and geographies across the planet. The culmination of this explosion in consumer connectivity is the Digital Economy.

As technology advances, the animation industry is now positioned as one of the fastest growing industries internationally due to the unique relationship between animation and Information and Communication Technology (ICT).

Major animation studios such as EA Games and DreamWorks are aggressively pursuing global outsourcing as a part of their business model. Shows like "The Simpsons" and "Futurama," along with feature-length animated movie releases may have been conceived in the United States, but were brought to life overseas.

Entertainment giants like Walt Disney, IMAX, and Sony are constantly in search of locations across the world that provide a suitable environment to outsource animation services. These

locations must be cost friendly, provide high-quality services, have a knowledgeable workforce, be fluent in English and have high tech animation infrastructure. I daresay we have those resources.

India therefore is now one of the most sought-after destinations for outsourcing animation services. Trinidad and Tobago also possess some similar distinctive characteristics that can make this country a key supplier for outsourced animation work from North America and other regions. Some of these are:

- Having English as our first language;
- Our time zone proximity to North America which makes it easier to conduct business;
- Our strategic location between Europe and North America;
- Our westernized approach to storytelling which is relatable to North American viewers; and,
- of course our education system

On the home front, Full Circle Animation Studio is a prime example of success, having produced work for Universal Studios and Disney and having been recently recruited by Big Jump Entertainment in Canada to produce the animation for season three of 'Animals,' an HBO TV series. Full Circle has evolved into a foreign exchange-earner given its expanding overseas clientele. I am confident that this can be emulated by others.

Therefore, to secure Trinidad and Tobago's place as a leading hub for outsourced animation work, the Government is resolved to develop technically sound and highly skilled labour. The University of Trinidad and Tobago (UTT) diploma programme in Digital Media and Animation studies and a Bachelor of Fine Arts programme in Digital Media Arts, with a specialisation in Animation, produce yearly human resources required to grow local animation.

Further, the Anima Caribbean Animation and Digital Media Festival has contributed significantly to the growth of the local Animation Industry by providing a platform for sharing knowledge and introducing new technologies to the local industry. This event also undertakes several developmental initiatives to help sharpen competencies, and showcase the work of local practitioners before prospective investors.

The Film Production Expenditure Rebate Programme which is managed by FilmTT provides rebates for animated projects at a minimum of thirty (30) minutes in length. The rebate includes refunds for the acquisition of local services including animation services.

In 2018 six local film producers were recipients of film rebate cheques totalling \$5.7 million. We are serious about this and I encourage all of you to take advantage of this opportunity.

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. To the participants in this year's Animation Summit - Jeuanne Alkins, Denny Ablack, Andy Berahazar and Jessica Yaw Ching, you are encouraged to fully exploit this unique opportunity. As you progress, remember that the Government is committed to supporting new and emerging sectors to achieve global competitiveness.

I also extend best wishes to each of you and I am assured that you will make us all proud. It is anticipated that the leads which you will make at this event will redound to the economic benefit of your businesses and to Trinidad and Tobago. I look forward to hearing all of your success and development stories upon your return.

I thank you and good luck!