



Government of the Republic of Trinidad and Tobago
Ministry of Trade, Investment and Tourism

Trinidad and Tobago Chamber of Industry and Commerce Carnival Catwalk Masterclass

Remarks by
Dr. Colin N. Gosine, Parliamentary Secretary
Ministry of Trade, Investment and Tourism

Tuesday, August 25th, 2026

Salutations

- Ms. Kiran Maharaj – President, Caribbean Chambers of Commerce; Past President and Director, Trinidad and Tobago Chamber of Industry and Commerce; and Founder, Orange Economy Committee
- Ms. Lorraine O'Connor – Chairperson, Orange Economy Committee; General Manager, C15 Studios
- Mr. Sekou Alleyne – Chief Executive Officer, Global Trinidad and Tobago
- Ms. Leslie Ann Wills-Caton – General Manager, Film / Film Commissioner, Trinidad and Tobago Film Commission, Global Trinidad and Tobago
- Mr. Jerome “Rome” Precilla – Creator and Executive Producer, Carnival Catwalk
- Mr. Gian Franco – Executive Producer, Carnival Catwalk; Chief Executive Office, Pavilion+
- Mr. Rodney Seemungal – Executive Producer, Carnival Catwalk; Star Global Production Limited
- Members of the Orange Economy Committee
- Representatives of Tourism Trinidad Limited and the Buy Local Programme
- Industry partners, producers, members of our creative and business communities
- Members of the media
- Specially invited guests
- Ladies and gentlemen

Good morning,

It is a pleasure to bring greetings on behalf of the Ministry of Trade, Investment and Tourism at today's **Carnival Catwalk: From Conception to International Distribution Industry Masterclass**.

I extend congratulations to the Producers on winning the Best Entertainment Programme–Television award at the 57th Annual Caribbean Broadcasting Union (CBU) Awards recently held in Guyana. This recognition marks a significant milestone for the series, as it is the first reality television show from Trinidad and Tobago to be featured on a major U.S. streaming platform, airing on NBC-Universal's Peacock. Congratulations to Executive Producers Jerome “Rome” Precilla, Rodney Seemungal, and Gian Franco, for highlighting local talent and our culture.

Today's Masterclass comes at an important time for Trinidad and Tobago and for the wider Caribbean. Across our region, we possess an extraordinary wealth of creativity, culture, talent, and ideas. It is a Creative Wealth that can transform into intellectual property, commercial viability, employment, and export opportunities. And it is the heart of the Orange Economy.

The Orange Economy recognises that creativity is not only about culture and expression. It is about an economic resource. Our ideas, stories, music, films, food, and other creative works can be developed, protected, commercialised, and taken to international markets.

The business economy creates employment and generates activity across several sectors—from fashion, music, and technology to tourism, hospitality, transportation, marketing, and manufacturing.

Carnival Catwalk is therefore a testimony of the Orange Economy in action.

I understand today's Masterclass will take participants through the producer's journey—from concept and development, through production, marketing, and technical delivery, to international distribution. It provides an important opportunity for producers, their companies, and their creative-industry stakeholders to witness the transformation of a Trinbago idea into commercially viable, export-ready Trinbago content.

Therein lies a nexus to the Ministry of Trade, Investment and Tourism's strategic objectives. MTTI has set an ambitious target of US\$9 billion in national investment by 2030, while aiming to increase non-energy export revenues by an additional US\$2 billion by 2027.

By developing our creative industries as commercially viable enterprises and taking Trinidad and Tobago's creative products into regional and international markets, we create new sources of foreign exchange, attract investment, and expand the contribution of the creative sector to national economic growth.

The scale of the Carnival Catwalk production is testimony to this wider economic value of the creative sector. More than 230 people and businesses were engaged across development, pre-production, production, post-production, marketing, and distribution. This included cast and crew, artistic professionals, suppliers, technical specialists, and service providers.

The Carnival Catwalk team pursued the creation of economic activity across an entire value chain and throughout an entire ecosystem.

Moreover, this production's entry into the United States Streaming Ecosystem brings the richness of Trinidad and Tobago's essence to viewers across the world.

With international distribution and an estimated reach of 694,000 viewers, the production has taken a Trinidad and Tobago story to several audiences and created opportunities for local brands through product placement and commercial partnerships. Additionally, there is a natural connection between the Orange Economy and tourism. Our culture is one of our greatest competitive advantages that we have. Our music, festivals, fashion, cuisine, film, and creative expression make Trinidad and Tobago distinctive and an appealing promotion for visitors to experience and engage with Sweet T&T.

The role of the Film Commission under Global Trinidad and Tobago is equally critical. Its work includes strengthening the economy around our producers, connecting them with industries, standards, partnerships, and market pathways to allow our creators a competitive advantage internationally.

Today's collaboration with Star Global Productions, the Buy Local Programme, Tourism Trinidad, and the Chamber's Orange Economy Committee supports this interconnected approach.

Film connects with tourism. Tourism connects with culture. Culture connects with fashion, music, and entertainment. All of these create opportunities for local businesses and, ultimately, opportunities to export the Trinidad and Tobago brand.

I therefore encourage every participant to make full use of today's Masterclass. Learn from the Carnival Catwalk experience. Strengthen your projects. Build partnerships. Understand the business of distribution and begin thinking about how you can commercialise your idea and protect your content.

The Government remains committed to creating an environment where creativity becomes enterprise, where intellectual property becomes an asset, and where our talent becomes a source of sustainable economic growth.

Let us create stories about Trinidad and Tobago, create great stories about the Caribbean – and export these stories worldwide.

I congratulate the Film Commission and its partners on this timely initiative, and I wish you a productive, engaging and successful Masterclass.

I thank you.