



Overview

The **Meet Jamaica** programme is a private-public sector collaborative between **Jamaica Promotions Corporation (JAMPRO)** and **The Private Sector Organisation of Jamaica (PSOJ)** to increase the trade of goods and services in the United Kingdom (UK) and wider European markets. This will be done by capitalizing on the global brand platform afforded by the London 2012 Olympics, with the staging of a programme of missions and events in Birmingham, the host city for the Jamaican Olympic team, and the largest concentration of the Jamaican Diaspora in the world.

The idea is a convergence of JAMPRO's Berlin Response Initiative and the desire of a group of nine (9) private sector companies who currently do business in the UK - LIME, DIGICEL, J Wray & Nephew, JABLUM, GraceKennedy, Jamaica National Building Society (JNBS), Red Stripe, Jamaica Producers, and National Continental Baking Company. These companies started discussions in 2009 on the possibility of creating a programme that would increase their presence in the UK leading up to the Olympics.

The PSOJ-JAMPRO Partnership

Arising from a meeting of the PSOJ's Trade Policy Committee on April 6, 2010, it was agreed that JAMPRO would coordinate the business and trade promotional activities associated with the London 2012 initiative. Subsequent meetings among key business stakeholders resulted in the formulation of a concept and approach for a sustainable 18-month long campaign commencing in the last quarter of 2010 and culminating in the summer of 2012. Jamaica National has been a key private stakeholder in the initiative to date, demonstrating significant commitment by underwriting the cost to hire a project manager for London 2012, who is currently housed at JAMPRO; and the financing of the start-up communications tasks

associated with the development of the logo for London 2012 and the local launch of the initiative scheduled for October 13 in Kingston.

The Programme

Under the theme Meet Jamaica at London 2012, the Programme will build on JAMPRO's promotional activities in the UK, as well as, the Jamaica Exporters Association (JEA)/PSOJ led initiatives in that market to create an impressive itinerary of branded events leading up to the Olympic Games. The PSOJ will mobilize its membership around the inherent opportunities of London 2012 and JAMPRO, in its capacity as the official trade and investment promotions facilitator for this initiative, will leverage its extensive network of contacts and relationships in the UK marketplace to ensure the success of the event.

In developing the itinerary of the pre-London 2012 trade and investment initiatives, careful consideration was given to those events and locations that would provide the most visibility and impact for the mission, i.e. those venues with highest concentration of Jamaican Diaspora, strong commercial ties to the region and proximity to the Olympic Village. Given these requirements the majority of activities will be concentrated along the M1 Corridor that connects cities such as Birmingham, Coventry and London; home to over 65% of the Jamaican Diaspora in the UK.

The overarching objective of the London 2012 Initiative, beyond increasing trade opportunities for our brand leaders and emerging exporters, is about achieving 'share of mind' in the UK & Europe for Brand Jamaica that would lead to the entry and 'cross-over' of some of our products and services into these foreign markets. By leveraging the popularity and achievements of our athletes, the programme will:

- Lift the profile of Jamaican businesses
- Expand business opportunities, (new distribution links, supply contracts, etc.)
- Increase Jamaica's brand visibility through specially designed missions and events over the 18-month period.