



## CONFERENCE OBJECTIVES

*“Improving Sustainability through Resource Development”*

Shaping opportunities for Regional Small Business Associations to better serve and support economic growth while striving to create a space to address areas most critical to the sustainability and livelihood of MSMEs through a network connecting businesses with businesses.

### BACKGROUND:

The Small Business Association of Jamaica (SBAJ) will host the 2nd Regional Micro, Small and Medium-sized Enterprise (MSME) Conference April 16-18, 2019 at the Jamaica Pegasus Hotel. As with the previous conference held in 2017, the organizers envisage the participation of a broad mix of stakeholders, particularly business owners, innovators, regulators, buyers and sellers of goods and services who will be networking, collaborating, promoting their capabilities and brands, developing new business and outsourcing opportunities.

Our Inaugural Regional MSME Conference in 2017 was successful in hosting 185 participants, 62 of which represented 28 countries from across the region.

It is the belief that most successful businesses, small, medium, and large alike, are inexorably linked to challenges at different stages from concept to the agile stage of growth. As such, the organizers are convinced that scheduled pre- Conference presentations and discussions of three (3) business success stories will be useful as a contextual lead-up to the Conference. The selection process will be a collaborative effort between the Conference Planning Committee and partners.

#### OBJECTIVES

Our objectives for this year’s conference include:

- Facilitating exposure to new trends in business development and management
- Promoting success stories among MSMEs
- Examining MSME policy within a context of macro-economic strategy and its impact on business profitability
- Providing a forum for B2B interaction to explore opportunities for national, regional and international business collaboration/linkages
- Exposing participants to new technologies and research and development in agriculture as well as climate smart innovation

#### AUDIENCE PROFILE

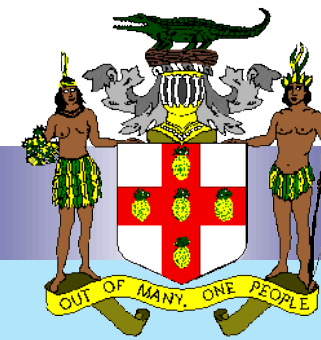
Micro and Small Business Owners offering products and services located locally and regionally who are interested in scaling their businesses and making their processes more efficient using automation, artificial intelligence, robotics and technology. These would also include consultants, farmers, agro-processors, business counsellors, microfinance providers and policy makers are also included.

#### TARGET NUMBER

According to the recommendations from the Inaugural Conference, the expectation is for participation of 300-350 participants.

*Product of Small Business Association of Jamaica*

[www.caribbeanmsmeconference.com](http://www.caribbeanmsmeconference.com)



SMALL BUSINESS ASSOCIATION OF JAMAICA



Caribbean MSME Conference 2019

## “IMPROVING SUSTAINABILITY THROUGH RESOURCE DEVELOPMENT”

*Women in Business Forum*



- Regional competitiveness to increase economies of scale
- The need for greater collaboration with businesses in the Caribbean
- How to Grow your business
- MSME financing to create sustainable small businesses
- Removal of impediments to trade amongst member states
- Policy Framework to facilitate growth locally and regionally (CARICOM)

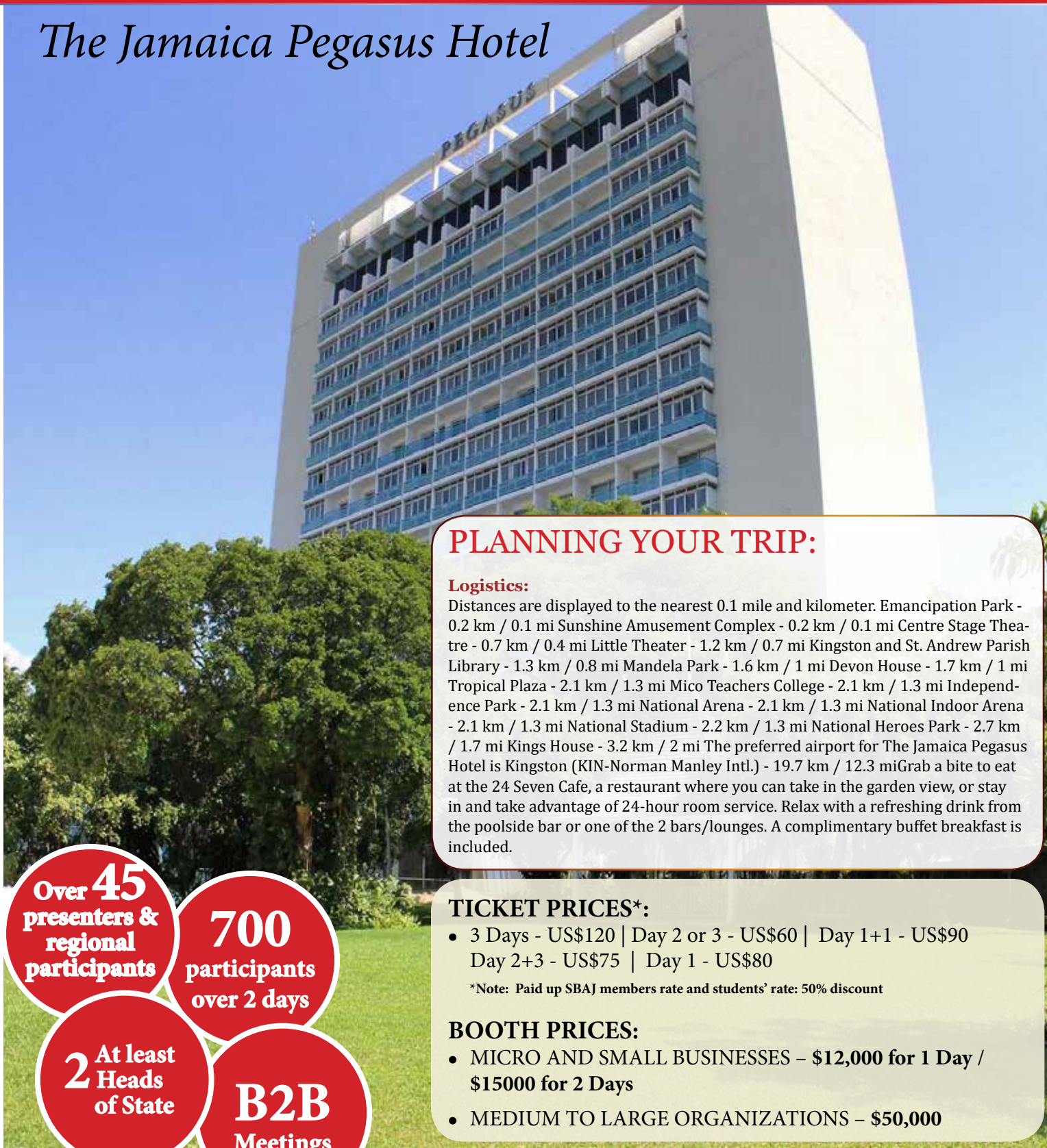
**April 16-18, 2019**  
**JAMAICA PEGASUS HOTEL**  
KINGSTON, JAMAICA

[www.caribbeanmsmeconference.com](http://www.caribbeanmsmeconference.com)



# CONFERENCE VENUE:

## The Jamaica Pegasus Hotel



### PLANNING YOUR TRIP:

#### Logistics:

Distances are displayed to the nearest 0.1 mile and kilometer. Emancipation Park - 0.2 km / 0.1 mi Sunshine Amusement Complex - 0.2 km / 0.1 mi Centre Stage Theatre - 0.7 km / 0.4 mi Little Theater - 1.2 km / 0.7 mi Kingston and St. Andrew Parish Library - 1.3 km / 0.8 mi Mandela Park - 1.6 km / 1 mi Devon House - 1.7 km / 1 mi Tropical Plaza - 2.1 km / 1.3 mi Mico Teachers College - 2.1 km / 1.3 mi Independence Park - 2.1 km / 1.3 mi National Arena - 2.1 km / 1.3 mi National Indoor Arena - 2.1 km / 1.3 mi National Stadium - 2.2 km / 1.3 mi National Heroes Park - 2.7 km / 1.7 mi Kings House - 3.2 km / 2 mi The preferred airport for The Jamaica Pegasus Hotel is Kingston (KIN-Norman Manley Intl.) - 19.7 km / 12.3 mi Grab a bite to eat at the 24 Seven Cafe, a restaurant where you can take in the garden view, or stay in and take advantage of 24-hour room service. Relax with a refreshing drink from the poolside bar or one of the 2 bars/lounges. A complimentary buffet breakfast is included.

#### TICKET PRICES\*:

- 3 Days - US\$120 | Day 2 or 3 - US\$60 | Day 1+1 - US\$90
- Day 2+3 - US\$75 | Day 1 - US\$80

\*Note: Paid up SBAJ members rate and students' rate: 50% discount

#### BOOTH PRICES:

- MICRO AND SMALL BUSINESSES – \$12,000 for 1 Day / \$15,000 for 2 Days
- MEDIUM TO LARGE ORGANIZATIONS – \$50,000

Over 45 presenters & regional participants

700 participants over 2 days

2 At least Heads of State

B2B Meetings



## THEMES

### Entrepreneurship, Innovation and Technology

Entrepreneurship, innovation and technology are now the focus for creating cutting-edge businesses that exploit the opportunities created by the new demands of the marketplace and the growing sophistication of automation and artificial intelligence. The conference will explore these opportunities and expose participants to success stories that are meant to inspire and drive new initiatives.

### B2B

One of the indicators of success that was gleaned from the Inaugural Conference Survey(2017) was the effective execution of a Business-to-Business (B2B) event. Fundamentally a B2B matchmaking event will pair interested companies from across the region and arrange one-to-one meetings. This year the B2B event will be focussed on tourism linkages particularly in agriculture and services. The information obtained from this event will be useful to inform the region of emerging innovative ideations and how best to support business opportunities.

### Policy

The MSME policy environment is changing rapidly and it is important for participants to be aware of key initiatives and changes at both the policy and regulatory level as well as becoming aware of innovations driven by the private sector.

A fourth activity which is integral for the success of the conference is the promotion of success stories which will be pre-selected from across the region. They will be promoted through social media and other means and will serve as a source of inspiration and knowledge for those participating in the conference.

Throughout the conference a cadre of specialists and advisors will make themselves available as volunteers who will enhance the learning experience of conference participants.

This year's Regional Conference will be prescriptive in promoting cross-border cooperation and links between upper-tier enterprises and SME's. As such, the B2B forum for buyers and sellers of goods and services will be introduced as an additional feature of this year's conference. This intentional aspect is essentially to ensure that the interaction of these enterprises are not left to chance as we are desirous of seeing the execution of a structured and pre-emptive matchmaking approach.

Dear Colleague,

I am indeed moved to express my welcome and appreciation on behalf of the Government of Jamaica for this second staging of the Caribbean MSME Conference.



I am pleased that our Caribbean neighbours led by their heads of Government, Ministers of Government, presenters have decided to participate at the highest level to make this another successful conference. To our distinguished overseas guests and local participants from across the region, welcome.

This conference is a result of the synergy between the Government of Jamaica and the small business community, represented by the Small Business Association of Jamaica and its various corporate partners.

It is indeed the expectation that you the participants will leave the conference with practical tools, plans of action, support and partnerships that can propel your businesses to the next level. We recognize the sacrifice that many of you have made to be here, and we thank you. Let us usher in a new vision for Caribbean collaboration.

Sincerely,

**Audley Shaw, MP**

*Minister of Industry, Commerce, Agriculture and Fisheries*

Dear Participants,

Welcome to our Caribbean MSME Conference 2019 at the Jamaica Pegasus Hotel in Jamaica's business capital. On this our second MSME Caribbean Conference we are heartened by the participation and the value that each participant would have received from the dynamic discussions pertinent to



the MSME sector. This year we have deliberated long and hard to ensure that our programme is intrinsically tied to providing the tools that our entrepreneurs must have to remain sustainable and survive the evolving business landscape.

As such, we decided to create opportunities for private and public stakeholders to shape the narrative for Regional integration. This year's theme exemplifies the importance of collaboration and dialogue for sustainable Caribbean resource development.

Only through solid economic interventions and partnerships will our communities, our state, our country and our Regional bloc improve. We welcome you to experience the best of Jamaica and the Region.

Yours faithfully,

**Hugh Johnson, JP**

*President*



## Booth Space available for FORUM

TEL: (876) 978-9191; 579-9431; 441-1888

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