



Report
Onsite Caribbean 2 Seminar and Planning Meeting
May 25-26, 2009, Guyana

Introduction and Background

Caribbean Export Development Agency (Caribbean Export), in collaboration with TFO Canada and under the ambit of the Caribbean Design Network (CDN), is seeking to build on the successes of the original Onsite Caribbean Project by creating and implementing a second phase of the project Onsite Caribbean 2. It is anticipated that the Caribbean Development Bank will also be associated with Onsite Caribbean 2. The original Onsite Caribbean supported product and market development (directed primarily at the Canadian market) for seven artisan producers in the gift and craft sector from Barbados, Dominica, Haiti and Jamaica.

Project Objective

The general objective of the project is to increase the competitiveness of micro and small sized enterprises in the region through the development of export ready craft collections and the launch and promotion of these collections in regional and international markets. A single coordinated project that brings to bear the specialized skills of all the participants should create a transferable methodology for working with micro, small and medium-sized enterprises (MSME) regionally.

The specific objectives are:

- To develop, under the aegis of a regional design team and international experts, a combined export-ready product collection that is both contemporary, and, reflective of the history and specialized skills of the region.
- To strengthen the capacity of the group and/or cluster for export. The focus of the work will be production specialization for companies, the creation of market-adapted designs and quality product and/or process innovation, the promotion of joint design process through creative workshops, and, to provide access to external markets, specifically a product launch at Maison et Objet in January 2010.
- To work in coordination with the re-branded Caribbean Gift and Craft Show to showcase these new product collections

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The first seminar and planning activity for Onsite Caribbean 2 was held in Guyana, over the period May 25-26. Ten participants (comprising 5 members of the proposed regional design team and 3 other persons - See Appendix 1) along with Caribbean Export's Manager Core Services and TFO Canada Associate Patty Johnson attended the meeting.

The meeting objectives were to: Review the original Onsite Caribbean companies and undertake assessment of new companies for inclusion in the project; Evaluation and analysis of benchmarking, design input and deficits, ecological aspects, potential for market re-entry and creation of new markets in the region; and, the development of a 6 to 7 month work plan for the project. These objectives were all achieved and the detailed work plan is attached at Appendix 11 to this report.

Other important decisions of the meeting are summarized below:

- The regional design team will oversee product development in Bahamas, Haiti, Dominica, St. Vincent, St. Lucia, Trinidad and Tobago, Jamaica and Barbados. TFO Associate Patty Johnson will supervise this coordinated effort while working concurrently on pending national product development projects in Barbados, Jamaica and Guyana. In addition, Patty Johnson will review companies identified in Belize and Suriname. (See Appendix 11 for list of companies)
- The group will meet in the Caribbean for three more 2 or 3 day sessions between June and December 2009 to review research, analyse data and develop the new product collection. In order to facilitate this process, the group developed a research information template. These templates will be used to create a documentary record of this activity, to develop a short list of companies that will be included in Onsite Caribbean Two, and, to assist with communication between the members of the network via email and the Internet.
- The design team will also make a study visit to Maison et Objet in September 2009 and will participate in the planning and implementation of the launch at the same trade show in January 2010.

APPENDIX 1

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* Regional Design Team

APPENDIX 11

DATE	ACTIVITY	OBJECTIVE
May	CDN Meeting Session 1 Apply to Maison et Object Confirm Contracts	Project Introduction Company Identification

June	<p>Patty – Barbados, Guyana & Jamaica (Research Trip to Suriname & Belize)</p> <p>Andy – Dominica, St. Lucia & St. Vincent</p> <p>Philip – Barbados</p> <p>Cassandre – Haiti</p> <p>Lesley Anne – Trinidad & Tobago & Bahamas</p> <p>Lisa - Jamaica</p> <p>Research – material, company, process, history, visual documents</p> <p>Umbra + briefs (5-6 Products)</p>	Information gathering
June 30	<p>Short List of Companies</p> <p>Technical Standards & Export Regulation Research</p> <p>Update on Umbra design briefs</p>	Information gathering Research
July/Aug	CDN Meeting Session 2	<p>Research Presentations by Designers</p> <p>Concept Development Workshop</p> <p>Final Company selection</p> <p>Product Development</p> <p>Brainstorming</p>
July/Aug	Letters of Invitation to Companies	
July to Sept	Work with companies, producers and groups	First round of prototyping
Sept 4 – 8	Study Trip to Maison et Objet	
Sept/Oct	CDN Meeting Session 3	<p>Models and Samples</p> <p>Analysis and Critique of Collection to date</p> <p>Planning for Final Prototyping</p>

Nov	Finished Product Lines Photography Final Graphic Design & Promotional Materials	
Nov/Dec	CDN Meeting Session 4	Review and Final Planning for Installation
Dec 2009/Jan 2010	Media Promotion Design Installation Launch Logistics Shipping	
Jan 22 2010	Maison et Objet	Launch

APPENDIX 111

DESIGNER	REGION	COMPANY	STATUS	MEDIA
Patty Johnson	Barbados	Luna Designs BIDC Companies Painted Earth Avark Exclusive Cottons Ayissa Textiles Harwood Woodworks Red Clay Pottery	Confirmed Pending Pending Pending Pending Pending Pending	Vegetable Ivories Raku Pottery Leather and Textiles Textiles Textiles Wood Pottery
Patty Johnson	Jamaica	Nanny of the Maroons Traditional Craft JBDC Authentic Craft Cluster	Confirmed Confirmed	Traditional Maroon Craft Varied

Patty Johnson	Guyana	Liana Cane Interiors Amerindian Communities – Wai Wai, Pomeroun, Makushi	Pending Pending	Woven Furniture Indigenous Work
		Rainforest Pottery Image of Likeness Art Gallery and Studio	Pending Pending	Pottery Pottery
		Summersons Furniture Amerindian Missions	Pending Pending	Furniture Weaving and Embroidery
		Leatherland	Pending	Leatherwork
Patty Johnson	Suriname	Traditional Maroon Craft	Pending	Traditional Wood Carving
		Suhanas/Stg Kulturu Krakti	Pending	Textiles and Embroidery
		Wilma’s Originals	Pending	Textiles
Patty Johnson	Belize	Medina’s Furniture Tilla’s Creations	Pending Pending	Furniture Traditional Pottery
Andy Manley	St. Lucia	Adam Azaire Kuumba Designs	Pending Pending	Pottery Textiles
Andy Manley	Dominica	Caribbean Creative	Confirmed	Contemporary Products
		Kalinago Community	Confirmed	Indigenous Weaving
		Jacob Fredrick	Pending	Indigenous Wood Carving
Andy Manley	St. Vincent & the Grenadines	Finishing and Furnishing	Pending	Furniture
Lesley Anne Noel	Trinidad and Tobago	Vetiver Grass	Pending	Traditional Weaving
		Robert Young Enterprise	Pending	Appliqué Textiles
		Chiaguanas	Pending	Indian Religious Pottery
		Ken Ford, Chris Anderson, Gillian Bishop	Pending	Copper Work
		Ajoupa Pottery Adam Williams	Pending Pending	Mosaic Pottery Ceramics

Lesley Anne Noel	Bahamas	Coil Baskets and Raffia Silver Cast Jewellery	Pending Pending	Traditional Straw Work Precious Metals
Cassandre Mehu	Haiti	Jean Paul Sylvaince/Jacmel Les Ateliers Jerome Lafleur Hansie Duvivier Africarib Textiles Veve Collection	Confirmed Pending Pending Pending Pending Pending	Tobacco vessels Sequin Work Contemporary Products Textiles Textiles +DVF Handbag
Lisa Callender	Jamaica	Belina Creations Philip Supersad Jag Mehta David Pinto Everard Powell Gene Pearson Natural Wood Forms Phoenix Ironwork Ace Wood Working Garth Sanguinetti Big Daddy Craft and Leather	Pending Pending Pending Pending Pending Pending Pending Pending Pending Pending Pending	Home Accessories Ceramics Ceramics Ceramics Ceramics Ceramics Wood Carving Metal Work Wood Precious Metals-Gold Leather Work
Philip Marshall	Barbados	BIDC companies Scott King Bill Grace	Pending Pending	Furniture Ceramics
Other Ideas	Jamaica	Work by contemporary photographers in installation		
	All	Look at traditional tools and objects like steel pans (Lincoln Pans – Larry Lergen), dolls (Herman’s Dolls) and machetes		