

## Support for Saint Lucia to Implement the Gender-Responsive National Strategy for the Development of the Four Priority Services Sub-Sectors



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## Market Pointer – Exporting “Creative” Services to Jamaica

### Demand

The ITC data for Jamaica is available until 2018 for Audiovisual and related services and for Other personal, cultural, and recreational services. Jamaica imported approximately \$15,289,000 USD in Audiovisual and related services in both 2017 and 2018. Thus, no growth in that sector. Also, Jamaica imported \$26,996,000 USD in Other personal, cultural, and recreational services in both 2017 and 2018. Thus, no growth in that sector either. Despite the stagnancy in that market the size makes it an interesting opportunity for Saint Lucian artistes to explore.

*Jamaica* boasts a large number of annual events at which creative industry artistes can go and showcase their talent for financial gain. Include in these are: Accompong Maroon Festival, Jamaica Sprint Triathlon, Air Jamaica Jazz & Blues Festival, Bob Marley Week, Bob Marley Birthday Bash, Reggae Summerfest, Jamaica Kiteboard World Cup, March Spring Break, Montego Bay Yacht Club's Easter Regatta, Carnival in Jamaica, Treasure Beach Off Road Triathlon, Calabash International Literary Festival, StyleWeek Jamaica & Fashion Block, Kingston on the Edge Urban Art Festival (KOTE), Caribbean Fashion Week, Ocho Rios Jazz Festival, Little Ochi Seafood Carnival, National Dance Theatre Company's Season of Dance, Reggae Sumfest, The Absolute Temptation Isle, Red Stripe Dream Weekend, The National Independence Float Parade and Grand Gala, Falmouth Blue Marlin Tournament, Port Antonio International Fishing

Tournament, Motor Sports Championship Series.<sup>1</sup> Below is some more detailed information for some of these events.

### Market entry requirements

Saint Lucian passport holders do not require a visa for travel to Jamaica. Also, for entertainment artistes there is no work permit requirement for performing in Jamaica if the artiste is entering for a single performance or will spend less than 90 days in the country.

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<sup>1</sup> <https://www.frommers.com/destinations/jamaica/planning-a-trip/calendar-of-events>