

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 Barbados

Demand

Barbados has several landmark events that take place annually, most of which provide some opportunity for creative artistes to showcase their services. Included are: Round Barbados Sailing Week; The Holetown Festival; Barbados Agricultural Society's Annual Exhibition; Sandy Lane Barbados Gold Cup; World Surfing League-Barbados Surf Pro; Vujaday Music Festival; Oistins Festival; Barbados Reggae Festival; Barbados Ninja Throwdown; Barbados Celtic Festival; Flow King of the Hill; Sol Rally Barbados; Dive Fest Barbados; Junior Kadooment; Bridgetown Market; Grand Kadooment; and Barbados Food and Rum Festival. Below is some more detailed information for some of these events.

The *Holetown Festival* takes place in Holetown, Barbados, and celebrates the anniversary of the first English settlement in Holetown on February 17, 1627. The week-long celebration occurs every year during mid-February and includes a number of activities which showcase the culture and traditions of Barbados. Events include folk singing and dancing, sports and games, street parades, markets, and food stalls that offer traditional Barbadian cuisine.¹ There is an opening Gala and Steel Band Concert and nightly variety concerts at the Seaside Theatre.

¹ <https://www.visitbarbados.org/the-holetown-festival>

Barbados Agricultural Society's Annual Exhibition takes place from the end of February to early March every year. Farmers, craft persons and processors of agricultural products are among the many exhibitors each year with approximately 60,000 visitors over the three-day show and over 250 exhibits running daily in 2019. Entertainment is featured in the event.²

Vujaday Music Festival takes place April 1-5. Vujaday Music Festival is a thoughtfully curated selection of musical and cultural experiences that invites fans to explore lush landscapes, dance on flawless palm-covered beaches and soak in translucent azure waters under a golden island sun.³ It presents an opportunity for Saint Lucia music producers to showcase their talent.

The *Oistins Festival* is an annual event that takes place every Easter weekend in the scenic fishing village of Oistins, Barbados in the parish of Christ Church, on the south coast of the island.⁴ Arguably the largest community festival in Barbados with activities for the entire family it has potential for entertainment artistes from Saint Lucia to showcase their talent.

The annual *Barbados Reggae Festival* features three events between April 24 and April 28. This music festival has received international acclaim, with performances from leading regional and local reggae artists.⁵ It presents some potential for Saint Lucia's entertainment artistes.

The *Barbados Celtic Festival* is a music festival celebrating the links between the Celtic Countries of Scotland, Ireland, Wales, Nova Scotia, the Gallic regions in Europe and the sunny Caribbean island of Barbados – folk music and flavours of food fused between all the countries.⁶ This event takes place in the last week of May. It has potential for Saint Lucian artistes to perform there.

Bridgetown Market is a street fair and market, one of the major to-dos of the Crop-Over Summer festival. Bridgetown Market covers a long stretch of highway in capital city, Bridgetown, offering a range of food, art, and craft, jewellery and fine art for sale, along with wonderful entertainment.⁷ It has potential for Saint Lucian artistes to perform there.

Barbados Gospelfest, now in its 20th year, is the annual festival produced by Gospelfest (Barbados) Inc. and envisaged to be the premier international Christian music and arts festival in the Caribbean.⁸ Thus it presents an opportunity for creative artistes who are skilled at Christian music productions.

Crop Over Gala is Barbados' major annual event showcasing all aspects of Barbados' heritage including exhibitions, entertainment, children's attractions, folk show, and a theatre which features local films.⁹ The Crop Over Gala takes place towards the end of July to early August every year. The event has been cancelled in 2020 due to COVID-19 pandemic.

² <https://www.visitbarbados.org/agrofest>

³ <https://www.visitbarbados.org/vujaday-music-festival>

⁴ <https://www.visitbarbados.org/oistins-fish-festival>

⁵ <https://www.visitbarbados.org/barbados-reggae-festival>

⁶ <https://www.visitbarbados.org/barbados-celtic-festival-2020>

⁷ <https://www.visitbarbados.org/bridgetown-market>

⁸ <https://www.gov.bb/Visit-Barbados/barbados-gospelfest>

⁹ <https://www.gov.bb/Visit-Barbados/crop-over>

Market entry requirements

Saint Lucia artistes traveling to Barbados to perform at any of the events only need a valid passport; return ticket to Saint Lucia; intended address in Barbados; and evidence of personal support.