



Ministry of

## Economic Development

**Curaçao en route to an Orange Economy:  
Exporting the film industry**



# Introduction

## What is service export?

A service export is, very simply, any service provided by a resident in one country to people or companies from another.

**Mode 1:**  
**Cross border**  
the service itself  
crosses the border.



- *Management consulting*
- *ICT*
- *Marketing*
- *Engineering*
- *Transportation*

**Mode 2:**  
**Consumption abroad**  
the consumer travels  
across the border.



- *Tourism and travel*
- *Education and training*
- *Legal*
- *Health services*

**Mode 3:**  
**Commercial presence**  
establishment of an  
office or entity.



- *Financial*
- *Insurance*
- *Construction*
- *Distribution*

**Mode 4: Movement  
of natural persons**  
the supplier travels  
across the border.



- *Arts and culture*
- *Recreation and sporting*
- *Trades people*
- *Education and training*

Source: WTO



## Mode 4: Movement of Natural Persons

Movement of natural persons refers to individuals travelling from their own country to supply services in another country.

Examples:

- Arts and culture: film industry – actors, directors, production crew, performers
- Construction: Architects, tradespeople
- Etc.



# Cross Border Services

- Digital imaging
  - Editing
- Animation
  - Etc.

<https://t.me/trinidadnews>

# Local animation industry thrives in midst of COVID-19



Geisha Alonzo  
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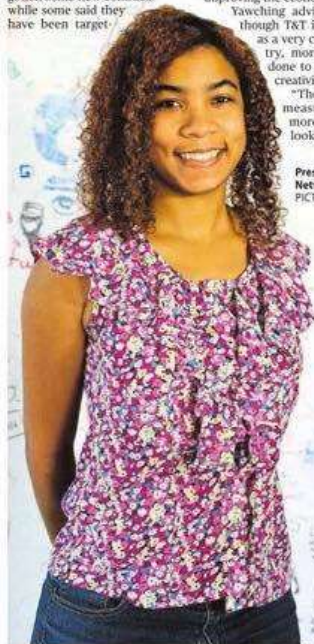
While the COVID-19 virus has financially wrecked several businesses across T&T, the animation/gaming sectors, however, is thriving.

Overall, the industry has been managing successfully due to the digital nature of the business, as much of the work has continued remotely, explained Jessica Yawching, president of the T&T Animation Network.

In an interview with the Sunday Business Guardian, she noted that during this time of crisis people are realising how much can be achieved digitally.

Some local companies, she said, have even landed contracts with international clients.

"We did a recent survey throughout the industry and a few companies said they have gotten some new contracts while some said they have been target-



President T&T Animation Network Jessica Yawching.  
PICTURE JESSICA YAWCHING

ing more international clients." She explained that this is a great opportunity for T&T to capitalise on those opportunities because when the crisis is over the local industry is looking at opportunities in the digital business, whether in animation, games or App development.

"Those are the areas we have been trying to push for more interest and development for a while," Yawching said.

She noted that the global video game market is currently valued at over \$130 billion and projected to be \$180.1 billion in 2021.

The total value of global animation industry is \$270 billion.

"Due to this virus, engagement with these types of media have increased, therefore we may see a faster increase in this valuation if the global market can keep up with the demand," Yawching said.

### Creation of local content

She noted that with the fall in oil and gas prices the digital industry has the power to assist in improving the economy.

Yawching advised that although T&T is recognised as a very creative country, more should be done to tap into this creativity.

"The restricted measures means more people are looking down at

their phones or up at the screens. For example, RAI, Italy's government funded TV station, is currently increasing commissions on content to educate children who can't go to school. This move is smart because as everything is tanking digital advertising for digital content will prevail," she explained.

In T&T, slots can be filled with local content.

"There are several local companies in T&T that are capable of developing content that spans wide media. There are app developers locally on par with the international market. There are animations that have been developed to a Pitch Bible Stage, that serve as a solid base for Trinbagonian animated content," Yawching said.

### Greater investment needed

The sector, however, needs more investment in infrastructure (hardware, software), human resource and best practices such as further training to elevate the industry to a higher standard, Yawching believes.

"We would like our particular services sector to be recognised as a large potential earner, with the right support, especially during these lockdown times. Funding of projects that can utilise the large number of freelancers in the industry, is one way for example," she said.

Apart from creating local content, there is a lot of opportunity internationally for work that is outsourced, Yawching said. She

explained that an animated film or parts of a game for instance are not all created by one studio but several, usually around the world.

She noted that when the virus was first detected, the world was coming to grips with its dependence on China.

"American game and animation companies were scrambling to find suppliers to complete projects due the loss of productivity of their Chinese studios.

"I believe after this is all over, international companies will be questioning their dependence solely on Chinese companies and will want to diversify their outsource portfolio. This is an opportunity for us as well," Yawching said.

With more players like the Caribbean and Latin America getting involved the industry has witnessed incredible growth rates for these regions.

Yawching said prior to the coronavirus, content was already in demand but there lacked enough suppliers to create it.

"But if this stay at home order lasts much longer, we can see this demand increase," she added.

She also advised that parents encourage teenagers—the next generation—to use this time to learn the new skills of this digital world.

"Learn simple coding, digital art, video editing, game development and animation. Use the online world as a vast learning resource to get ahead," Yawching recommended.

### Full Circle Animation flourishes

The Full Circle Animation Stu-

dio based in Trinity is one of the entities which have been thriving during the COVID-19 crisis.

Co-owner and managing director Jason Lindsay said there has been no shortage of work for his company, including a major contract from a country in the French Caribbean.

"The French Caribbean was one of the first territories to record a case of COVID-19 and they started putting things in place in terms of animation.

"For instance, because children are now at home the company wanted to fast-track a children's TV show because they now have that large captive audience and now want more kids content out and that's where my company comes in," Lindsay explained.

Additionally, due to the large volume of work, Lindsay is seeking to have more animators come on board his team.

He noted that even viewership on YouTube has increased exponentially, adding that there is a greater demand for content as most of the world has been forced to remain indoors.

"Not all animation companies however, have been as lucky.

For instance, the coronavirus pandemic is shutting down live-action productions.

"Even the bigger productions abroad like Nickelodeon have stopped all of their live-action production.

"What has been happening in some cases are companies are either putting content from what they had previously or they are now producing more new animated content for those platforms," Lindsay explained.

For those wanting to get into the industry, he advised that now is the time to cash in on those opportunities.

"Over the next couple of weeks more and more companies will be transitioning to work from home and for some of those companies the best way to get their messages to their customers is via animation especially those in the field of marketing.

"We expect the industry will actually thrive for rest of the year," Lindsay opined.

## COFFEE STREET

Coffee Street Cartoon by Full Circle Animation.





Margery Newland / Renee Robinson

FESTIVALS AND EVENTS

WORLDWIDE

# Jamaican Delegation Brings 23 Local Animated Projects to MIPCOM

By Animation Magazine

Published on October 6, 2019



COMMENT



**Toon Factory Serves 'Sardine in Outer Space' on Teletoon+ May 4, Ups New Projects**



**UYoung Launches Ukids Educational & SVOD App**



As part of the Business of Sustainability for Studios (BOSS) program, JAMPRO and the Office of the Prime Minister (OPM), will be leading the second team of representatives from eight local animation studios to MIPCOM 2019 held in Cannes, France. The delegation will arrive on October 12, 2019 for MIP Junior and continue for six days of networking, content screenings and conferences.

MIPCOM will be a platform for Jamaican companies to promote animation projects completed or in development, network with international industry professionals, and seek opportunities for animation features to be produced in Jamaica as outsourcing projects.

Jamaica



Dom Pérignon



GHZ - Title Package



Samsung - It's Alive



Samsung - Presentation



Samsung - InStore



Schiphol - Uitzwaaien



Guidion - Samen Slimmer



Telfort - Phone Contract



IKEA - Follow me man



Douwe Egberts - Good ideas



Wedding invitation



Boekel de Nerée



Return to Sender



Heineken - Experience



SEAT Ibiza








# Challenges

- ❖ Education
- ❖ Connectivity
- ❖ ARCOS Tier 4 Data Center

# Guest Speaker: Chris de Geus



My name is Christopher de Geus. I'm a Director of Photography (Cinematographer) / Camera Operator / Editor / Colorist. I pretty much do it all because I believe that the more you know about every aspect of product, the better you can be at what you'd like to focus on, which in my case would be Director of Photography and Camera Operator. I've been working professionally in the video production industry since 2009. I'm very passionate about my job and see it mainly as a hobby, I can't see my self doing anything else that doesn't have to do with video or film production.

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- Recommendations for government to facilitate exportability of stimulate export of creative services?