

Trade & Investment Convention



Building Bridges,
Connecting
the World!

July 8th - 11th, 2015

Centre of Excellence, Macoya, Trinidad and Tobago



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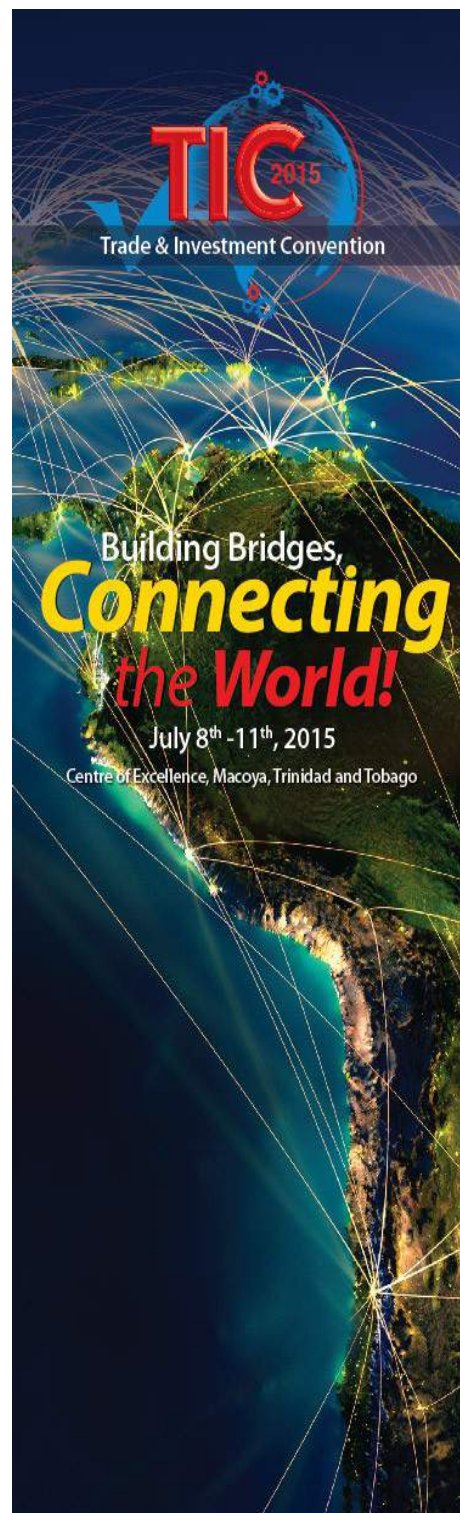
Get to Know the SECRETARIAT

TIC SECRETARIAT

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TIC 2014 In REVIEW

The 15th annual Trade and Investment Convention (TIC) was held from July 2nd – 5th 2014 at the Centre of Excellence, Macoya. The event was hosted by the Trinidad and Tobago Manufacturers' Association and sponsored by the Ministry of Trade, Industry, Investment and Communications, First Citizens, TSTT Blink-Bmobile and Balroop's Sound System Limited.

TIC 2014, in keeping with the initiative of facilitating access to international markets and creating new business linkages, attracted participation from Venezuela, Guadeloupe, Martinique, Brazil, alongside displays from Canada, Cuba, Haiti, China, Italy, Jamaica, Guyana, Suriname, Barbados, the Dominican Republic, the USA, the UK and other countries.

Overall, TIC 2014 attracted over 400 international buyers representing 38 countries such as Sweden, Belgium, Italy, Chile, Peru, Costa Rica and Colombia. The highest concentration of buyers came from the wholesale and retail trade sector followed by the Government services, Construction and Food and Beverage sectors. The convention also hosted over 6000 local buyers/participants.

TIC 2014 hosted, 160 exhibitors excluding 3 of the 4 major sponsors. Of the entire Exhibitor population, 135 (84%) companies were local and 25 (16%) international. Exhibitors dubbed the Convention as a success based on strong networking and the business linkages formed. A solid marketing, public relations and advertising campaign attracted over 6000 business representatives to the Convention allowing for excellent growth and investment opportunities.

TIC 2015 Officially LAUNCHED !

The Trade and Investment Convention, the flagship event of the TTMA has officially been launched for the year 2015. The launch took place on January 22nd at the Courtyard Marriott, Port of Spain, Trinidad and Tobago. This event, which was attended by Government representatives, members of the Diplomatic Corps, past TIC exhibitors and media personnel, was the catalyst for revealing the theme of TIC 2015, *"Building Bridges, Connecting the World"*. This year's theme explains the direction of the manufacturing sector towards forging new paths and finding new markets regionally and internationally to expand their operations. TIC 2015 promises to be a facilitator of this process, by providing an ideal space and forum for local and international manufacturers, distributors, exporters and service providers to conduct immediate business to business linkages.

This was also the sentiment echoed by the speakers of the launch of TIC 2015 ;

- Mr. Courtenay Williams, Board member, First Citizens Bank
- Mr. Ronald Walcott, CEO of TSTT
- Mr. Ravi Tewari, CEO of Guardian Group.
- Mr. Norris Herbert, Permanent Secretary of MTIIC
- Mr. Nicholas Lok Jack, President TTMA

The feature speaker was Mr. Norris Herbert, Permanent Secretary of the Ministry of Trade, Industry, Investment and Communications. His message solidified the importance of continuously supporting ventures such as TIC which contribute to the pursuit of the diversification of the economy of Trinidad and Tobago by promoting and supporting the manufacturing sector.

This year's convention takes place July 8th-11th at the Joao Havelange's Centre of Excellence, Macoya. It is anticipated that TIC 2015 will host over 200 local and international exhibitors and will attract over 6000 local buyers and over 350 international buyers, with special focus on bridging the gap between Trinidad and Tobago and new Latin American markets. The TIC has proven itself to be a stalwart event in the business community and has shown its ability to expand and develop each year with new sponsors such as Guardian Group and Balroop's Sound System, while continuing to maintain their longstanding sponsors and supporters.

TIC 2015 in its 16th year will continue to be a structured, business-networking event, with opportunities to not only exhibit and to attend as a buyer, but also to utilize and participate in our current and relevant business-education programme and our match-making business to business service. TIC is the ideal forum to introduce and promote your company's products and services and to meet and establish secured business linkages and investments.

TIC 2015 is the place to show the business world what your company has to offer.



HE Mervin Assam chat with Chief Technical Advisor of MTIC & the Comptroller of Customs & Excise Division



Members of the head table



TTMA President brings welcome remarks at the TIC 2015 Launch.



L to R: Mr. Williams of First Citizens, Mr. Walcott CEO TSTT, Mr. Lok Jack President TTMA, Mr. Herbert PS MTIC and Mr. Tewari CEO Guardian Group



TTMA Director Robin Lewis greets TSTT CEO Ronald Walcott.



Chairman of Domus Windows & Doors chat with CEO InvesTT & President of eTeck



TTMA Board members hold light discussions during cocktail hour at TIC 2015 Launch.



TTMA CEO Ramesh Ramdeen with members of Metal Industries Company Ltd.

EXHIBITOR REGISTRATION FORM
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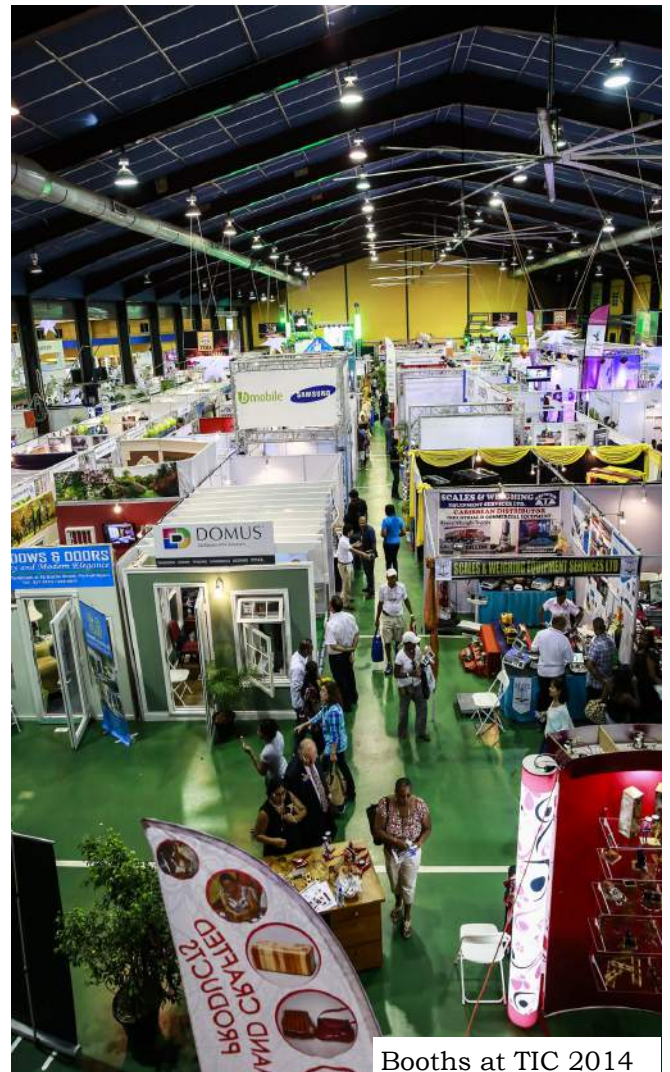
[Click Here for Exhibitor Form](#)



Booths at TIC 2014



Booths at TIC 2014



Booths at TIC 2014

BENEFITS OF TIC

- Gain access to international markets
- Form new business linkages
- Capitalize on business to business (B2B) opportunities
- Expand and concretize business ventures
- Network with over 400 international buyers
- Create investment opportunities

REGISTER NOW!

Early bird specials

3m x 3m - \$1,800USD

2m x 3m - \$1,450USD

Available to the first 60 exhibitors.

BUYERS

Pre-register as a buyer to gain free access to convention and access pre-arranged B2B meetings with TIC 2015 participants.

EXHIBITOR PRICE COVERS

- Booth related amenities
- Exhibitor Credentials
- Set up and breakdown of booth
- TIC 2015 media advertising
- Exclusive access to B2B Meeting Services
- Access to Past Buyer Databases
- Special rates for airfare and accommodation

Booths

3m x 3m	\$2,000USD
3m x 2m	\$1,650USD
Table Booth	\$1,100USD

Pavilions

6 x 3m x 3m	\$10,000USD
8 x 3m x 3m	\$14,500USD

Email: ticsales@ttma.com or tic@ttma.com
Website: www.tic-tt.com
Tel: (868) 675-8862 ext. 223 | Fax: (868) 675-9000

See you at
TIC 2015!

Trade & Investment Convention

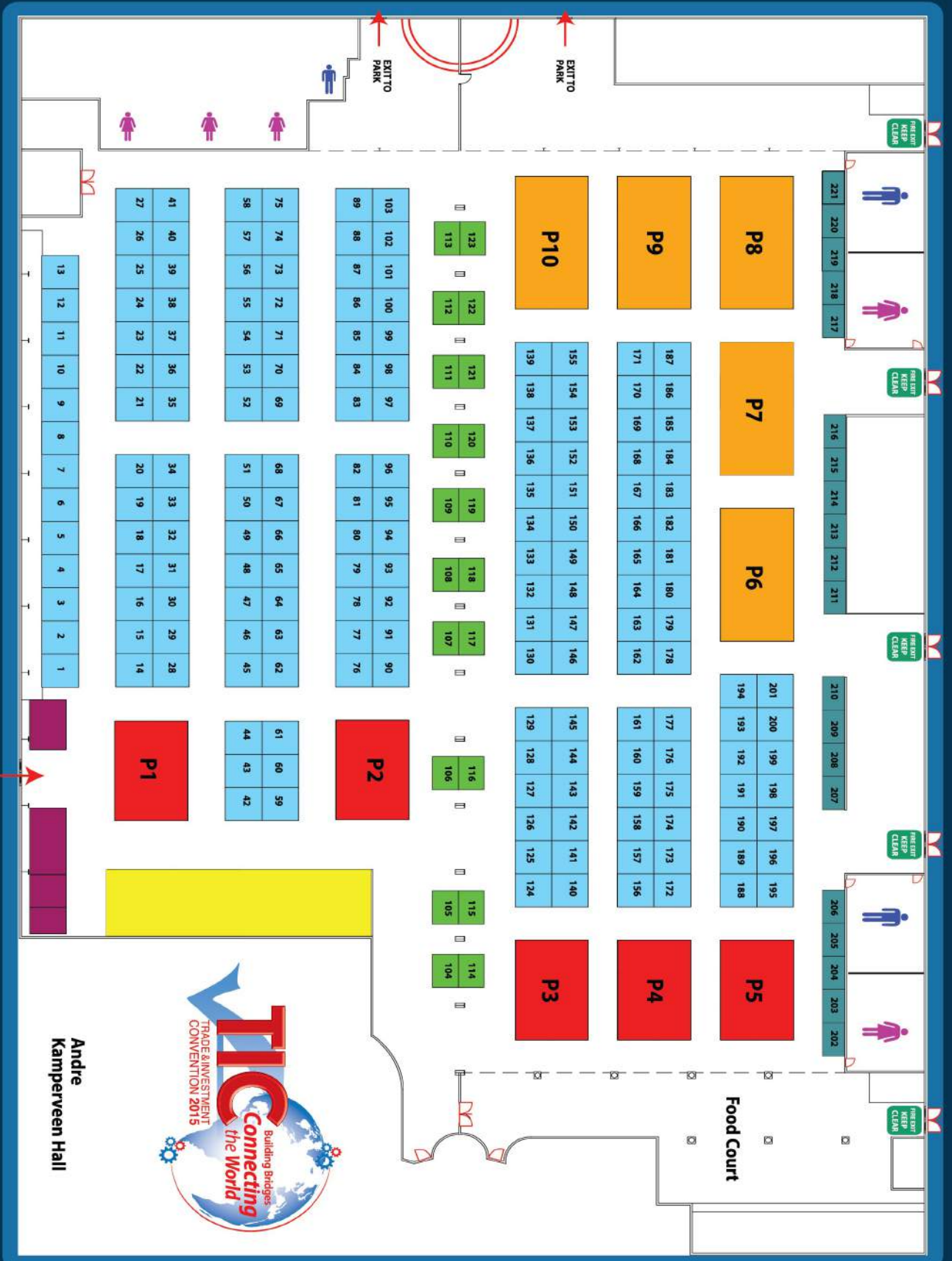
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[Click Here to View Floor Plan](#)



Interested in Registering as a **BUYER ?**

- Want to gain access to international markets?
- Want to form and establish new business linkages?
- Want to expand and concretize business ventures?
- Want to network with local and international manufacturers, distributors and service providers?
- Want to create investment opportunities?

Pre-register as a buyer:

To gain free access to the convention and access our pre-arranged B2B meetings with TIC 2015 participants.

If your answer is yes to the above questions, then TIC 2015 is the ideal tradeshow for you.

Join us from July 8-11, 2015 at the Joao Have-
lenge, Centre of Excellence, Macoya, Trinidad
and Tobago, where the business world converges
for the region's largest business to business net-
working event.

Trinidad and Tobago is a financial hub ideally
positioned at the crossroads to the Americas
and TIC 2015 therefore the gateway to meeting
the right companies in the right sectors.

Visit our website

www.tic-tt.com

Register NOW &
set up B2B meet-
ings.

Discounted Hotel and
Airline rates and other
TIC-related info. avail-
able.

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BUYER INVITATION

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This Special Buyer Invitation extends to Distributors, Wholesalers, Retailers, Corporate Buyers and Purchasing Agents to FREE attendance at TIC 2015. Register on-line at www.tic45.com and learn more about this fantastic business opportunity!



[Click Here to Register As A Buyer!](#)

BLOCK LETTERS PLEASE

Name

Position

Company Name

Address

Country

Telephone

Fax

Mobile

E-Mail

Website

When last did you attend TIC?

Business Activity Distribution ☐ Service Provider ☐ Importer ☐ Exporter ☐ Other ☐

Business Sector

Are you interested in having B2B meetings?

How did you hear about TIC?

Define Your Business- Ensure that your trade show display reflects who you are and what you do through its design, colours and message. Ensure that your message is clear and that buyers can gather information at first glance.

Highlight Your Company's Differences over Your Competitors- Make sure your exhibit communicates clearly and appropriately, with the right personality, and that your show-staff exude those same qualities.

Do Up-front Work- Contact registered and potential buyers before the trade show. Send an email or make a call letting them know you are looking forward to meeting with them. Mention contests or promotions and invite them to participate. Show interest in them stopping by your booth to meet you in person. You can also woo current clients with incentives like giveaways or discounts or services for stopping by. This reinforces your current relationship and makes them feel valued.

Start Marketing and Promoting before the Event- Send out promotional communication to your current and potential clients. Keep your website and social media pages up-to-date with information and posts on what you will be doing at the event. Build anticipation with hints about new products and services you will be unveiling at the exhibit.

Give Incentives to Your Staff- Successful staffing can make or break your exhibit. Offer your staff incentives. They will be more energetic and driven if they know they will be rewarded and appreciated. Make a friendly competition by challenging them gather the most leads or schedule the most follow-ups.

Provide Calm Space- Offer attendees a haven by providing a soothing environment. Minimise clutter. Provide comfortable flooring and seating and ample room for easy traffic. Make buyers feel welcome.

Interested in hosting a SEMINAR?

TIC is pleased to offer you a variety of seminars and workshops as part of our annual Business Education Programme.

These seminars and workshops span the first 3 days of TIC (8th—10th July) and are hosted by TIC exhibitors and its sponsors and other interested businesses.

The Business Education Programme is a very informative and dynamic way to keep abreast of new products, ideas, and other trade and business information such as non-tariff barriers, trading opportunities, and emerging export markets.

Prices will vary based on duration of seminar, room booked, catering and AV needs.

Promotion of the seminars would be done via the TIC website, press, and e-blasts.

To make your booking today or for further information please contact::

Christian George - Seminar Coordinator

868-675-8862 Ext 225 or email: trade@ttma.com





Save the Date

July 8th—11th 2015

The region's biggest business to business event is back at the Centre of Excellence, Macoya, Trinidad. This convention offers an unprecedented business environment to connect retailers and wholesalers throughout the region and by extension, the rest of the world.

For more info. visit, tic-tt.com

