



# bespoke homes jamaica

RECONNECTING YOU WITH YOUR ISLAND

February 2012

*Back To Your Heart*

Issue 12

## Brand Jamaica

Across the world, Brand Jamaica is offering great opportunities for the country. And for you.

The organisers of the 2011 Business Leader Awards decided - unusually - to give the top prize to an entrepreneur from the Diaspora. They wanted to celebrate the phenomenal contribution of those of us living 'in foreign'. For 2009 and 2010 the World Bank estimates that the Diaspora sent US\$2 billion in remittances.

The winner was Lowell Hawthorne, the founder and chairman of Golden Krust Caribbean Bakery & Grill. From his first outlet in the Bronx, Golden Krust now has 122 restaurants and employs 1800 persons in 9 states, with US\$100 million turnover. Farmers in St Elizabeth supply key ingredients.



Many persons and businesses were cited who have demonstrated to the world just what Brand Jamaica means. Many are also giving back big time. For example, Vincent and Jeanette HoSang of Royal Caribbean Bakery. They sell frozen patties to 1300 WalMart stores and have just sent US\$180,000 for free dentistry in Jamaica.

The Ambassador to Japan recently suggested that the power of Brand Jamaica is more apparent in Japan than anywhere else. The country imports much Blue Mountain coffee and is a big market for reggae music. Now the Ambassador is working to ensure our products can continue to compete and new, high-value products can be sold there.

Brand Jamaica offers such potential. What's stopping you from investing, whether on the island or anywhere across the world?

*GOAT SEH IM HAB WOOL,  
SHEEP SEH IM HAB HAIR*

## Archbishop helps launch Independence Year

To mark the beginning of Independence Year celebrations, Archbishop of York Dr John Sentamu preached at the Jamaica50 ecumenical service in the Webster Memorial Church, HWT at the end of January. Dr Sentamu encouraged all Jamaicans to see each other as equals. He said he saw Christ "in the wonderful people of Jamaica" and found in them his sisters and his brothers. Having previously visited in 2007, Archbishop Sentamu was on an 11-day tour.



Archbishop Sentamu meets Damion Crawford, junior minister for tourism & entertainment

## Brand Jamaica creativity

We all know about the creativity of Bob Marley, Jimmy Cliff, Harry Belafonte and Monty Alexander. Music continues to flourish. The film industry faces various barriers that music doesn't – and Jampro is trying to help overcome the barriers. Hopefully Mark Kenny will succeed with his plan to turn the story of the White Witch of Rose Hall – Annie Palmer – into a feature film. While visiting the Great House, Kenny was struck by the story of Palmer's "reign of terror" and its link to power, lust and tragedy. The director of "Better Mus' Come" – Storm Saulter – has already signed up to direct the White Witch.

## Branding Bespoke Homes Jamaica

To coincide with Jamaica50, we at Bespoke Homes Jamaica have created a new look. We hope all our customers and supporters like the new design, both in the logo and on the new-look website. If your heart is still in Jamaica, we'll be happy to help you with property and community matters.

**Bespoke Homes Jamaica**

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## Going bananas

Banana exports were re-started in December by Jamaica Producers Group. They had been halted by JPG back in 2008, when the main market was Britain. So far, exports are being limited to non-banana growing parts of the Caribbean, Cayman being the first destination. Storms during the four years from 2004 led to the halt, as so many trees were damaged.



Meanwhile, Salada Foods is to increase its focus on exports, especially of coffee. Exports are expected to grow 20% this year, following 35% growth last year. Asia and North America are the main destinations. Two new ginger tea products are helping to complement coffee sales.

More good farming news came with recent evidence that the sugar crop is already a fifth greater than last year's. Sales will focus on the profitable home market rather than on North America. Yet exports to Europe are likely to be a quarter more than contracted. The strong chicken market gained a further boost with news that Jamaica Broilers is buying 1700 acres of land in St Catherine on which to expand.

## Jamaican history auctioned in London

In December a pair of silver candelabra valued at £250,000 was auctioned. Made in 1837 they were given to the Marquess of Sligo, Howe Peter Browne. He had been GG in 1833, declaring that he would protect human rights – and that he would free slaves on his estate whatever happened to the Emancipation Bill. The candelabra depicted free people, able to control their own babies and own domestic animals. Each candelabra was more than a metre high.

## We're simply the best

Next in our series on world class Jamaicans, we are on the case of the Norman Manley Law School. Their team recently gained first prize in the World Human Rights Moot Court Competition. Astonishingly, they also won the prize last year.

## Phones here, Computers there, Net everywhere

Around the time that Usain Bolt passed 6 million followers on Facebook, the St Elizabeth Homecoming Foundation launched its wonderful website: [www.visitstelizabeth.com.jm](http://www.visitstelizabeth.com.jm). The site is part of the parish's plans for development, with information on culture, places of interest, tourism accommodation, and business. Custos Wilfred Nembhard said it would open many doors for farmers and business persons.



Meanwhile, Jamaican software companies achieved great success at the Sage Caribbean Conference. Orbus Technologies Ltd gained the top award – for the second year running. And CER Consultants was deemed to have the “Highest Installed Base Sales in the Caribbean”.

In the ICT hub that is Montego Bay, Global Outsourcing Solutions Ltd has now opened its new multi-lingual, 24-hour call-management contact centre. The present 200 new jobs should rise to 600 in April.

## Civics in school

In one of his first acts as the new minister of education, Ronald Thwaites announced that civics would be re-introduced into the curriculum from September. Instead of being just "dry facts" as previously, it would now emphasise the duties of citizens and would be more engaging.

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## Focus on Hanover

Apart from Kingston, Hanover is the smallest parish. Its population is around 70,000.

Noted for its fine breeds of cattle, Hanover's farming also includes ginger, yams, sugar cane, pimento, rice, turmeric, arrowroot and breadfruit, together with pigs and goats.



The old courthouse in Lucea is an important attraction. Plans are now afoot to enable the development of Fort Charlotte, currently occupied by the National Works Agency. This attractive site may attract much attention in the next few years. Tourism is already quite important, with the parish covering the northern half of the seven-mile Negril beach. There are also significant hotels in Hopewell and near to Lucea. One of our favourite restaurants, The Marlin, is just outside Hopewell.

Among notable persons born in the parish is Sir Alexander Bustamante – born in Blenheim.

## Protecting the environment

There has been lots of good environmental news recently. The National Environment & Planning Agency has taken new steps to protect sea turtles. Seascape Caribbean is working to protect coral. Some 2000 mangroves were planted by volunteers in Portland Bight. One Jamaica Recycling has announced plans to expand, aiming to increase exports to the US. Meanwhile, a US firm, GreenRG Management LLC announced plans to spend US\$30m on a plant to manufacture energy efficient equipment that could reduce energy use by a fifth – and perhaps reducing building lighting consumption by half.

## Growing jobs

Good news for future job prospects. The economy has now grown for four quarters in a row. Growth in the last three months of 2011 was about double the previous three months' rate, with strong gains in agriculture, forestry and fishing, and mining and quarrying. Meanwhile, price inflation continued to fall, averaging 6% in 2011 compared to 11.7% in 2010.

Retail is showing further signs of growth. After 16 years in Kingston, Subway is expanding to Montego Bay. The new Sugar & Spice shop is now open in Constant Spring Road and the company is looking to add a further store this year along with a drive-in at its Barbican store.

Jamaica's only all-cargo airline, EDA, recently launched its "ShipMe" internet shopping service. The company's frequent flights to the US make it well placed to compete with existing internet shopping operators, like MailPac and EZone Jamaica.

Competition in the sauce market is hotting up. Levi Roots recently signed a deal with Outrigger to distribute his sauces and drinks in Jamaica. Though manufacturing is in Europe, he hopes soon to start making his pepper sauce in Clarendon.

Outrigger is also distributing the "high end" sauces of Belcour (Blue Mountain) Preserves Limited - a company that has grown gradually over the last 8 years with much help from the Scientific Research Council. Moving production to the Walkerswood Carribean Foods factory in St Ann will help expansion to the US market.

## Growing roads



The Christiana bypass has now opened, cutting congestion in the oft jammed town centre. Meanwhile, analysis continues on the proposed "soon come" southern highway.

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## Investment opportunities

**LAND:** Moorlands, Manchester – J\$7.6m (c. £60,000)



A cul-de-sac residential lot of > 1/3 acre of flat land.

**LAND:** Lucea, Hanover - J\$2.5m (c. £19,250)



Located on the coast road, this 1/3 acre of gently sloping land is near the Grand Palladium hotel.

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### Jamaica Heritage and Other Things

Find that book on Jamaica culture, heritage & other things Jamaican on 07812 591 080 – or:  
[www.promotingourheritage.co.uk](http://www.promotingourheritage.co.uk)

### Returnee Support Services



For support to returnees  
call 020 8654 9040

### Facilitators For a Better Jamaica

FFBJ for news, debate, events  
and much, much more

**On Facebook: Facilitators FB Jamaica**

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<http://twitter.com/BespokeHJamaica>

[www.facebook.com](http://www.facebook.com): Bespoke Homes Jamaica

## BHJ – “Helping You to Get Back to Your Heart in Jamaica”

Here at Bespoke Homes Jamaica we bring only positive news. Let's work for a better Jamaica - a better future for all of us. And if your heart is in Jamaica, we can help you get back to it.

**Mandeville investment opportunity: 3-bed & 2-bed apartments on 1 acre:** less than 5 mins from Mandeville centre - J\$28m (c. £215k)



A great investment opportunity – whether for a family or investor. The two-bed apartment is downstairs and currently occupied. The upstairs three-bed apartment is unfinished. Must be seen.

**Edgewater, St Catherine: 4-bed, 3-bath house - J\$11.5m (c. £88,000)**



A 2,600 sq. ft. home in an attractive community. Price cut of 15%.

**Newfield: very large property** some 20 minutes from Mandeville centre – J\$15m (approx. £115,000)



A house with lots of potential. Seven one-bed units and a 2-bed unit. 15 minutes' drive from Northern Caribbean University and Mandeville. **All offers will be considered.**

**Nr Hellshire, St Catherine: 3-bedroom, 3-bathroom town house – J\$15.5m (approx. £120,000).** Minutes from Hellshire beach.



A recently renovated town house with helper's quarters.

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