BUYERS’ GUIDE
Jamaica’s Premier Trade Exposition

National Arena | Kingston, Jamaica | April 26 - 29, 2012
Expo Jamaica, the Caribbean’s premier trade exposition will be from April 26 – 29, 2012 at the National Arena, Kingston Jamaica. The global demand for Jamaican products and services, outstanding performance of our athletes, renowned tourist attractions and pulsing beats of our culture together create the backdrop for a great Jamaican experience at Expo 2012.

For four days, Kingston, Jamaica, becomes the hub of regional and international trade, with hundreds of manufacturers, exporters, buyers, distributors and wholesalers meeting in one setting, with one goal – impacting the bottom line. Join the growing number of international buyers who have established partnerships with Jamaican businesses.

2012 is set to be a memorable year for our island! We’ll celebrate Jamaica 50, our Golden Jubilee in true Jamaican style, while dominating the sporting Arena at the London 2012 Olympics where thousands of spectators will come out to Meet Jamaica! 2012 also marks the 40th year of the JMA/JEA Expo [now Expo Jamaica].

Join us at Expo Jamaica 2012 to experience a spectacular display of over 2000 authentic Jamaican products and services.
WHAT TO EXPECT!

Official Opening & Buyers Reception:  
April 26 – 5:00 p.m. – 7:00 p.m.

Buyers’ Days:  
April 26 – 10:00 a.m. – 5:00 p.m.
April 27 – 10:00 a.m. – 5:00 p.m.

Open to the Public:  
April 27 – 5:00 p.m. – 9:00 p.m.
April 28 – 11:00 a.m. – 9:00 p.m.
April 29 – 11:00 a.m. – 9:00 p.m.

• Showcase of over 200 booths displaying 2000 great Jamaican products
• Free Registration for Buyers
• Products and services from over 15 sectors including Art and Craft; Chemicals, Construction, Cosmetics and Pharmaceuticals, Electric and Automotive, Fashion, Food and Beverage, Furniture and Bedding, Information and Communication Technology, Jewellery, Minerals and Metals, Printing, Packaging and Labeling, Textiles and Apparel.
• New Product Innovations from our Exhibitors
• Advanced Business Matchmaking Sessions
• Special airfare and hotel rates
• Product demonstrations
• Exhibitor’s Directory

COUNTRY PROFILE

<table>
<thead>
<tr>
<th>Capital</th>
<th>Kingston</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>2.8 million</td>
</tr>
<tr>
<td>Currency</td>
<td>Jamaican Dollar</td>
</tr>
<tr>
<td>Area</td>
<td>10,991 sq. km.</td>
</tr>
<tr>
<td>Language</td>
<td>English</td>
</tr>
<tr>
<td>International Code</td>
<td>876</td>
</tr>
</tbody>
</table>

As the largest English speaking Island in the Caribbean, Jamaica has a global personality and influence that radiate well beyond our shores. Jamaica’s population of 2.8 million offers an educated, competitively priced and multi-skilled labour force.

Jamaica has all the distinct qualities of a vibrant emerging market with enormous possibilities for trade. The country boasts an open and diverse economy with increasing potential and international acclaim for innovation, quality, creativity and bold energy with a diverse manufacturing industry.

Jamaica is on the fast track to be a prime trading partner on account of its natural beauty, geographical location, strong financial sector along with the world’s seventh largest natural harbor and a spirit of enterprise and accountability. Many of our Jamaican brands are internationally recognized and synonymous with excellence. The island’s infrastructure is geared towards supporting output facilities and handling exports with good transport linkages, utilities and access to communications.
2012 JAMAICA

MEET JAMAICA
The Meet Jamaica Initiative is a bold programme of investment and trade missions and business events promoting authentic Jamaican products and services to the world. This is done by leveraging Jamaica’s participation and prominence in the London 2012 Olympics.

JAMAICA 50
At 50, a modern, independent Jamaica has established its place in the world and is ready to consolidate its position as the leading cultural and economic force in the Caribbean. Come and celebrate our 50th Anniversary of Independence with us in true Jamaican style! 2012 represents for us the nexus of a proud heritage, the exciting possibilities of the present, and the bold optimism of the future we seek to fashion and create.

DO GO SEE

BOB MARLEY MUSEUM
The Bob Marley Museum located in Kingston is dedicated to the reggae musician Bob Marley. The museum, located at 56 Hope Road in Kingston, is Bob Marley’s former place of residence and portrays the life and achievements of this international icon through artefacts, memorabilia, writings and photographs. It was also home to the Tuff Gong record label which was founded by The Wailers in 1970.

NATIONAL GALLERY
The National Gallery is Jamaica’s premier art collection. It is located in the Kingston Mall, a commercial and cultural centre on the Kingston Harbour. The gallery houses several important works, mostly by artists from Jamaica, including Mallica “Kapo” Reynolds, Cecil Baugh, Albert Huie, Carl Abrahams, and Edna Manley. It also offers research material on Jamaican art and culture and coordinates educational programmes.

MARKETPLACE
Market Place on Constant Spring Road in Kingston is a buzzing venue for diners wishing to experience varied types of cuisine. With a plethora of restaurants, serving Italian, Japanese, Chinese, Mediterranean and traditional Jamaican dishes, Marketplace is also the home of Usain Bolt’s Tracks and Records Sports Lounge. This is truly the place to see and be seen in Kingston.

DEVON HOUSE
This 127 year old site located in the heart of metropolis Kingston, offers a striking contrast to the hustle and bustle of the city. The 11-acre property with its lush sprawling lawns provides an ambience that soothes the mind and soul, and offers an enviable shopping experience for all visitors. Patrons to Devon House can enjoy its world famous ice cream, while partaking in the fascinating history of the site, which was built by Jamaica’s first black millionaire George Stiebel.

PORT ROYAL
Once known as the ‘Wickedest City on Earth’, Port Royal was one of the largest towns in the English colonies during the late 17th century. It was a haven for privateers and pirates, such as the famed Sir Henry Morgan, due to its excellent geographic location in the middle of the Caribbean. From Port Royal, these buccaneers preyed upon and plundered the heavily laden treasure fleets departing from the Spanish Main. It was destroyed by an earthquake in 1692 and subsequent fires, hurricanes, flooding, epidemics and another earthquake in 1907.

Today it is a quaint fishing village with a deep, mysterious and rich history, known for its world renowned street cafes that serve delicious seafood dishes.
### The Knutsford Court Hotel

<table>
<thead>
<tr>
<th>Room Category</th>
<th>Single (US$)</th>
<th>Double (US$)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Standard</td>
<td>88.00</td>
<td>98.00</td>
</tr>
<tr>
<td>Superior</td>
<td>112.00</td>
<td>122.00</td>
</tr>
<tr>
<td>Junior Suite</td>
<td>124.00</td>
<td>134.00</td>
</tr>
<tr>
<td>1 Bedroom Suite</td>
<td>156.00</td>
<td>166.00</td>
</tr>
<tr>
<td>2 Bedroom Townhouse</td>
<td>298.00</td>
<td>308.00</td>
</tr>
</tbody>
</table>

A Complimentary Knutsford Sunrise Breakfast Buffet is served daily.
Rates are subject to 10% government tax and 10% service charge.

### The Courtleigh Hotel & Suites

<table>
<thead>
<tr>
<th>Room Category</th>
<th>Single (US$)</th>
<th>Double (US$)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Deluxe room</td>
<td>115.00</td>
<td>125.00</td>
</tr>
<tr>
<td>One Bedroom Suite</td>
<td>162.00</td>
<td>172.00</td>
</tr>
<tr>
<td>Executive Office Suite</td>
<td>172.00</td>
<td>182.00</td>
</tr>
<tr>
<td>Penthouse Floor:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Deluxe Penthouse</td>
<td>119.00</td>
<td>129.00</td>
</tr>
<tr>
<td>One Bedroom Suite</td>
<td>204.00</td>
<td>214.00</td>
</tr>
<tr>
<td>Two-Bedroom Suite</td>
<td>288.00</td>
<td>298.00</td>
</tr>
<tr>
<td>Presidential Suite</td>
<td>350.00</td>
<td>360.00</td>
</tr>
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</table>

A Complimentary Alexander’s Sunrise Breakfast Buffet is served daily.
Rates are subject to 10% government tax* and 10% service charge.

### The Spanish Court Hotel

Deluxe Rooms: King or Double [twin] beds

US$160 plus taxes
(US$193.60 per night, single occupancy)

US$182 plus taxes
(US$220.02 per night, double occupancy)

* * Rates subject to change due to tax / inflation increases.

### The Altamont Court Hotel

US$125.00 per night, single occupancy
US$135.00 per night, double occupancy
Rates include taxes and charges. Breakfast included.

### The Jamaica Pegasus Hotel

<table>
<thead>
<tr>
<th>Room Category</th>
<th>Single (US$)</th>
<th>Double (US$)</th>
<th>Single (US$)</th>
<th>Double (US$)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Deluxe Room/Deluxe Junior Suite</td>
<td>100.00</td>
<td>110.00</td>
<td>110.00</td>
<td>120.00</td>
</tr>
<tr>
<td>Royal Junior Suite</td>
<td>150.00</td>
<td>160.00</td>
<td>170.00</td>
<td>170.00</td>
</tr>
<tr>
<td>Royal 1-Bedroom Suite</td>
<td>200.00</td>
<td>200.00</td>
<td>220.00</td>
<td>220.00</td>
</tr>
<tr>
<td>Royal 2-Bedroom Luxury Suite</td>
<td>500.00</td>
<td>500.00</td>
<td>500.00</td>
<td>500.00</td>
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</tbody>
</table>

Rates quoted are per room per night
Rates are subject to Government Tax [10%], service charge [US$9.00] and energy surcharge
[$US11.00 inclusive of GCT]

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American Airlines is offering:
10% discount on ticket prices to Expo Jamaica Buyers.
For further information, contact JAMPRO
# BUYER REGISTRATION FORM

**National Arena, Kingston, Jamaica | April 26 – 29, 2012**

<table>
<thead>
<tr>
<th>Company Name</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Contact Person</td>
<td>Mr./Ms./Mrs</td>
</tr>
<tr>
<td>Address</td>
<td></td>
</tr>
<tr>
<td>City/State</td>
<td>Zip</td>
</tr>
<tr>
<td>Type of Business</td>
<td>□ Importer □ Distributor □ Wholesaler □ Retailer □ Other (specify)</td>
</tr>
<tr>
<td>Sector</td>
<td></td>
</tr>
<tr>
<td>Telephone</td>
<td>Fax:</td>
</tr>
<tr>
<td>Email</td>
<td></td>
</tr>
</tbody>
</table>

**Name to be placed on Buyers’ Badge**

| 1. |  |
| 2. |  |

**Have you ever attended any Trade Shows in Jamaica?**

- □ Yes
- □ No

**How did you hear about the Expo?**

**Please indicate Annual Sales by placing a tick in the applicable box:**

- □ Up to US$49,999
- □ US$50,000 - $99,999
- □ US$100,000 - $249,999
- □ US$250,000 - $999,999
- □ US$1,000,000 - $4,999,999
- □ Over US$5,000,000

**Are you interested in meeting with local producers?**

- □ Yes
- □ No

**Select areas of interest (Please indicate by placing a tick in the applicable boxes):**

- □ Art & Craft
- □ Cosmetics & Pharmaceuticals
- □ Information Technology & Communication
- □ Beverages (Alcoholic & Non-Alcoholic)
- □ Electronic, Electrical & Automotive
- □ Jewellery
- □ Business & Other Services
- □ Fashion
- □ Minerals & Metals
- □ Chemicals
- □ Food & Agro □ Fresh Produce □ Processed Foods
- □ Printing, Packaging & Labelling
- □ Construction □ Furniture & Bedding □ Textile & Apparel

**Other (please specify):**

Please return completed form by email to: bforrester@jamprocorp.com & cwong@jamprocorp.com or by fax to (876) 978-4341
