



mas and had over a thousand participants. That's the region's premier gathering to do business. We bring suppliers- suppliers being the hotels throughout the region, some of the local tour operators, attractions, and providers - together with buyers, which include, primarily, leading tour operators and wholesalers from around the world, for two days of intense appointments for buying, selling, negotiating, making new contacts, and so on. We have an education component layered in that's very much directed to sales and marketing kinds of training and support, and this year, we also had 14 ministers or heads of tourism in governments throughout the Caribbean join us. So, that's the primary event.

"We also do an event called CHIEF, the Caribbean Hospitality Industry Exchange Forum, which is very much professional development and education-oriented. We started that event last October in Puerto Rico and it was very successful - the feedback was terrific. In that, we have household names from every kind of company imaginable doing workshops and seminars for our people, and a buying element for our allied members with a tradeshow component to it. We'll be

repeating that again, this year, in the same location, the first couple of days in October.

"We also do an event called "Taste of the Caribbean." We've been doing that for over 20 years. It's held in Miami and is a combination of a couple of things, including a competitive culinary event for the chefs. We have chefs from national teams throughout the Caribbean who come together for three days of intense competition for the rights of calling themselves the Caribbean Culinary Team of the Year, the Chef of the Year, the Pastry Chef of the Year, the Bartender of the Year. It follows international standards in judging and there's a range of awards that are offered. Woven around that event are several other related events, showcasing culinary and cultural aspects of the Caribbean. We have education sessions for professional development for chefs, and food and beverage managers, and other personnel in the F & B industry. And we also have a consumer component, where the public's invited, called "Taste of the Islands." It's a Caribbean tapas event with music and festive atmosphere. We have various countries throughout the Caribbean showcasing some of their best, national dishes.