

much more competitive, and I think that there's room for significant growth."

Jamaica, historically, has been a net importer of goods and foodstuffs. Does your Ministry help sustain and nurture home-grown production of goods and products so that the balance of trade can become more equalized?

"While it's not the principal focus, the mix of activities has tended to have a direct contribution in that area, because of the policy thrust that we have now created as a logistics-centered economy. So yes, as the Ministry of Investment, Industry and Commerce, the more industrialized we become, the more we will be able to feed ourselves and to export more to the rest of the world."

Does the Ministry have any oversight over sustainability and environmental initiatives?

"Not directly, but we contribute in the focus we place on the kind of investment that we bring into the coun-

try. In the matter of energy, we are keener to bring in clean energy than we are with, say, coal or some other high carbon energy source. So, we get to influence that by the focus and kind of promotional efforts we make through our investment agency, JAMPRO, which is our chief promotional agency that promotes Jamaican investment opportunities, abroad, engaging the private sector and the business sector in various countries around the world."

In closing, what are the most important points you would like our readers to know about the Ministry of Industry, Investment, and Commerce?

"It is a Ministry with a broad portfolio, focused on its drive to make Jamaica a more attractive place to do business. And we believe that the Ministry is creating a very dynamic environment for Jamaica as a hopeful and confident place. And we start with an advantage, because the Jamaica brand is a known brand. Among small economies and small countries, Jamaica is exceptionally well-known."

