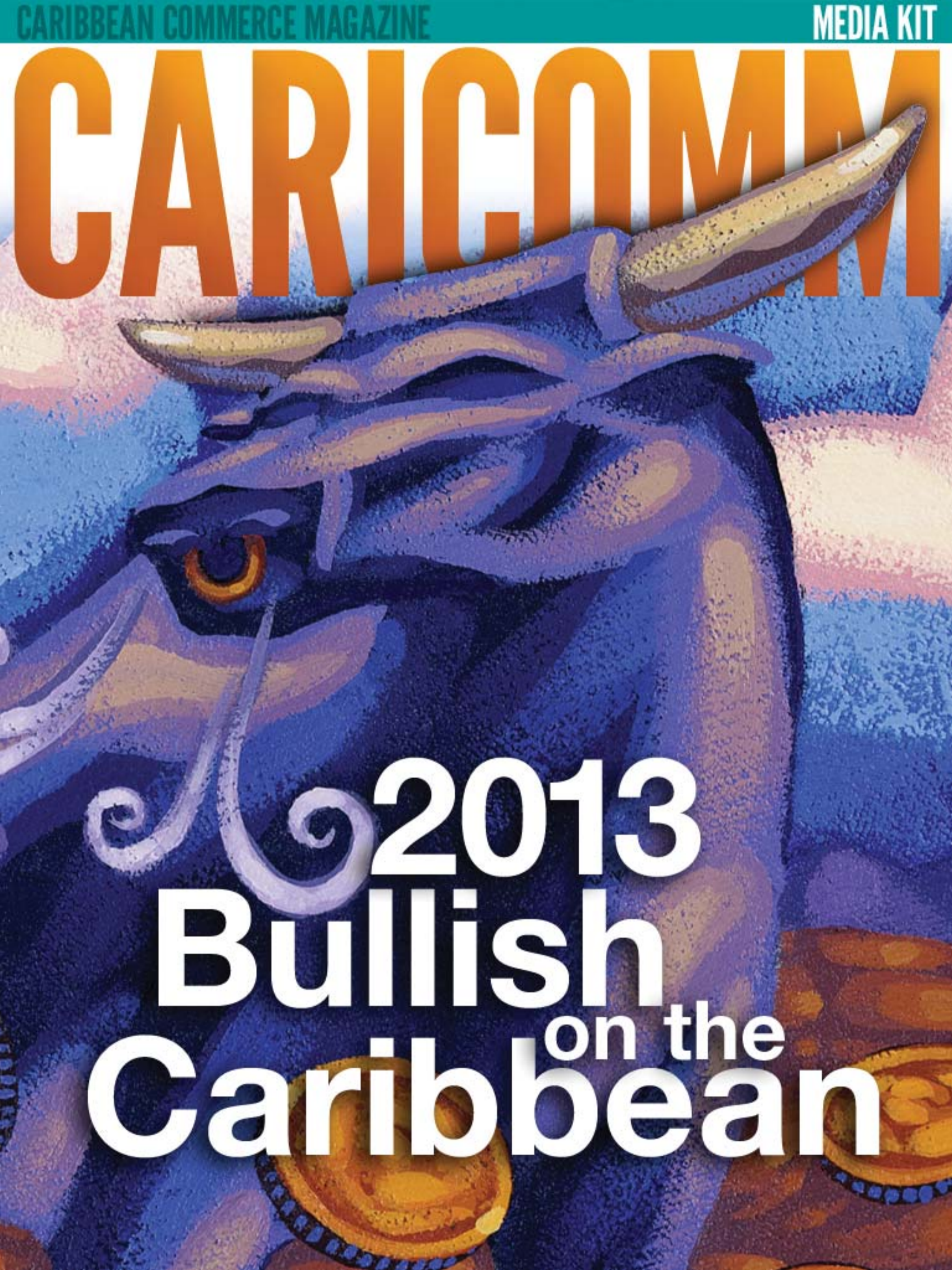


CARICOMM



2013 Bullish on the Caribbean



Welcome to Caribbean Commerce Magazine,

We are proud to be setting out on this new venture. As our team has brought this publication to life we've found that certain concepts come up time and time again. One of these is "platform." This has several meanings for us. First of all, Caribbean Commerce Magazine will be a platform from which to tell the stories of the people, industries, and events that contribute to the economic development and cultural vitality of the Caribbean. We will shine a light here because the cultivation of these capacities will determine the quality of life in the region into the 21st Century. Secondly, platform refers to the application format through which CCM will be distributed. As you already know, apps as a delivery system for information is being adopted with great intensity globally. For the foreseeable future, the app, configurable, mobile and downloadable on an range of devices, will be the way to go. CCM, therefore, will be well placed to take advantage of functionalities being rolled out as we speak. Another concept that captured our imagination is working as "connectors". We aspire to function as connectors between creators of products and buyers. We also want to be a place where readers can connect with new ideas that can have positive impacts in the Caribbean. Lastly, "social consciousness" was another key concept. Though entrepreneurial boldness will be celebrated in our magazine, we feel that it is important that we don't leave communities out of our scope. We are very interested in efforts to empower people through rethinking traditional ways and using innovative technology to gain a competitive edge. We are excited to share our vision with all of you and hope that CCM connects you to the Caribbean in a global, technologically advanced way.

Sincerely,

Oswald Phillips

*Editor In Chief,
Caribbean Commerce Magazine*



Our Mission

Our core purpose is to provide reliable information about Caribbean business opportunities for investors and buyers worldwide and to stimulate growth in our established and emerging markets.

Tablet devices are hot! They redefine how and where stories are told. Completely portable, they've begun to create a new interface between businesses and consumers.

They present a multimedia environment with the crisp design aesthetics of a print magazine.

Caribbean Commerce Magazine is the first in the West Indies to mobilize in this new publishing era. We will be available on the iPad in the fall of 2012 and other mobile devices in the first quarter of 2013.





What does our logo mean?

The goal of Caribbean Commerce Magazine's brand is to create an image that would appeal to all islands in the region and potential partners in private, public and social sectors.

The brand strives to capture the creative spirit and power of the islands. This is reflected in the two waves which go from a deep ocean blue to a dynamic action orange.

We show the unity of the islands by these encircling waves. The colored circles gathered to form a larger circle refer to the world of the Caribbean; it also refers to the larger world. We've integrated grey elements to represent circuitry, the basic stuff of technology.

Result

Caribbean Commerce Magazine's branding is a direct reflection of our core mission statement. The brand is one that's captivating and flexible enough to be used in different economic sectors of the Caribbean as a symbol of growth.

WHAT IS THE CARIBBEAN COMMERCE MAGAZINE?

CCM is a mobile app based publication that will include articles and interviews on a wide range of topics such as Finance, Science, Technology, Export/Import, Tourism, Music/Entertainment, Education for Today and Tomorrow, Youth Initiatives, Communications, Solar Energy, Sustainable Farming, Sports, and Health. All of these topics will be geared towards providing tools necessary for the advancement of Caribbean economic zones.

Caribbean Commerce Magazine has combined the unique skills, knowledge, and experience of its founders - in technology and development, marketing, finance and journalism - to bring some fresh thinking to Caribbean economic potential.

WHY IS THE CARIBBEAN COMMERCE MAGAZINE BEING DELIVERED IN A DIGITAL FORM?

We will be delivered in a Digital format which will allow us to leverage technology to reach a wider business market.

WHERE AND WHEN WILL THE CARIBBEAN COMMERCE MAGAZINE BE LAUNCHED?

Our magazine will launch in Jamaica, in November 2012.

DISTRIBUTION

Caribbean Commerce Magazine will be distributed through Government Departments, Embassies, Chambers of Commerce, Boards of Tourism and Business Improvement Associations. Our goal is to obtain the attention of entrepreneurs, investors and decision makers who are in positions to support the advancement of innovative business ideas for the Caribbean.

DEMOGRAPHICS

CCM's demographics would typically be female and male business professionals who want business information and seek business opportunities in the Caribbean. Factual, timely knowledge is a powerful asset when making business decisions.

The CCM logo will also appear on all affiliate websites in order to increase our profile and also the profile of businesses associated with us.

ADVERTISING

One of the goals of CCM is to give Advertiser access to some of the richest forms of advertising with today's technology. Ads will be in the form of static, static with URL links, static with video embedded and straight 30, 60 and 90 second commercials.

These are just some of the ways clients will be able to customize their ads. Also by advertising with CCM, client's ads and or brand will appear on all the prominent social media sites that Caribbean Commerce Magazine has or is affiliated with.

CCM SPECIAL PROJECTS

We are currently at work on or associated with some significant projects in Jamaica.

These include:

- **Social Development** - The Resettlement of Returning Residents to the Caribbean.
- **Product Development** - Watercress Initiative
- **Export** - Sourcing Markets for Farm Produce
- **Technology Solutions** - iChildAlert, Million Dollar Arm, Rover, Beacon, Veripoint, Voting, Technology Consultation - One Love Drive
- **Research** - Alternative Energy Projects
- **Entertainment** - Tracking intellectual properties for Caribbean entertainers
- **Event Planning** - Preparing to deliver Jamckafest 2013 in collaboration with other countries to celebrate Reggae music.

OVERALL BENEFIT

More exposure for Caribbean Goods and Services

A digital magazine is a tool that will educate businesses on new technologies

CCM is being distributed as an application because apps can be a point of interaction between buyers, sellers, thinkers and doers all in real time.

A key social commitment for CCM is to build a platform on which Public and Private Sectors, Community Organizations and Non Governmental Organizations (NGOs) will be able to develop a framework for greater cultural and economic advancement.

Green issues will also be a very important social commitment for CCM. The "environmental footprint" of our initiatives will strongly influence what we promote. This focus will align CCM with the emerging global business paradigms of being more earth conscious.

Bios



Oswald Phills

Co-Founder/ Editor in Chief

Oswald Phills is the Editor in Chief of Caribbean Commerce magazine. Born in Trinidad, he migrated with his family to Montreal, Quebec in 1970. He is a writer but also a photographer, musician and artist. Through all his creative work, Oswald's interest has always been in the human story. He has a special interest in processes through which people create new social conditions for their lives. Caribbean Commerce magazine continues this trajectory as it seeks to stand out by telling the story of human enterprise in the context of the digital world, the new global reality.



S. Karl "MCK" Wilson

Co-Founder / Marketing & Special Events Director

Jamaican born, S. Karl Wilson aka "MCK" has had a long standing investment in the Caribbean community where he continues to introduce new forms of multimedia advertising, consulting, web designing, graphic arts, videography, fundraising, sponsorship for various economic projects (currently focused in Jamaica and Canada) and more recently has promoted the concept of mobile application usage to reach wider business audiences in the development of commerce in the Caribbean Diaspora and the world.



Esther Phills

Co-Founder / Finance & Circulation Director

Trinidadian born, Esther Phills' background reflects an extensive and successful experience within the Canadian Financial Retail Sectors which started with TDCanadaTrust Bank in Montreal, Quebec. Over the past 27 years, she has made significant contributions to the banking industry through substantial client focused initiatives, project and program management, business banking mergers and acquisitions, effective business strategy positioning and the creating of executive banking policies and procedures.



Anthony Phills

Founder/Publisher/Creative Director

Trinidad born, Founder of the Caribbean Commerce Magazine, Anthony Phills brings a vast knowledge of publishing from the technology side. He was on the InDesign Alpha team from Adobe as well as the art director for Ital Commerce - Canada's Italian Chamber of Commerce magazine, Price Club - aka Costco newspaper in Canada. Presently, Anthony is the Technology writer for The Beverly Hills Times Magazine in Los Angeles.



Advertising

SUGARCANE
A New Energy

What if you were able to drink the fuel for your car? Wouldn't that be amazing? Well you can, in a sense. Caribbean Sugar Cane is the source of cane juice, a fresh cooling beverage known throughout the islands. Caribbean Sugar Cane is also the source of ethanol, an eco friendly substitute for fossil fuels. Using cane to make ethanol re-imagines a traditional crop. Some of the answers to our questions are in our own backyards. Caribbean Sugar Cane. *A sweet solution.*

Caribbean Sugarcane Processors
<http://www.CariComMag.com/csp>

sfa design
smith • firestone associates

luxury resorts, estates and yachts...
throughout the caribbean and beyond

sfadesign.com

iPad Ad Dimension (Static and/or with link)



Format: 1536 pixels wide X 2048 pixels high

Color Space: RGB

Type: 24 PNG (without transparency) or JPEG

Size: 1 MB

Coming soon 2013

Android tablet, iPhone, Android Phone



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