



EXPRESSION OF INTEREST FORM

Christmas in July 2018 Corporate Gift and Souvenir Initiative

Interested companies/individuals must complete this Expression of Interest form and submit all required documentation by email to tourismlinkages@mot.gov.jm no later than **Friday, May 18, 2018**.

GENERAL INFORMATION	
COMPANY/INDIVIDUAL NAME	
ADDRESS	
CONTACT PERSON	
JOB TITLE	
TELEPHONE	
EMAIL	
WEBSITE	
PRODUCT INFORMATION	
Please indicate primary product category (<i>Local or imported raw material inputs may be used; however goods have to be produced in Jamaica to be considered a finished product</i>)	
<input type="checkbox"/> FINE ARTS	<input type="checkbox"/> DESKTOP SOLUTIONS
<input type="checkbox"/> SOUVENIR	<input type="checkbox"/> PROCESSED FOODS
<input type="checkbox"/> OTHER (Please specify) _____	<input type="checkbox"/> NATURAL FIBRES
	<input type="checkbox"/> DÉCOR
List individual items produced in the above product categories (*images should also be submitted)	

Please indicate major raw material type(s) used:	

Previous experience supplying corporate gifts (specify period and products):	

Brief description of the products you offer:	

**Images should be submitted in JPEG format with minimum of 150 resolution and show the following: front, rear, left side, right side, top and bottom view of each product.*

Please note that all information provided is for the sole purpose of assessment/selection and will be held in strictest confidence.



INFORMATION SHEET

2018 Christmas in July Corporate Gift and Souvenir Initiative

Corporate gifting in Jamaica is a multi-million dollar business which includes, but is not limited to, gifts at Christmas, gifts at conferences and tokens for promotional activity. Currently, corporate gifts are either purchased directly from overseas or sourced from local businesses that import items and add value through limited printing (hot stamp or screen printing) locally. Given the high cost of these items, the limited range of gifts, and lack of uniqueness/personalization, companies have begun to explore options such as Christmas cakes, in order to differentiate their offerings while managing costs.

This initiative of the Tourism Linkages Network of the Ministry of Tourism, Jamaica Business Development Corporation (JBDC), Jamaica Manufacturers' Association (JMA), Jamaica Promotions Corporation (JAMPRO) and the Jamaica Hotel and Tourist Association (JHTA) seeks to provide Jamaican producers of corporate gift and souvenir products with the opportunity to access a market segment while adding uniqueness and creativity to product offerings.

Shortlisted applicants from this Open Call will be invited to attend an assessment session following which an evaluation and final selection will be conducted. Selectees will then be given an opportunity to showcase their products to a corporate audience.

SELECTION CRITERIA

All applications are subject to the approval and acceptance of a Selection Committee.

Product(s) will be assessed based on the following:

1. Design and aesthetics
2. Durability
3. Material appropriateness
4. Packaging
5. Labelling
6. Cost/price
7. Functionality
8. Product relevance
9. Design influences
10. Patent/copyright/industrial design protection

Applicants will be shortlisted and selection will be made using the following criteria:

- 1. Design and Aesthetics** - products that are original and innovative in concept bringing harmony in the uses of colour, shape, size and function will be considered for higher ranking in this category. A premium will be placed on totally new products that are commercially viable.
- 2. Engineering** - products that are well constructed and pose no harm to the user or the producer will rank highest. Other considerations will include the time that it takes to produce each unit, and the waste from each unit. Products made with materials sourced locally, proven to be at least 70% locally manufactured or assembled highlighting strong Jamaican cultural influences and themes will be ranked favourably in accordance with the guidelines stipulated.



N.B. Local or imported raw material inputs may be used; however goods have to be produced in Jamaica to be considered a finished product.

3. **Pricing** - products that are most competitively priced within its market segment will get a more favourable ranking. Note that “cheap” products are not always the most competitive.
4. **Marketing** - each producer is required to show that consideration has been given to their target market and demonstrate ideas to fulfill marketing strategies.
5. **Business practice** - producers will be assessed on their ability to conduct themselves in an efficient manner. Entities should also be able to (i) demonstrate business growth and profitability (or the potential to do so) as well as (ii) possess sufficient financial and human resources to support follow up activities and secure and maintain orders.

Each supplier will be given a ranking in each of the five areas. Products are therefore required to have a ranking of at least three stars in categories 1, 2, and 3 in order to have their products considered. If a supplier does not meet the required ranking, then he/she will be given very clear directives on how to modify the product to facilitate a higher ranking.