

# Where's What and What's Where: Knowing the INs and OUTs of Jamaica in a Geographic Setting

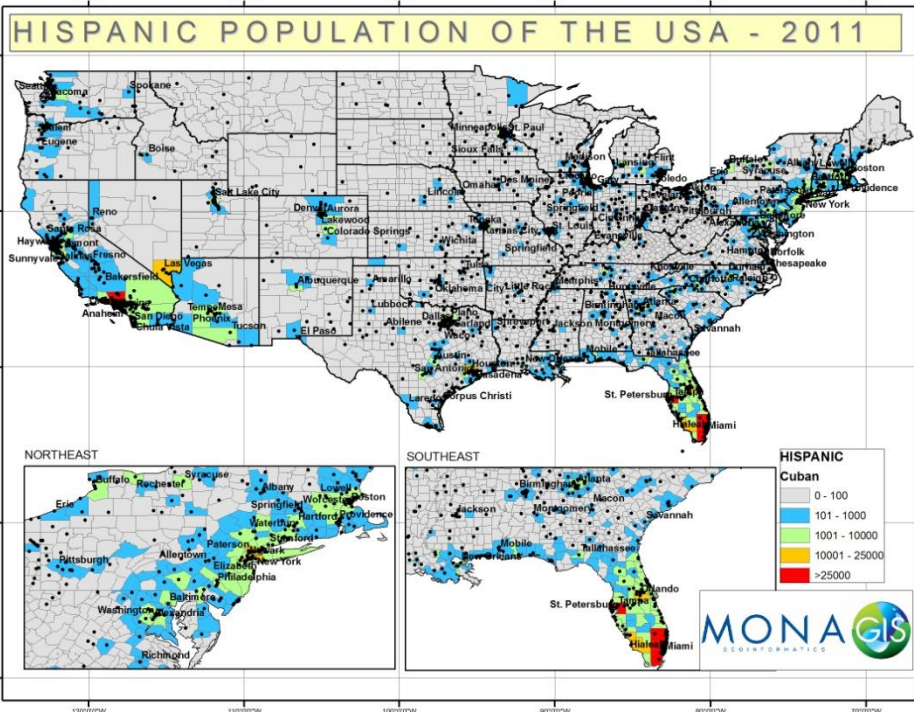
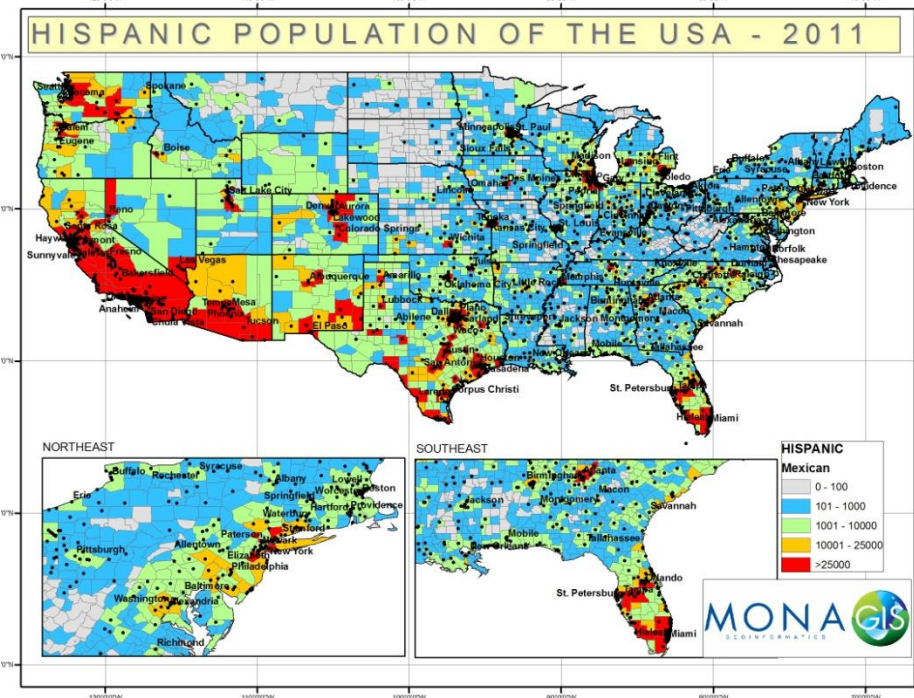
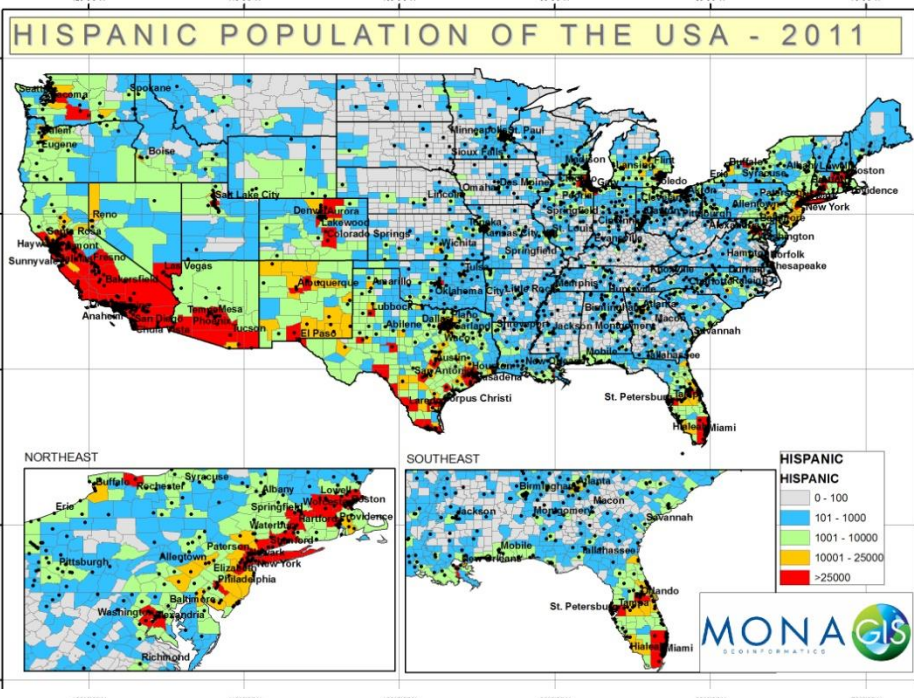
Dr Parris Lyew-Ayee  
Director  
Mona GeoInformatics Institute  
UWI



# Why Where?

- Knowing the location of customers, competitors, market, resources and assets is key to any business
- Foreign affairs and foreign trade, by definition, have strong geographic components and influences





**Scale: Patterns within Patterns**

- Country >> State >> County >> City >> ZIP Code
- Population >> Ethnic Group >> Nationalities
- Policy development and implementations have to consider scale differences and implications of these.



# The INs and OUTs



## IN

- Remittances
- Tourism
- Returning Residents
- FDI
- Imports
  - Raw materials
  - Finished goods

## OUT

- External Investments
- Export market
  - Raw materials
  - Finished goods
  - Services



# International Obligations

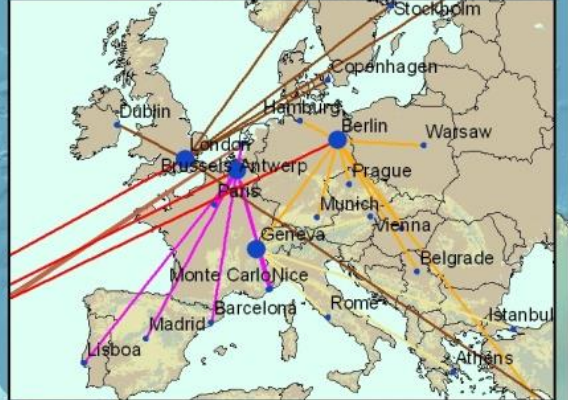
- United Nations
- IMF, World Bank, etc
- WTO
- Bi-Lateral Trade and Assistance Programmes
- Regional and hemispheric obligations and commitments on security and disaster relief





MONA  
GEOINFORMATICS  
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# Jamaican Embassies, High Commissions and Consular Offices



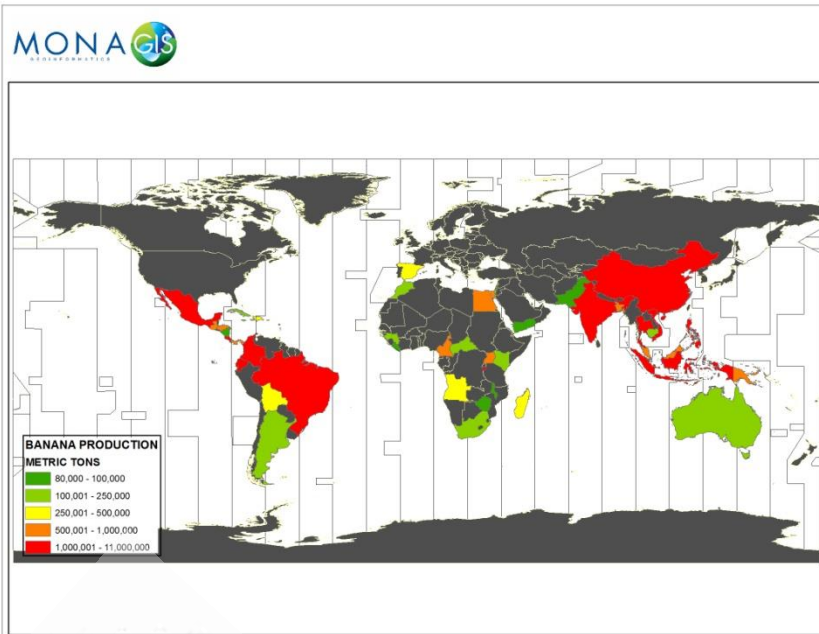
# Jamaica in International Industries

- Examples from the Agricultural Sector
  - Sugar
  - Bananas
  - Coffee
- Implications for commodities trading, investment attractiveness, etc
- Need to understand the dynamics of international trade markets – quotas, protected markets and tariffs, etc
- Production for international markets need to consider competitors (other producers) and consumers
- International investors look at a location's attractiveness vs a product's value; cost-benefit of distance calculations
- Global logistics threads these together
- Need to understand where value-added opportunities lie along product value chains

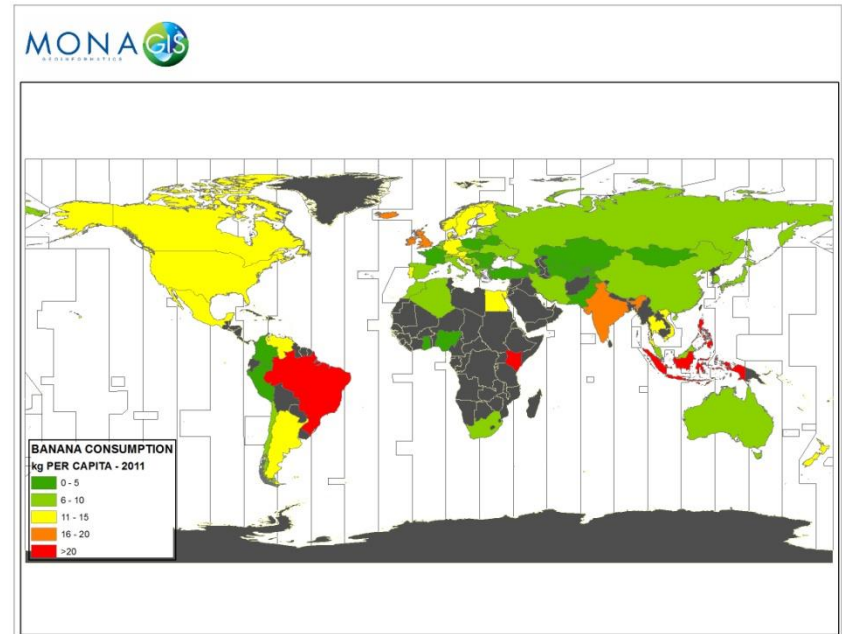


# BANANAS

## SOURCE



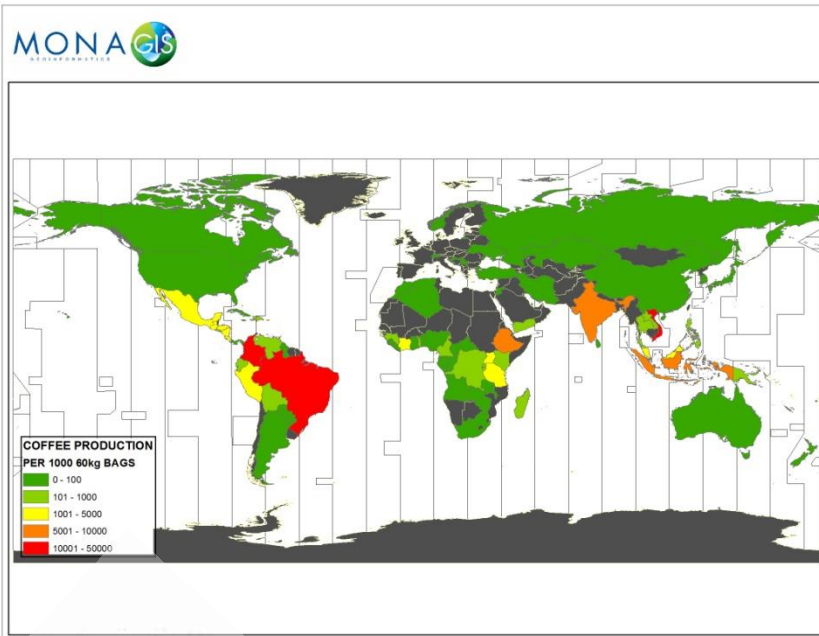
## MARKET



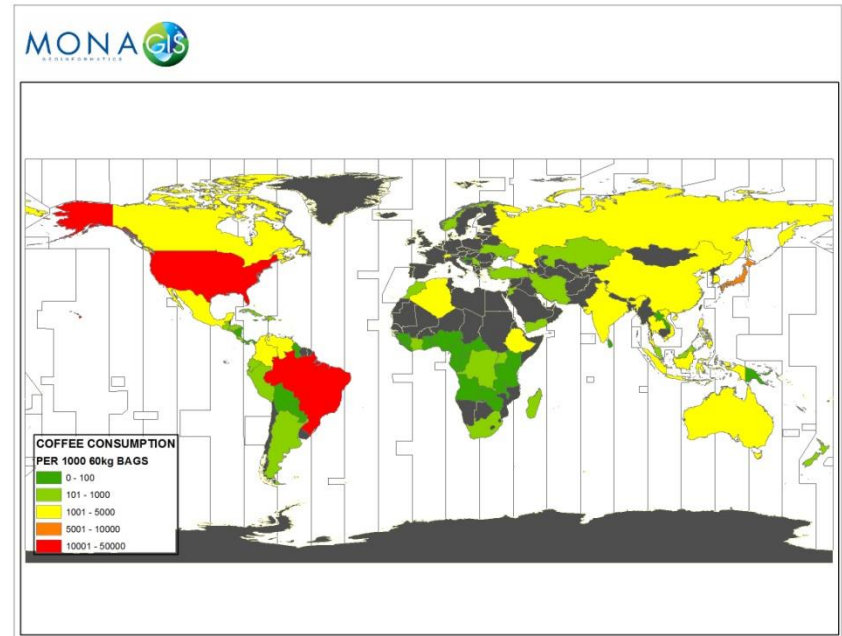


# COFFEE

## SOURCE

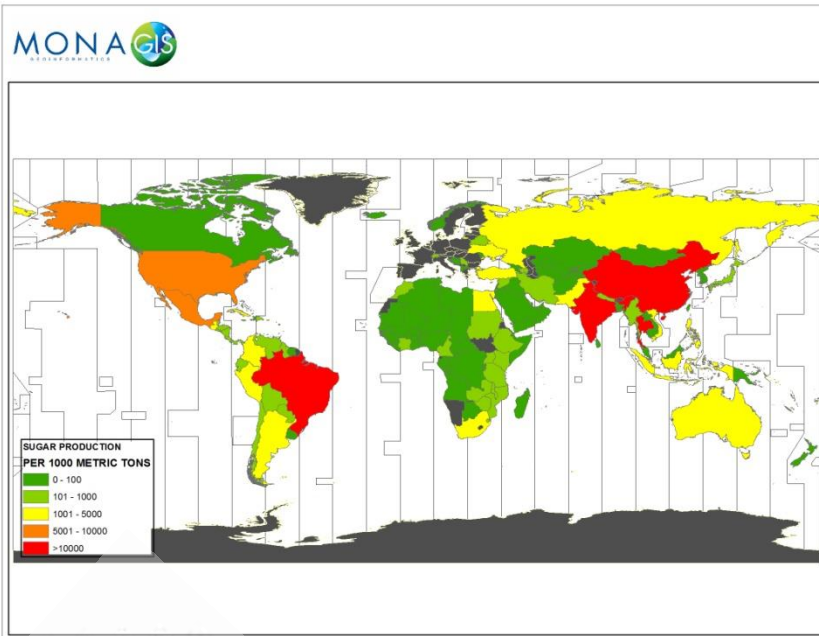


## MARKET

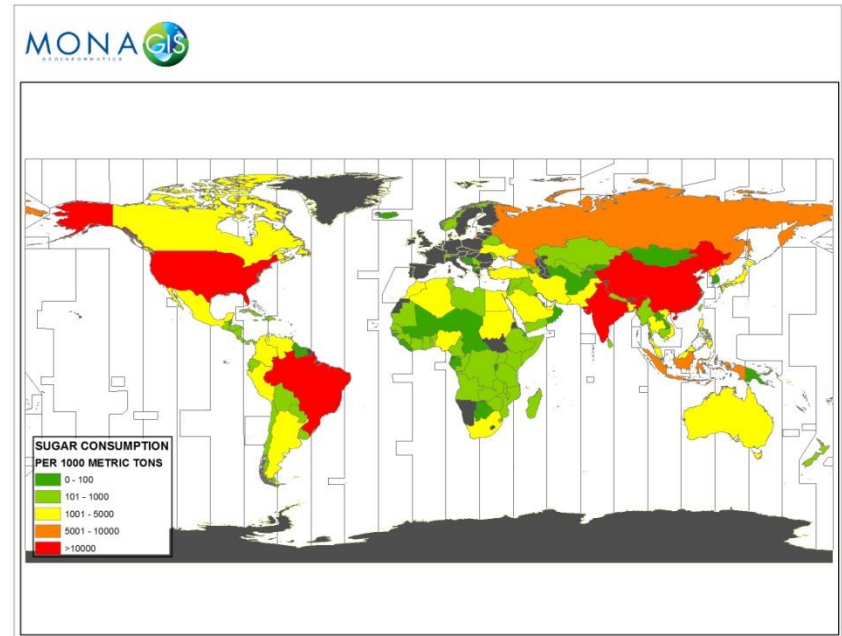


# SUGAR

## SOURCE



## MARKET

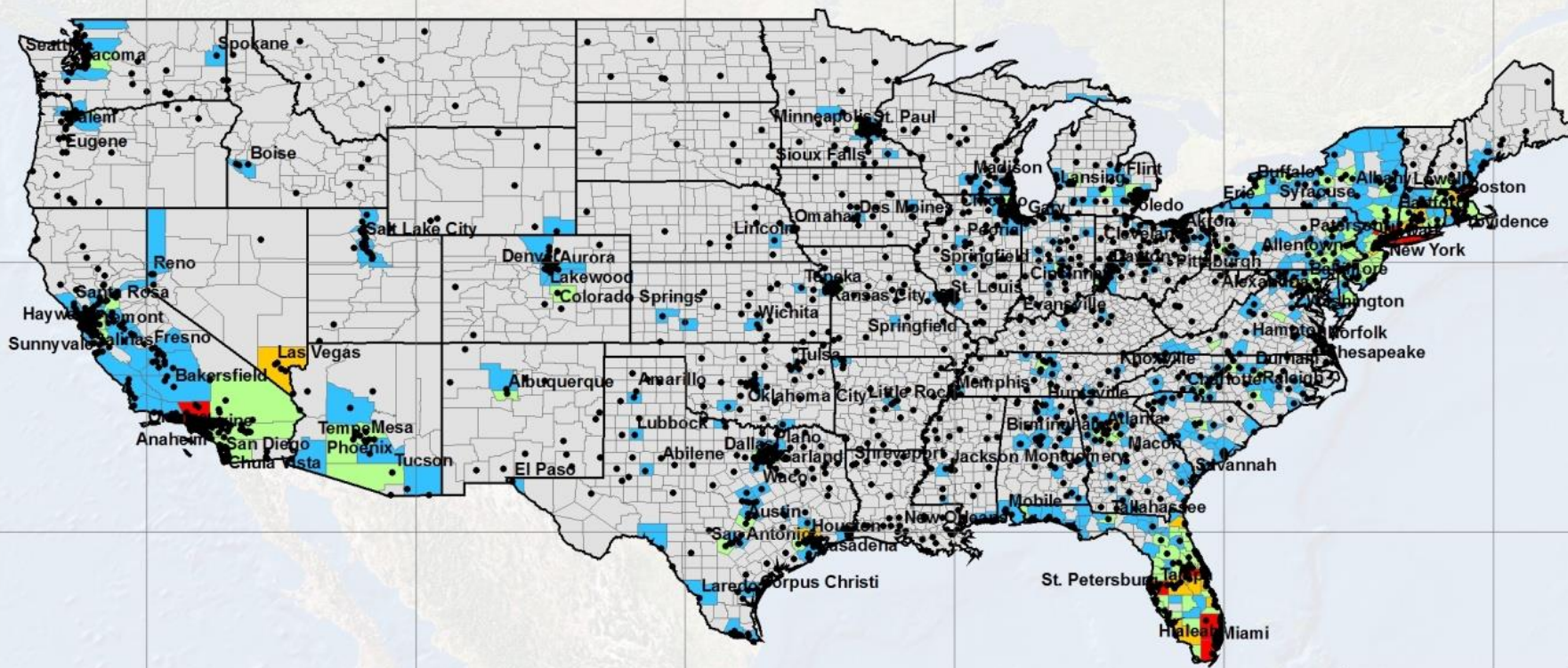


# People: A Complex Resource

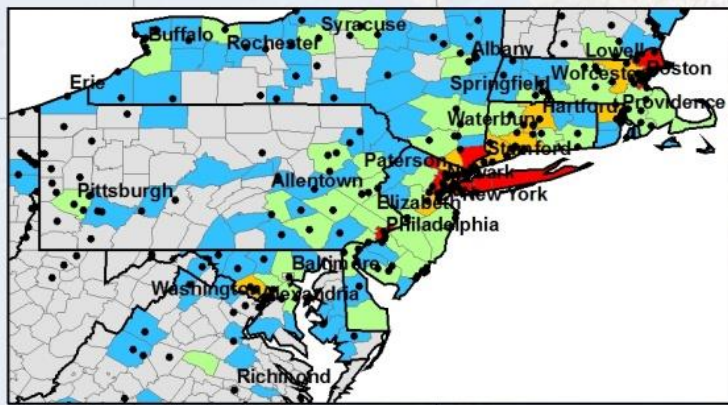
- Where people are determine where opportunities lie and how these are tapped
- IN:
  - Remittances heavily dependent on prevailing local and global economic climates not within our control
  - Returning residents represent people inflows into a system
- OUT:
  - Diaspora patterns determined by traditional push-pull migration causes
  - UK/Canada/US patterns strongly influenced by Jamaica's colonial history and proximity advantages



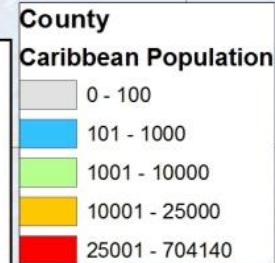
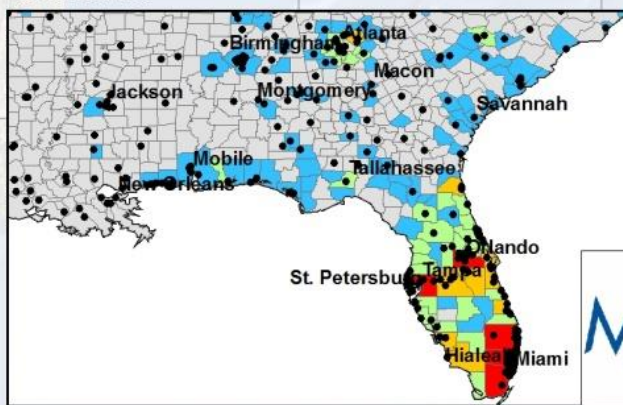
# CARIBBEAN POPULATION OF THE USA - 2011



NORTHEAST



SOUTHEAST





# USA

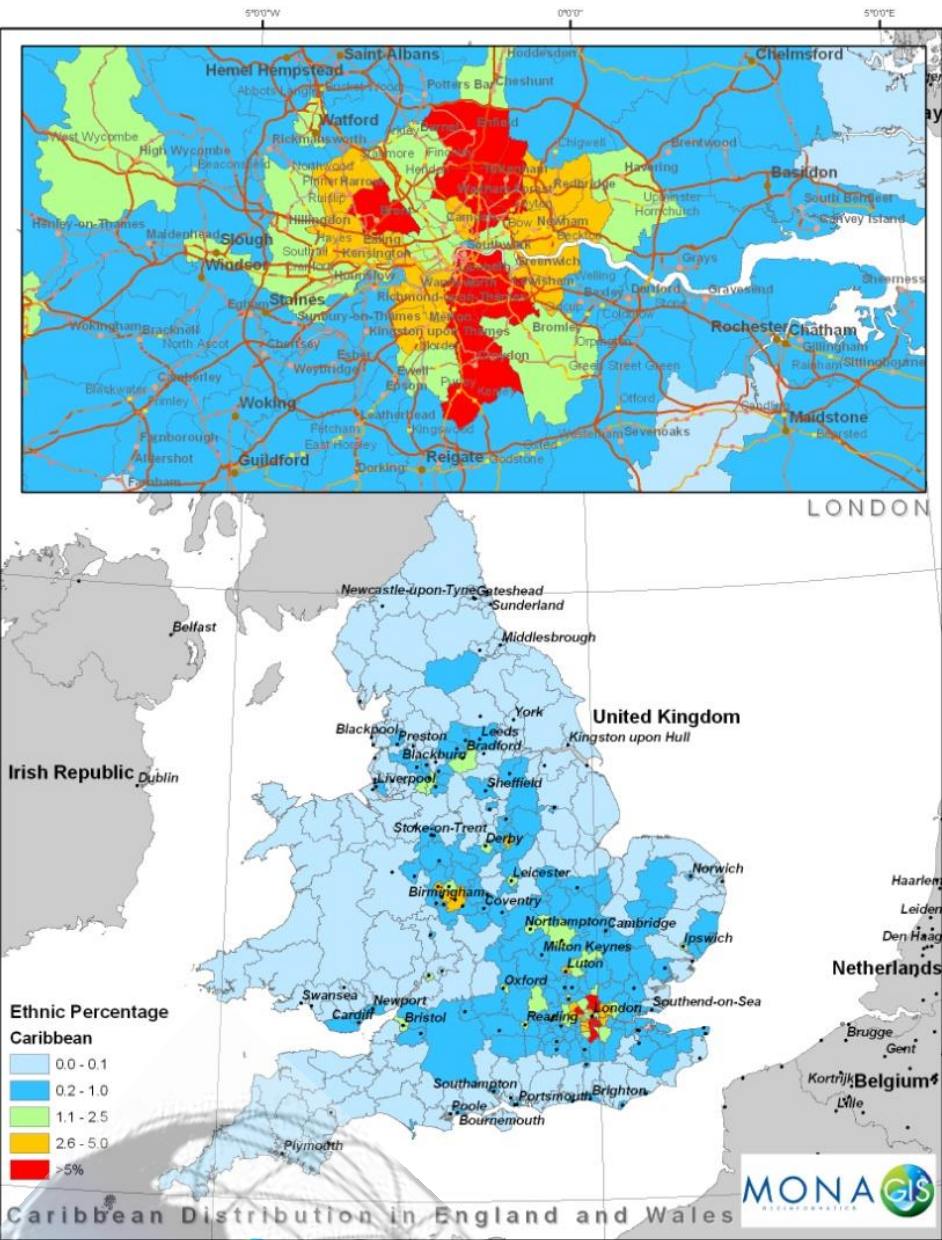
- Top Caribbean Populations (County):
  - Dade, FL (704,140)
  - Kings, NY (304,212)
  - Queens, NY (244,514)
  - Bronx, NY (216,607)
  - Broward, NY (208,705)
- Urban areas with >25,000 Caribbean populations:
  - Miami
  - Ft Lauderdale
  - Tampa
  - Orlando
  - New York City
  - Boston
  - Los Angeles
  - Philadelphia





# United Kingdom

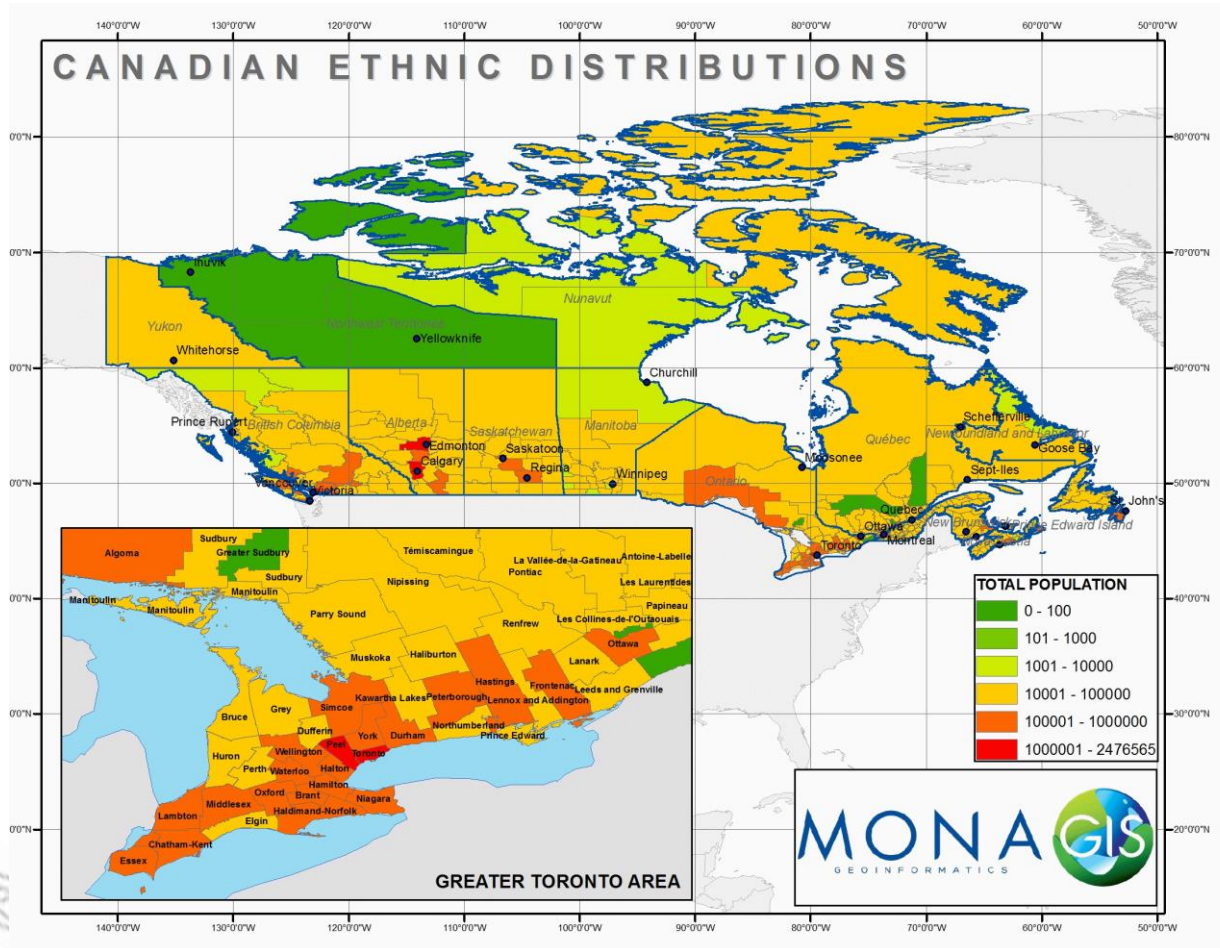
- Top Communities:
  - Lewisham, Lambeth and Croydon
  - 9 districts in London with >5% Caribbean population
  - 24 districts in England with >2.5% Caribbean
    - London (19), Luton (1), Birmingham (2), Wolverhampton(1) and Nottingham(1)



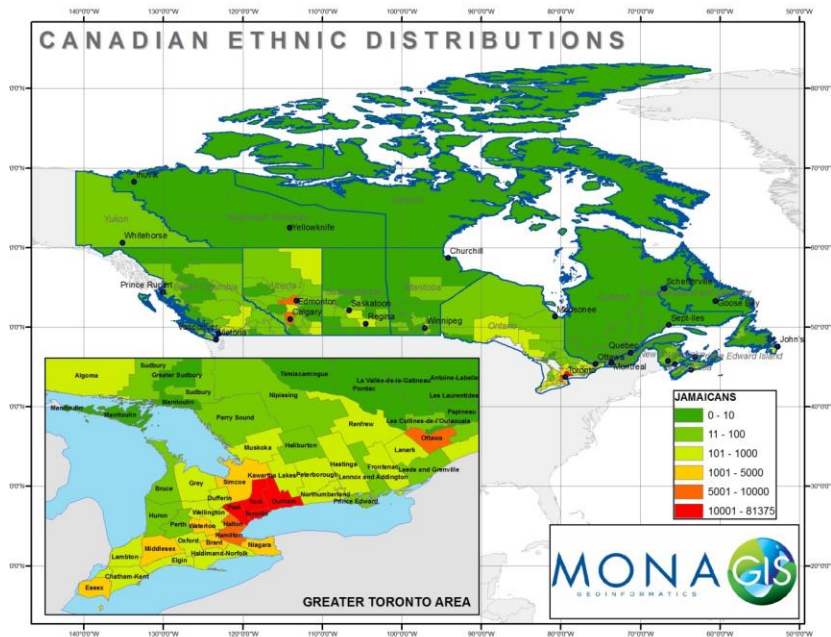




# CANADA



# CANADA



- Highest # of Jamaicans:
  - Toronto, Peel, Durham, York (all Ontario); each >10,000
- Highest % Jamaicans:
  - Peel, Durham, Toronto, York; each >2%
- Highest Jamaican % of Minorities:
  - Saint Laurent Quebec; Timiskaming Ontario, Norfolk Ontario, Dufferin Ontario – each >30%



# Distributions determine where:

## IN

- To concentrate marketing efforts for:
  - Remittances
  - Travel and tourism
  - Returning resident mortgage offers

## OUT

- To direct exports of food and other ethnic products aimed at the diaspora
- To seek opportunities for diasporic engagements
- To locate consular services



# Conclusions

- Future is not necessarily determined by past or present trends
  - Protected markets will disappear
  - Production and distribution opportunities will emphasize efficiency; integrated global logistics systems will dominate international trade
- Ageing of the diaspora will begin to fray and sever connected ties to homeland
  - Destination countries' immigration policies change
  - Demographics will change
  - Socio-economic status will evolve
- Information will become critical for decision-making
  - Intelligence as currency
  - Local interests need to at least have same ingredients and tools as international players in order to engage at parity