



Press Release

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Caribbean i-Create e-Content Competition 2010-11

In partnership with INFOCOMM, CANTO formally launched its *Caribbean i-Create e-Content Competition 2010-2011*. The launch, attended by over seventy persons, was held at the National Academy of Performing Arts (NAPA) in Trinidad Thursday October 21, 2010. Attendees included Government officials, CANTO members, partners, sponsors, local and regional media, university students, entrepreneurs and other invited guests.

The Competition seeks to develop and reward the most creative and innovative e-Content developers in the Caribbean. Participants compete for **US\$30,000** worth of prizes. Winning participants will have the opportunity to compete in the prestigious global e-Content *World Summit Award Competition 2012*.

Ms. Josanne Leonard, MC for the event, welcomed the attendees and introduced the delegates to the panel of speakers. The panel included Professor Michael Smith (VP Digital Studies of UTT), Ms. Regenie Fräser (Secretary-General of CANTO), Mr. Atiba Phillips (Managing Director of INFOCOMM), Mr. Linus Rogers (CANTO Director & VP of Regulatory & Asset Rationalization of TSTT) and Ms. Gillian Macintyre (Acting Permanent Secretary in the Ministry of Public Administration).

Members of the panel endorsed the Competition and made insightful comments namely with respect to the potential of the Competition for the development of Trinidad and Tobago and other Caribbean states. Ms. Fräser linked the e-Content Competition to CANTO's Connect the Caribbean Initiative (CTC), which seeks to mobilize human and other resources of the Caribbean toward a Caribbean Single Market & Economy (CSME). Development of Information Communication Technology (ICT) infrastructure and products including e-Content were envisioned as potentially able to accelerate the pace of the CSME and the development of Caribbean states. Ms. Macintyre averred to the need for Trinidad and Tobago and the rest of the Caribbean to leverage the power of ICTs to share and market indigenous content to the rest of the world.

At the launch, Ericsson Caribbean, through its Account Manager, Mr. William Jordan, expressed support for the Initiative and has come on board as a sponsor. Other sponsors of the Competition include: National Information and Communication Technology Company of T&T (i-GovTT), Cable & Wireless Barbados (LIME), University of Trinidad and Tobago (UTT) and Illuminat. The list of sponsors is expected to expand as the Competition progresses.

In March 2011 CANTO will hold The Caribbean Business of i-Create e-Content Conference designed to educate its membership on various aspects of the e-Content industry.

For more information on both the Competition and Conference, interested persons may visit www.cantoicreate.com

The Caribbean Association of National Telecommunication Organizations (CANTO) was founded in 1985 as a non-profit association of telephone operating companies in the Caribbean. With 106 members in 32 countries, CANTO is recognized as a major trade association in the telecommunication sector. A Board of Directors appointed by the membership directs the policy strategy of the Association. This strategy is executed by the staff of a permanent Secretariat based in Trinidad and Tobago.



i-Create Caribbean e-Content

Competition 2010-11

... Unleashing Caribbean Innovation Through ICT!

The Caribbean Association of National Telecommunication Organizations (CANTO) announces its 2010-11 **Regional e-Content Competition!**

- Can you create a mobile app/video/software/game/mp3 that is world class?
- Do you know that your creation can be marketed to leading telecommunication companies in the region?
- Would you like to network with other content creators in the Caribbean?

GET INVOLVED WITH *i-Create!*

i-Create 2010-11 is the first edition of CANTO's Caribbean e-Content Competition. The Competition aims to search out and reward the most creative and innovative e-Content developers in the Caribbean region.

Content submissions must be accessible via electronic media and may take the form of video, games, photos, mp3, web or mobile applications.

Entries may be submitted according to any exciting category listed below:

COMPETITION CATEGORIES	
Business & Commerce	Health & Environment
Science & Technology	Inclusion & Social Empowerment
Learning & Education	Culture & Heritage
Government & Participation	Tourism & Lifestyle
Entertainment & Games	Media & News
Agriculture	

i-Create registration opens on **30th September, 2010**, and the deadline for submission of entries is **31st May 2011**.

Developers will compete for more than **US\$30,000 worth of prizes** and winners have the option to go on to compete in the prestigious global 2012 World Summit Award (WSA) Competition.

For more information or to register, please log on to www.cantoicreate.com or call: (868)622-3770; (868)622-4781; (868)622-0929; or (868) 221-5461

Don't miss this opportunity of a lifetime!



More than technology... Results!



i-Create Caribbean **Business of Content**

Conference 2010-11

... Unleashing Caribbean Innovation Through ICT!

"The mobile consumption of digital goods will be the #1 growth story of the next decade"

-Gerd Leonhard

Conference Topics include:

- **Venture Capital and Creative Financing** - "Show me the money!"
- **Valuing Digital Content** - "How much do I get for my content?"
- **Micropayment Systems and e-Signatures**- "Enabling consumers to pay"
- **Intellectual Property Rights Awareness and Protection** - "Keeping it legal"
- **The Digital Diaspora** - "Awakening our hidden potential abroad"
- **The Apps Phenomena** - "Power and flexibility to go!"
- **Building Strong Caribbean Brands** - "The brand as a strategic advantage"
- **Current Issues and Future Trends** in the regional and global space
- **Identification of Concrete Next Steps**

CUTTING EDGE INFORMATION ● ACTUAL DEALS ● POWERFUL NETWORKING

...all this and much more over two commanding days!

Date: 24th-25th March

Cost: US\$200 per delegate

Venue: To Be Announced

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