

MEDIA RELEASE

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TTCIC LAUNCHES NEW COMMITTEES

The Trinidad and Tobago Chamber of Industry and Commerce (TTCIC) is pleased to announce the launch of three new committees in its continued role to represent the business community while also contributing recommendations and advocating for development strategies in the best interest of our national economy.

The committees include:

- The Orange Economy Committee
- The Food Security, Agriculture and Fisheries Committee and
- The Pharmaceutical and Wellness Committee

The **Orange Economy** spans sectors such as film, music, design, and software, driving growth via job creation, innovation, diversification, exports, and urban revitalization. It aims to promote and support the growth of the orange industry in Trinidad and Tobago, while also promoting economic diversification and reducing dependency on oil and gas.

The **Food Security, Agriculture and Fisheries Committee's** aim is to combat food insecurity, improve nutrition, and make farming more sustainable. Its goal is to partner with businesses to invest responsibly for positive changes in our food system, while stressing mindful consumption and production.

The **Pharmaceutical and Wellness Committee** will monitor healthcare trends, provide industry guidance, empower members through knowledge enhancement, advocate for reforms that address operational challenges, foster patient-centric approaches, and assess performance against benchmarks.

President of TTCIC, Ms. Kiran Maharaj explained, "These sectors are increasingly significant and requires attention and dedication if we are to unleash their full potential. A structured and strategic approach that is well coordinated among stakeholders will allow for better success.

These are sectors which can significantly contribute to the well-being of our economy, but they need to be better activated to be viable. The role of the TTCIC is to ensure we support our members and the national community as a think tank and give voice to critical matters in the interest of success. It is a follow-on from our belief in shared prosperity. The time is right as these sectors also encompass a lot of MSMEs and youth and as a BSO we need to strengthen their trajectory."

TTCIC CEO, Mr. Stephen de Gannes stated, "Establishment and addition of the committees reflects the Chamber's commitment as "The Voice of Business" to address the specific needs and challenges faced by each industry and to create a platform for collaboration and collective action. By harnessing the power of collaboration, these Committees will pave the way for increased industry knowledge, improved practices, and enhanced opportunities for businesses in Trinidad and Tobago. They will also work to address key issues and opportunities within their respective industries, promote growth and innovation, and drive sustainable development."

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