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## **Business Lab on IP and Product Branding Held in Barbados**

From October 19 -23, 2015 the first workshop in a series of Business Labs on Intellectual Property and Product Branding for Creative Industries was held in Barbados. The Business Labs are part of the Caribbean Regional Entrepreneurial Asset Commercialization Hub (REACH) Program, an Inter-American Development Bank (IDB) funded regional technical cooperation project being executed by the University of the West Indies. REACH is aimed at building the commercialization capabilities of competitively selected Caribbean entrepreneurs and firms. The project will provide institutional capacity building, training, and mentorship in three main thematic areas: (i) technology commercialization (ii) creative industries intellectual asset management and (iii) product branding value capturing.

This workshop is made possible by MASHAV – Israel’s Agency for International Development Cooperation of the Ministry of Foreign Affairs and the Golda Meir Mount Carmel International Training Center (MCTC) in cooperation with the Young Americas Business Trust (YABT). Local partners include UNDP, Compete Caribbean and Axcel Finance.

The team of experts are: Ms. Rina Yaffe – expert in developing training programs using experiential learning methods, facilitation of innovative workshops on entrepreneurship and on the implementation of SME supporting tools and networks in developing countries. Also, Ms. Sharon Gesthalter - Brand Strategist and experienced lecturer on branding as a business tool; she has led numerous branding projects in Israel, USA, Europe and Asia, ranging from small businesses to enterprise level processes; she is an expert in building a brand strategy as part of a comprehensive marketing plan, while guiding creative teams from concept to implementation.

Ambassador Mordehai Amihai-Bivas - Permanent Mission of Israel to the United Nations and Embassy of Israel to Barbados, was the keynote speaker at the opening ceremony. Opening remarks were also made by Representative of the Organization of American States in Barbados, Mr. Francis McBarnette; Dr. Sylvia Dohnert, Executive Director of Compete Caribbean; and Mr. Jose Clautier - YABT Representative.

The next workshops will be held in Belize on November 9 -13th and in Trinidad and Tobago on November 16 – 20th.