



GOVERNOR'S
SYMPOSIUM

20
23



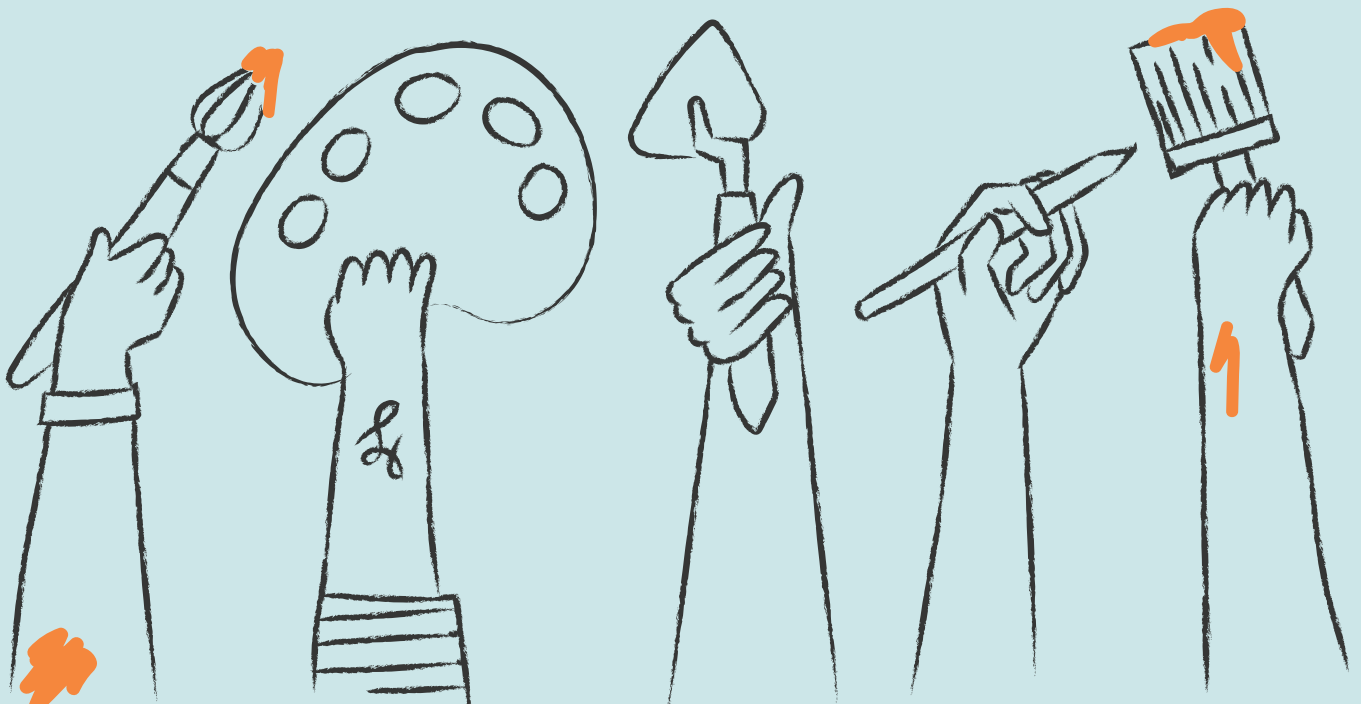
The Orange Economy:

Where Creativity, Innovation
and Growth meet



*"You can't use up creativity.
The more you use, the more
you have."*

– MAYA ANGELOU





FOREWORD



Welcome to the 10th annual Governor's Symposium on the topic of The Orange Economy: Where Creativity, Innovation and Growth meet.

Since its inception, the annual Governor's Symposium has been a platform for engagement on topics that are relevant to the time and issues pertinent to societal needs and has promoted and encouraged discussion, presentations and exchange of ideas that sensitize leaders of our society to develop initiatives directed at the further development and strengthening of programs and policies to improve Sint Maarten's resilience and sustainability, with the goal to further enhance the well-being of the people of St. Maarten.

This year, the focus of the symposium is on tapping into the strengths of our greatest asset, our people, and thus creating opportunities for further economic growth within the tourism market and enhancing our export product.

For years it has been customary to read in reports about St. Maarten's and the wider Caribbean region's need for economic growth through diversification of the economy. Although this is an ideal aim given the need to be less dependent on a single pillar tourism economy and to be able to withstand external shocks, the reality is that being a Small Island Developing State comes with limitations that keep this aspiration quite out of reach. Limitations such as population size, lack of natural resources and location in the hurricane belt, just to name a few. Nevertheless, it is prudent that self-reliance, resilience, and sustainable growth are cardinal factors that should be taken into account in future economic development plans.

The Orange Economy and the promotion and stimulation thereof offers an opportunity for St. Maarten to tap into the abundance of creativity and innovation that has inherently always been part and parcel of our culture, and simultaneously provide diversification within the tourism economy.

The expert speakers and panelists will share and discuss regional and local trends and opportunities as well as strategic action plans for economic growth via promotion of our creative services, arts, media, culture and heritage in a sustainable and respectful manner.

I hope you enjoy the symposium and that the information shared with you today inspires creative ideas for further enhancement of our Orange Economy.

**AJAMU G. BALY, LL.M.,
THE GOVERNOR OF SINT MAARTEN**



PROGRAM

Registration

Mistress of Ceremony: Dr. Ife Badejo

Welcome Protocol

Anthems: Wilhelmus and Sint Maarten Song

Opening Address

His Excellency Governor of Sint Maarten, Mr. Ajamu G. Baly, LL.M.

Session 1: Featured Speakers

Government's Perspective:

Remarks by the Deputy Prime Minister, the Honorable Mr. Egbert J. Doran

Ms. Clara Reyes: "The Value of Creativity, Culture, and Heritage"

Dr. Keith Nurse: "Innovation and Income Generation"

Break

Session 2: Keynote Address

Mr. Felipe Buitrago Restrepo: "Orange Economy, So Much More than a

Color: Unveiling the Creative Riches of Sint Maarten"

Session 3: Interactive Panel Discussion

Moderated by Ms. Jennifer Carty

Appreciation of Speakers and Panelists

Symposium Summary

Vote of Thanks

Vice-Chairperson of the Symposium Organizing Committee

Closing





FEATURED SPEAKER

Egbert J. Doran

Deputy Prime Minister,
Government of Sint Maarten



Mr. Egbert Jurendy Doran, Deputy Prime Minister of Sint Maarten, is a dedicated and passionate public servant with a strong background in politics and community service. He was born and raised in Sucker Garden and has always been committed to making a positive impact on the lives of those around him.

With an interest in Information Technology, he left Sint Maarten to further his studies in The Netherlands and obtained a degree in Computer Science. Upon his return home, Minister Doran began his career as an IT systems manager. He would later postulate himself for the 2018 Parliamentary election and would be given the mandate. As a then Member of Parliament, Minister Doran served the people of Sint Maarten while working to improve access to healthcare, education, and job opportunities for all. He also served as Minister of Justice in the “Jacobs I” cabinet.

Minister Doran is committed to making a difference and continuing to work on behalf of the people of Sint Maarten. He strongly advocates for policies that promote economic growth, job creation, and social justice. He is dedicated to building a brighter future for all citizens. Through his leadership and service, Minister Doran has earned the respect and admiration of his colleagues, constituents, and fellow citizens.





KEYNOTE SPEAKER

Felipe **Buitrago Restrepo**

Economist & Co-Author of the
“The Orange Economy: An Infinite Opportunity”



Felipe Buitrago Restrepo, an economist from the University of Los Andes and CEO of GO Future Hub, has over 20 years of experience in the Cultural and Creative Economy sectors, and Information and Communication Technologies. He has held high-level positions including Minister of Culture of Colombia and Ambassador of Colombia in Germany, where he led initiatives to promote creativity and the orange economy, and worked to strengthen international relations. He has also served as a consultant for the Inter-American Development Bank, as Director of ODAI (the Ibero-American Observatory of Copyright), and as Director of TicTac, (a think tank of the Colombian Chamber of Informatics and Telecommunications).

Felipe is co-author of several influential books, including ‘The Orange Economy: An Infinite Opportunity’ and ‘Orange Economy: An Infinite Reality’ with the former President of Colombia, Iván Duque. His contributions to public policy and numerous publications have made him a national and international reference in the fields of the Creative Economy and the Fourth Industrial Revolution. In his current role at GO Future Hub, Felipe continues to drive innovation and creativity, working towards a brighter and more sustainable future.





FEATURED SPEAKER

Clara Reyes

Head of the Department of Culture,
Ministry of Education, Culture,
Youth and Sport



Ms. Clara Reyes, MFA boasts of receiving her most valuable lessons from life stories and mentoring from being with the likes of her grandfather, Arthur Wyatt. Through her mother Regina Evelyn Millet, Ms. Reyes was exposed to the magic of the visual and performing arts, which became the catalyst of Ms. Reyes' pursuit of a life of artistry.

Her artistry developed through evening conversations with Zachariah Meyers, where they were serenaded by crickets. From Mr. Emilio Wilson, she would jump over ancient stone wall interlocked together with blood and sweat of enslaved hands that connect family lands. Her music studies were in the living room of Anastacia Larmonie, an internationally recognized conservatory-trained musician. Ms. Reyes stands on the shoulders of St. Martin's great custodians and luminaries such as: Mr. Camille Baly, provided trainings in multiple culture creative experiences; the revered visual artist Roland Richardson and Ms. DenDen in Sandy Ground among others. They shared stories of the enslavement period and heroic tales of resistance, rebellion, and triumph, of the Ponum Dance.

An accomplished dancer, Ms. Reyes danced for legends such as Eduardo Rivera and Rex Neetleford, the founder of the National Dance Theater Company. Her artistry took her to Soweto, South Africa where Ms. Reyes had the honor to witness the historic moment of Rolihlahla Nelson Mandela's release while standing in the shadows of Bishop Desmond Tutu. Today Ms. Reyes is the Head of Department of Culture within the Ministry of Education, Culture, Youth, and Sport.





FEATURED SPEAKER

Keith Nurse

President of the College of Science
Technology and Applied Arts
Trinidad and Tobago



Dr. Keith Nurse is the President of the College of Science Technology and Applied Arts Trinidad and Tobago. He is the former Principal/CEO of the Sir Arthur Lewis Community College, Saint Lucia. He has worked as Senior Economist and Advisor on Structural Policies and Innovation at the OECD Development Centre in Paris. He is the former World Trade Organization Chair at the University of the West Indies where he served in multiple capacities on each of the three land-based campuses. He is serving his third term as an expert member of the UN Committee for Development Policy. Dr. Nurse is the Chair of CaribbeanTales World-wide Distribution Inc. and co-founder of the CaribbeanTales Incubator. He is the executive producer of the docudrama “Forward Home: The Power of the Caribbean Diaspora”.

Dr. Nurse has worked as a researcher, advisor and consultant to governments and international and regional organizations around the world and has published over 100 scholarly papers and articles on a wide array of issue areas such as trade policy and services, industrial policy and innovation governance, creative industries and digital economy, tourism and cultural heritage, migration and diasporas, gender and economic restructuring, climate action and sustainable development and disaster risk reduction.





PANELIST

Vincentia **Rosen-Sandiford**

Director of the Bureau for Intellectual
Property Sint Maarten



As of October 1st, 2015, Mrs. Vincentia Rosen-Sandiford was appointed as the first Director of the Bureau for Intellectual Property Sint Maarten (the Bureau). The Bureau falls under the political responsibility of the Minister of Tourism, Economic Affairs, Transport & Telecommunication. Mrs. Rosen-Sandiford maintains the Bureau's finances and is responsible for the submission of the (Multi-) annual Budget and Policy Plan, as well as the yearly audited financial statements to the Minister. In her role as Director, she works together with an appointed Supervisory Board to advise, recommend, and implement policies and plans for the Bureau. Under her leadership the Bureau also advises the Minister on matters related to IP legislation and IP awareness.

Mrs. Rosen-Sandiford has a bachelor's degree, in Dutch Law from the Open University of the Netherlands, as well as in Business Administration, specializing in Management, Economics and Law, from the Fontys University of Applied Sciences, Eindhoven, Netherlands. During her professional career she has worked in both the private and public sector. Besides her talent for business and change management, she is passionate about increasing IP awareness in and for Sint Maarten.





MODERATOR

Jennifer Carty

CEO, Altus Branding



Jennifer Carty is an Entrepreneur and Brand Strategist hailing from Sint Maarten. With over 12 years of experience in brand design and marketing, she has worked with local and international solopreneurs, CEO's and 7-figure brands to scale their businesses by elevating their company's visual brand identities. In 2013, she founded Altus Branding, a branding agency known for their impactful brand design and strategic storytelling.

With a Bachelor's degree in Communication and Multimedia Design and a Master's degree in Persuasive Communication, she brings a deep understanding of communication dynamics to her work. Jennifer is also a member of the supervisory board of the Sint Maarten Chamber of Commerce since 2019.

Passionate about entrepreneurship and self-development, she started teaching creative courses in 2017 to help small businesses excel in the world of graphic and brand design. In 2021 Jennifer developed and launched Aroma Island, an e-commerce luxury home fragrance brand that caters to the United States and the Caribbean. Aside from her professional career Jennifer is an avid traveler, a foodie and dog mom.





MISTRESS OF CEREMONY

Ife **Badejo**

Chief Experience Officer,
Islandpreneur



Ife Badejo is an internationally recognized business expert focused on equipping entrepreneurs to build digitally enabled global businesses. With her team, Ife designed and hosted more than 80 events and programs to empower entrepreneurs, including designing and executing programs for Red Cross and MicroMentor. To date these programs have directly injected close to USD \$90 000 in non-diluted funding to small businesses.

Through Islandpreneur Live, one of the key signature events, her efforts have connected global leaders such as Jeff Hoffman, co-founder of Priceline.com, Evan Carmichael, venture capitalist turned youtuber with more than 3 million subscribers, and St. Maarten's very own, Leslie Samuel, a youtuber and internationally recognized online business coach to entrepreneurs on St. Maarten and in the region.

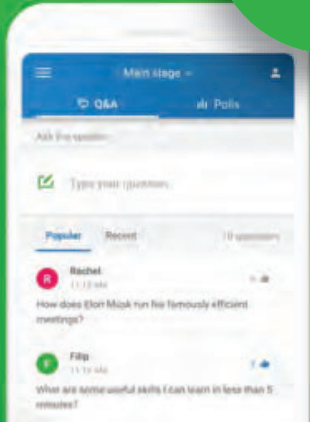
Ife contributes her creativity to the key element that affords her these opportunities as she is able to find solutions in unique ways. A former Miss World St. Martin/ St. Maarten, Ife has seen firsthand what the creative industries can do for economic growth. Ife is an alum of the prestigious International Visitor Leadership Program (IVLP) (2023), sits on the Board of Directors for the St. Maarten Chamber of Commerce & Industry and holds an honorary doctorate for her work.





Join the conversation
**Ask questions &
vote in live polls**

slido

A smartphone screen displaying the Slido Q&A interface. The screen shows a 'Main stage' header, a 'Q&A' tab, and a 'Polls' tab. Below the header, there is a text input field for asking questions. The screen also displays a list of questions and answers, including one from 'Rachel' asking 'How does Elon Musk run his famously efficient meetings?' and another from 'Filip' asking 'what are some useful skills I can learn in less than 5 minutes?'.

Use Code: Govs2023

OR

Scan the QR Code below:





ORGANIZING COMMITTEE



In Photo (ltr):

1st row: Mrs. Emilia Connor-Thomas, Ms. Clara Reyes (Chair), Ms. Ife Badejo

**2nd row: Mr. Dwayne President, Ms. Withney Murray (Secretary), Ms. Makhicia Brooks
(Vice Chair), Mr. Miguel de Weever**

3rd row: Mr. Frens Hartgers (Aide-de-Camp to the Governor)