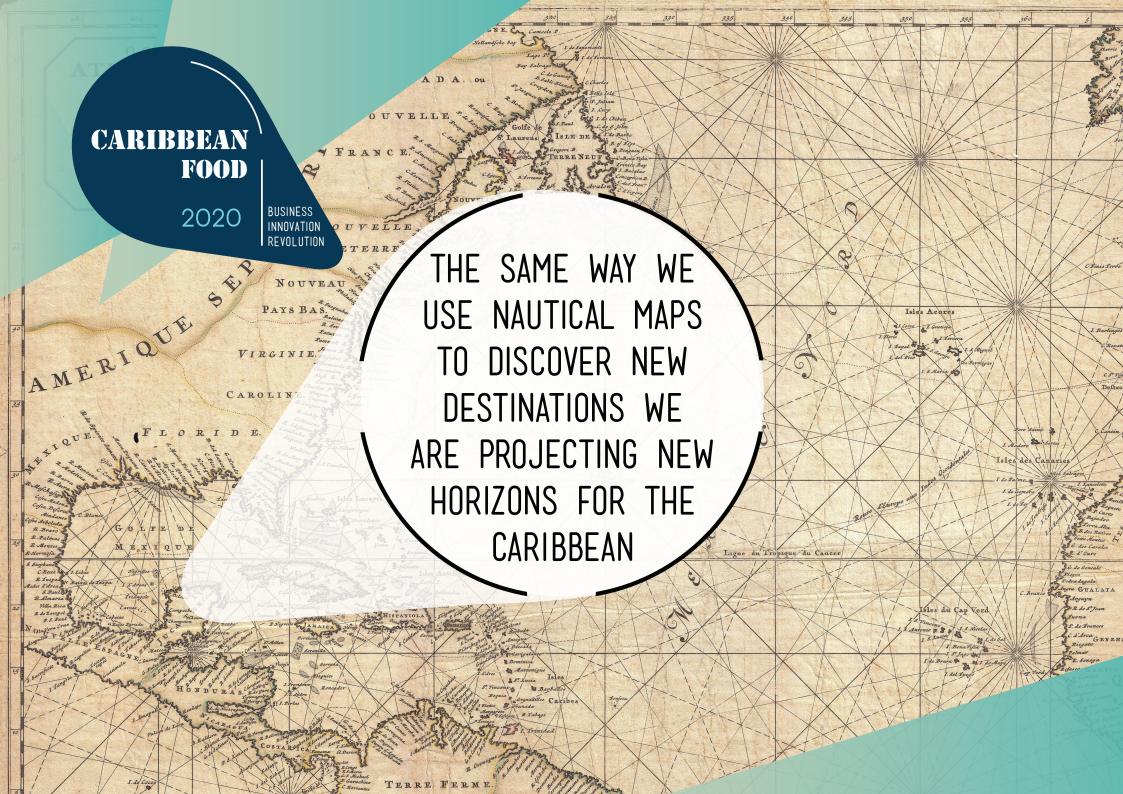
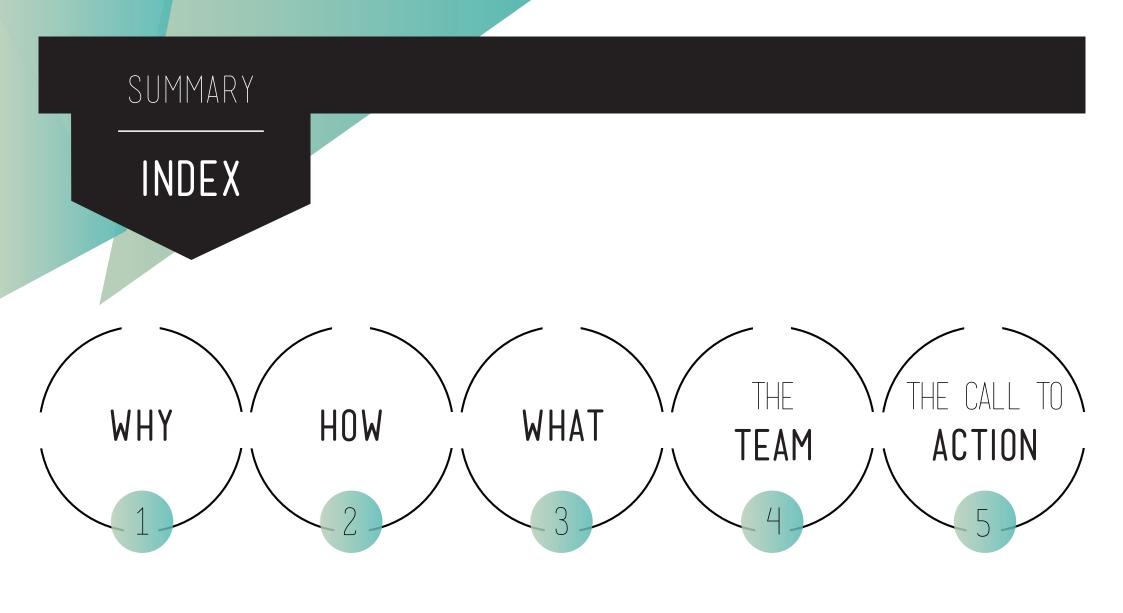
A JOURNEY TO BECOME THE NEW GLOBAL ASPIRATION

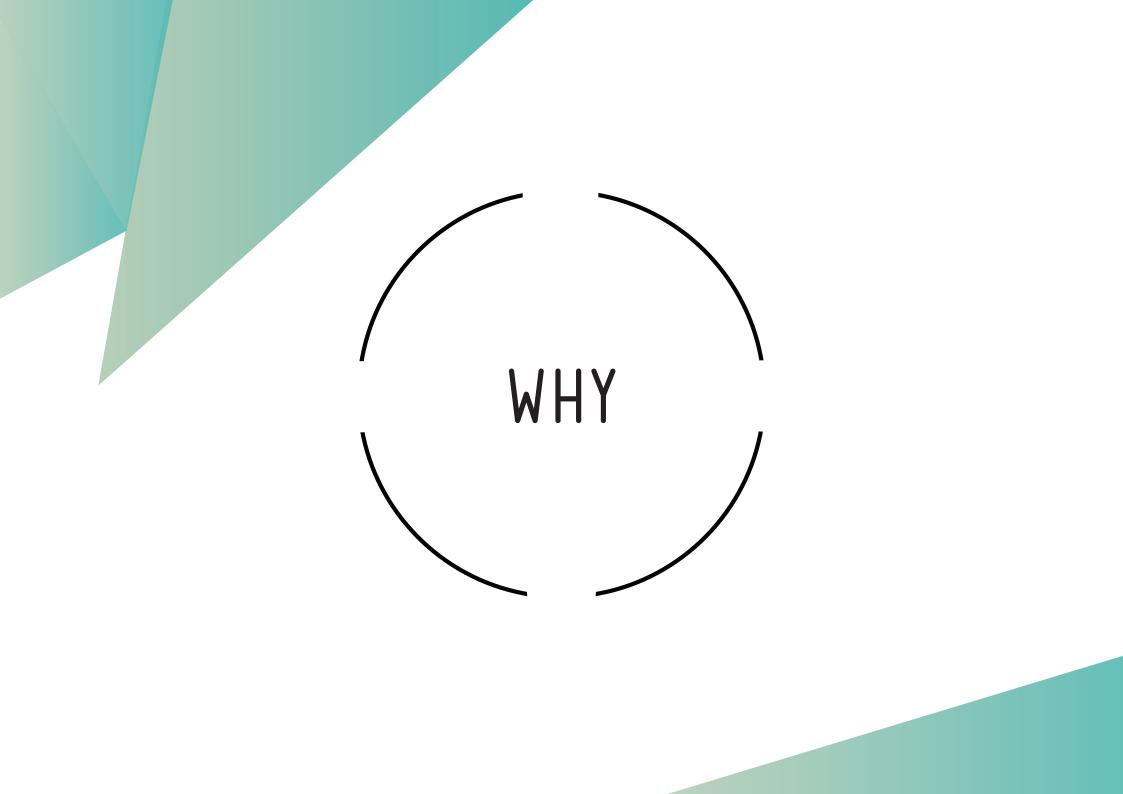
CARIBBEAN FOOD

2020

BUSINESS INNOVATION REVOLUTION WE BELIEVE THE CARIBBEAN CAN INSPIRE THE WORLD LEVERING FOOD AS A BUSINESS EXAMPLE









VISION

TO TRANSFORM THE CARIBBEAN AGRICULTURAL, AGRO - PROCESSING, FOOD BEVERAGE SECTORS, DRIVING ECONOMIC GROWTH, TOURISM AND EMPLOYMENT

THIS IS THE RIGHT TIME FOR ACTION



WHY

THE CARIBBEAN IS BLESSED WITH A STRATEGIC LOCATION FOR THE CREATION OF WEALTH - NESTLED BETWEEN NORTH AND SOUTH AMERICA, CENTRAL AMERICA IN THE WEST AND THE ATLANTIC OCEAN IN THE EAST, WITHIN AND BORDERING THE CARIBBEAN SEA. HOW CAN WE EXPLOIT THIS?



WHERE ELSE IN THE WORLD IS THERE SUCH A COMPACT ARCHIPELAGO OF ISLANDS AND COASTAL COMMUNITIES WITH A DIVERSE MULTI -CULTURAL, MULTI - ETHNIC, MULTI - RELIGIOUS, MULTI - CULINARY, MULTI - MUSIC, MULTI - ECO AND MULTI - LINGUAL SUPPLY OF SERVICES?

THIS IS THE RIGHT TIME FOR ACTION



HOW CAN WE BUILD ON THE CARIBBEAN TOURISM BRAND BY RETHINKING THE ROLE OF FOOD IN OUR LIVES?



WHY

CONTEXT

HOW CAN WE INNOVATIVELY SHIFT THE PARADIGM OF OUR FOOD PRODUCERS TO REALISE SUCH POTENTIAL BEYOND OUR SHORES INTO THE GLOBAL MARKET PLACE?



GOAL









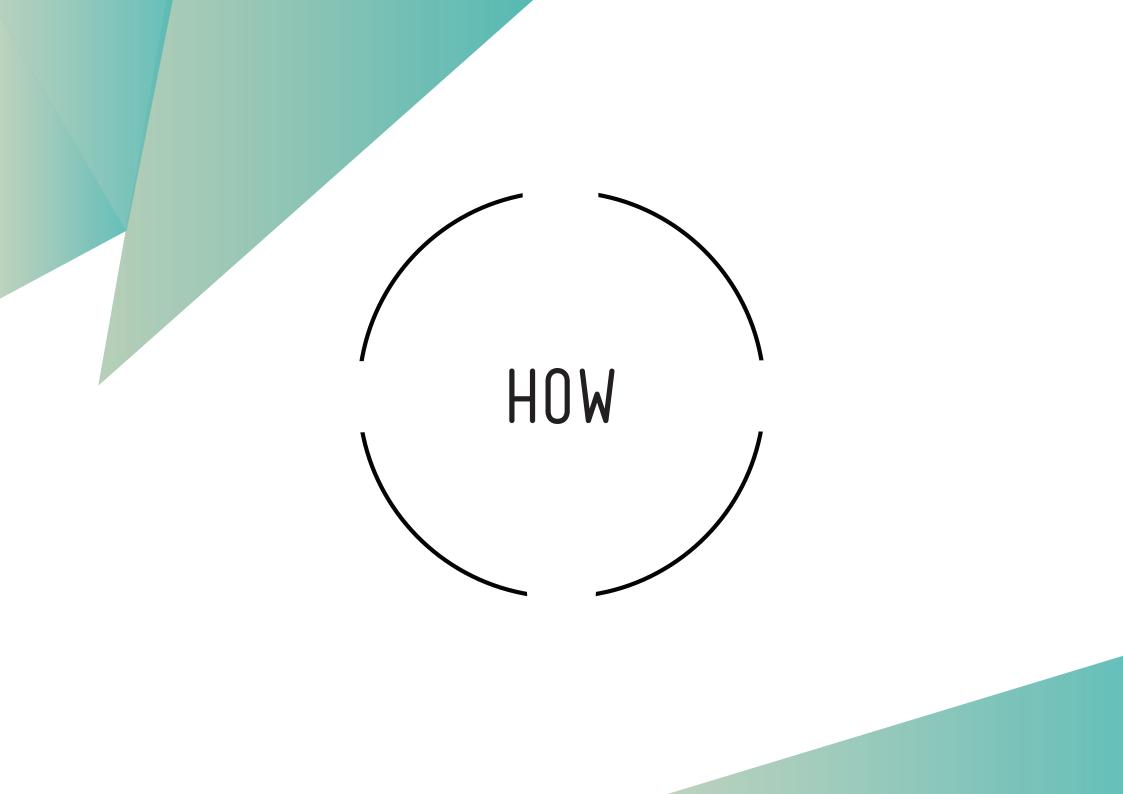
GRADUALLY MOVE FROM EXPORTING AGRICULTURAL COMMODITIES TO EXPORTING HIGH - VALUE FOOD AND BEVERAGE PRODUCTS.

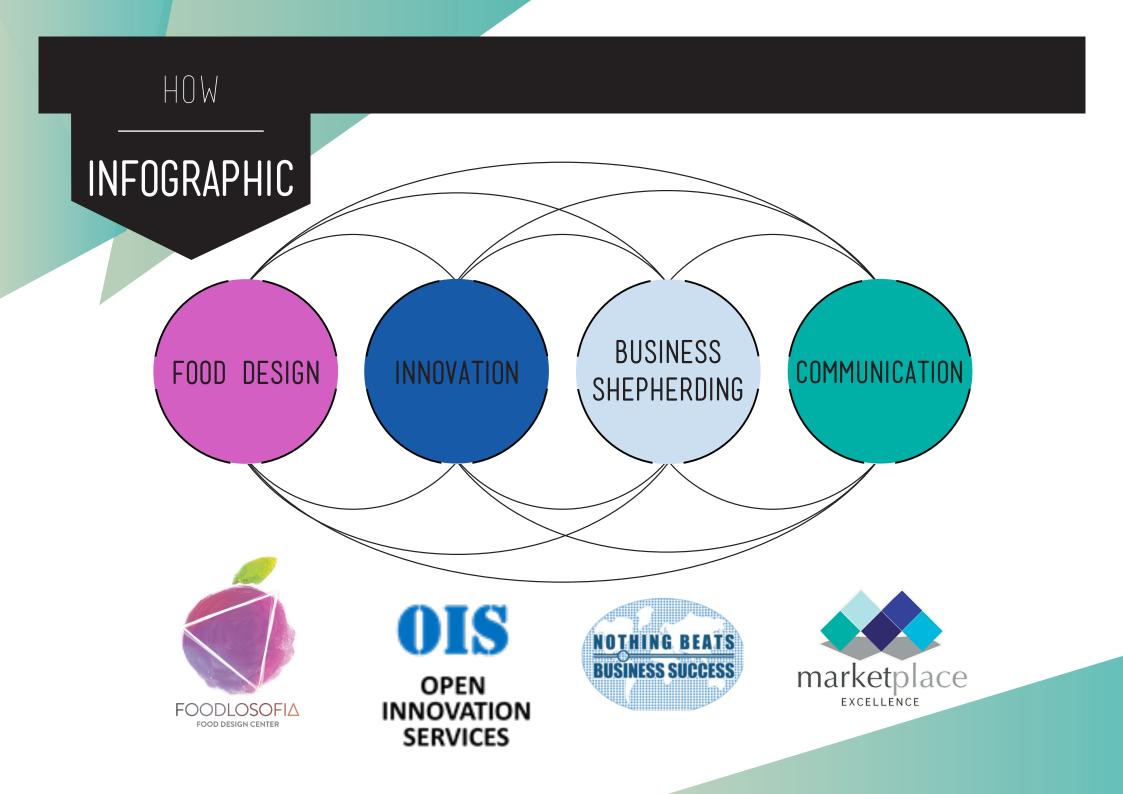


LICENSE HIGH - VALUE INNOVATIVE PRODUCT FORMULAE TO FOREIGN MANUFACTURERS WHO WILL PRODUCE CARIBBEAN FOOD & BEVERAGE PRODUCTS UNDER THE CARIBBEAN BRAND.



PARTNERSHIPS MANUFACTURERS FOREIGN CREATE WITH WHO SELL CARIBBEAN FOOD & BEVERAGE RETAILERS WILL PRODUCTS MANUFACTURED AND EXPORTED BY CARIBBEAN - AND DIASPORA BASED BUSINESSES.





REASON TO

BELIEVE

WE WILL LEVERAGE THE FOOD DESIGN SKILLS AND EXPERTISE OF FOODLOSOFIA TO TRANSFORM AGRICULTURAL COMMODITIES AND EXISTING PRODUCTS AND SERVICES INTO HIGH - VALUE FOOD AND BEVERAGE EXPERIENCES THAT MEET THE NEEDS OF CONSUMERS IN THE US, CANADA, EUROPE AND THE WORLD.



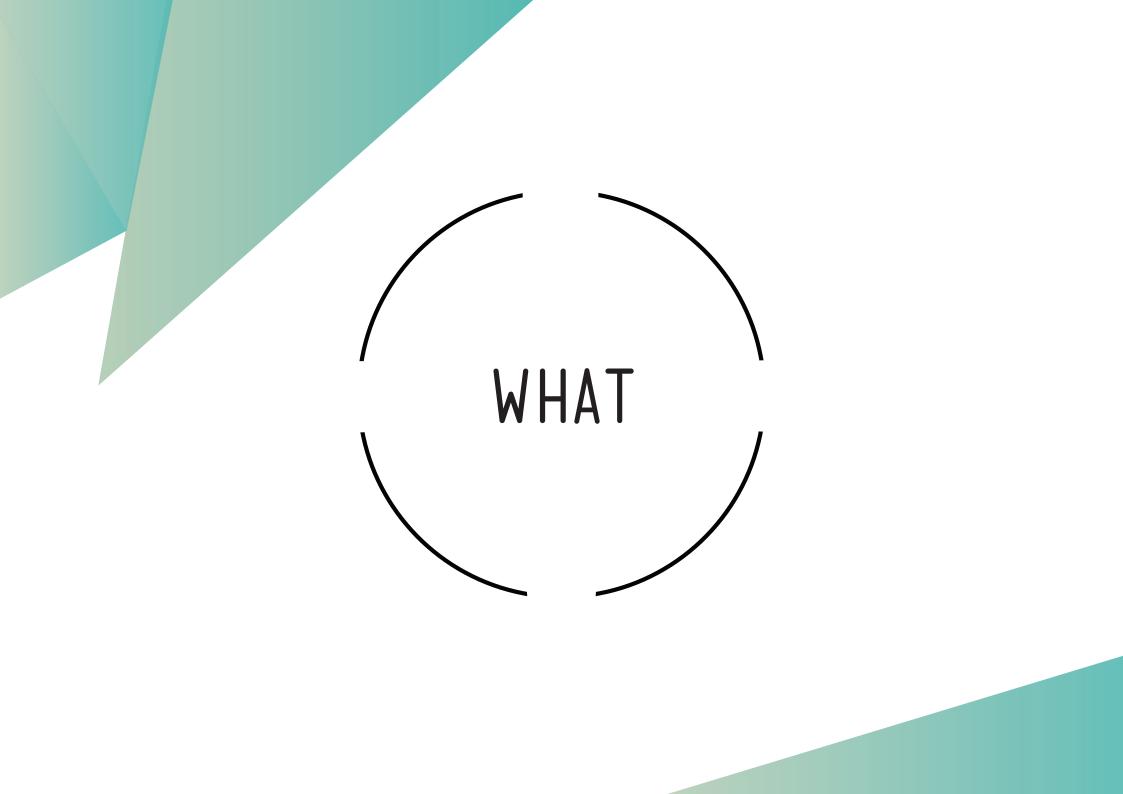
WE WILL LEVERAGE THE SKILLS AND EXPERTISE OF OPEN INNOVATION SERVICES (OIS) TO FIND AND EVALUATE NEW TECHNOLOGIES THAT ARE NEEDED TO DEVELOP NEW HIGH - VALUE FOOD&BEVERAGE PRODUCTS. OIS WILL ALSO CREATE PARTNERSHIPS WITH FOREIGN MANUFACTURERS AND RETAILERS WHO WILL SELL CARIBBEAN FOOD&BEVERAGE PRODUCTS OR LICENSE THE FORMULAE. REASON TO

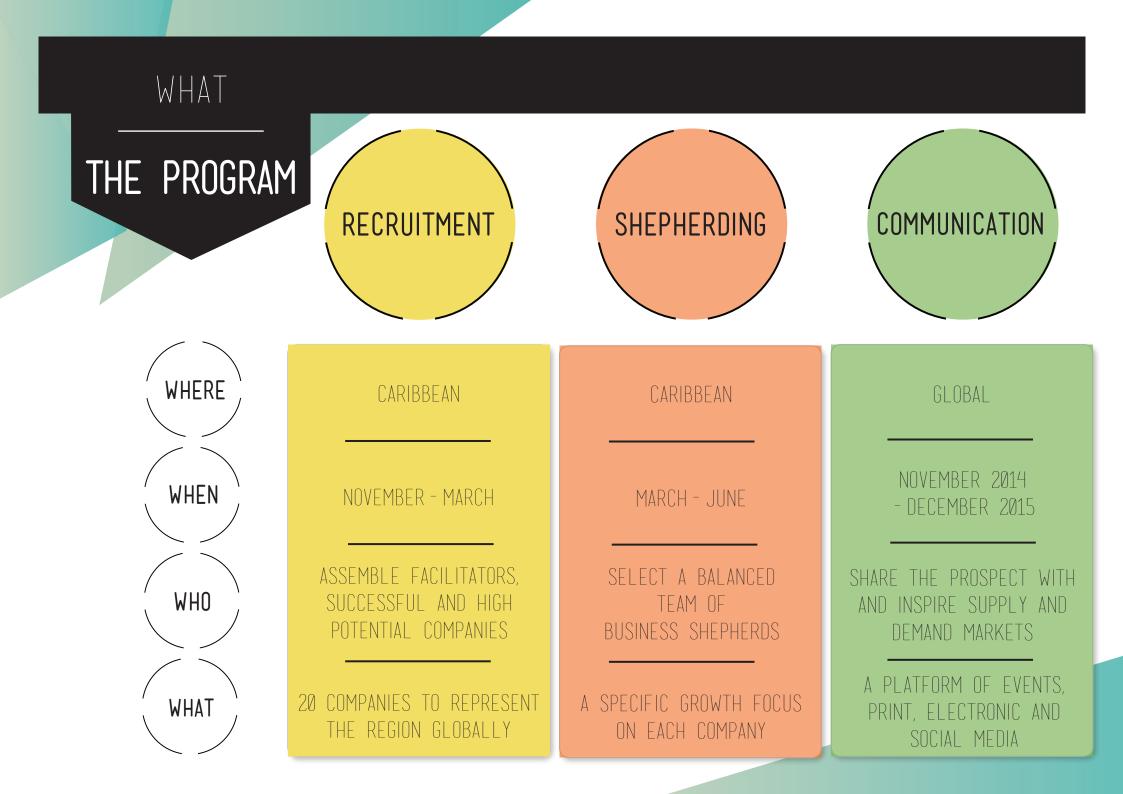
BELIEVE

WE WILL LEVERAGE THE SKILLS, EXPERTISE AND SHEPHERDING TOOLS OF NOTHING BEATS BUSINESS SUCCESS TO ENSURE CARIBBEAN BUSINESSES HAVE THE APPROPRIATE SYSTEMS IN PLACE TO SUCCESSFULLY INCREASE EFFICIENCY, TO SUPPORT PRODUCTIVITY, MANUFACTURING AND EXPANSION OF FOOD AND BEVERAGE PRODUCTS.



WE WILL LEVERAGE THE PUBLIC RELATIONS AND COMMUNICATIONS SKILLS AND EXPERTISE OF MARKETPLACE EXCELLENCE TO PROMOTE THE VISION AND PROGRESS OF THE CARIBBEAN FOOD 2020 BUSINESS INNOVATION REVOLUTION.



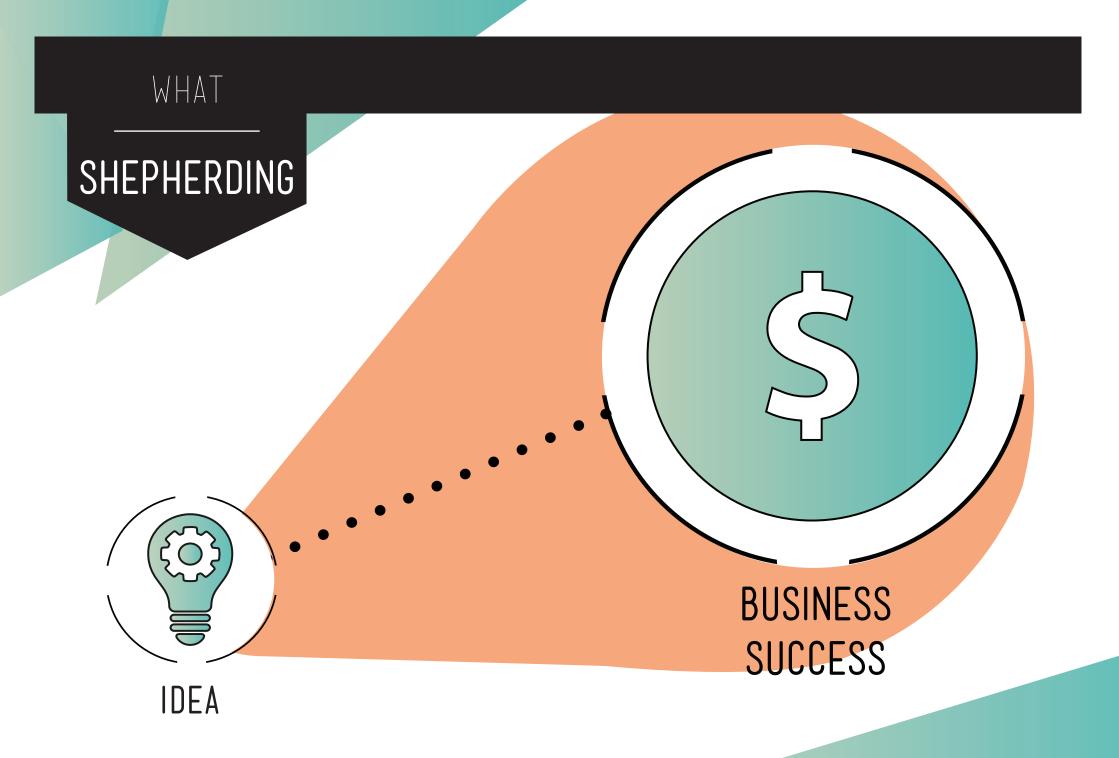






WE NEED 20 F&B CHAMPIONS TO DRIVE THIS REVOLUTION









BUSINESS Shepherding

THE TEAM

BASIL SPRINGER IS THE PRINCIPAL CHANGE - ENGINE CONSULTANT AT NOTHING BEATS BUSINESS SUCCESS.

BASIL IS A BUSINESS CONSULTANT WITH A SCIENTIFIC BACKGROUND WHO PASSIONATELY PROMOTES THE CONCEPT OF SHEPHERDING.

- SHEPHERDING ENHANCES THE CHANCES OF BUSINESS SUCCESS AND SECURES THE FINANCIAL INVESTMENT.
- HIS CARIBBEAN PROJECT MANAGEMENT EXPERIENCE SPANS AGRICULTURAL, TOURISM AND ENTERPRISE DEVELOPMENT.

NOTHING BEATS BUSINESS SUCCESS IS RESOURCED BY A VIRTUAL TEAM OF MULTI - DISCIPLINARY BUSINESS CONSULTANTS.

- THE MANOBIZ MATRIX™ SHEPHERDING TOOL HELPS YOU TO MASTER THE APPLICATION OF THE FIVE CYCLICAL FUNCTIONS OF MANAGEMENT, WHEN APPLIED TO EACH OF THE FIVE CLASSICAL BUSINESS SYSTEMS, TO EFFICIENTLY GROW YOUR BUSINESS ENTERPRISE.
- SHEPHERDING IS A GENERIC CONCEPT WHICH SPANS ALL BUSINESS IDEAS AND INNOVATION THRUSTS.

SHEPHERDING RE - ENGINEERS THE THINKING OF ENTREPRENEURS AND OFFERS A SIMPLE, SYSTEMATIC AND EVOLUTIONARY APPROACH TO BUSINESS DEVELOPMENT.



BUSINESS Shepherding

THE TEAM



BASIL SPRINGER HAS BEEN A LEADING CARIBBEAN FACILITATOR FOR HIGH IMPACT GROWTH STRATEGY WORKSHOPS AND STRATEGIC VISIONING RETREATS LEADING TO ACTION PLANS FOR OVER 35 YEARS IN THE AGRICULTURAL, AGRI - BUSINESS, ENTERPRISE DEVELOPMENT, FILM, FINANCIAL SERVICES, HEALTH, ICT, MEDIA, RECREATION, RENEWABLE ENERGY, SPORTS AND URBAN REVITALIZATION SECTORS.

MORE RECENTLY HE HAS BEEN GUIDING ENTREPRENEURS IN THE MAKING, EXISTING BUSINESSES, SHEPHERDS, INVESTORS, BOARD MEMBERS, AND NATIONAL POLICY MAKERS, ALL STAKEHOLDERS IN THE SME SECTOR, TO GROW THE NATIONAL ECONOMIES IN BARBADOS AND TRINIDAD AND TOBAGO.



INNOVATION





HE HAS MORE THAN 20 YEARS DIVERSE RESEARCH & DEVELOPMENT EXPERIENCE IN THE FOOD & BEVERAGE AND CONSUMER HEALTHCARE INDUSTRIES : LEADING STRATEGY, DEVELOPMENT AND COMMERCIALIZATION OF NEW PRODUCTS AND TECHNOLOGIES.
OWEN IS A GLOBAL R&D LEADER WHO HAS DELIVERED INNOVATION TO SEVERAL BRANDS INCLUDING VICKS, OTC PRILOSEC, PEPTO - BISMOL, METAMUCIL AND CHEETOS.
OWEN HAS WORKED FOR INDUSTRY - LEADING TECHNOLOGY COMPANIES, INCLUDING SMITHKLINE BEECHAM PHARMACEUTICALS, PROCTER & GAMBLE, PEPSICO AND THE AVERY DENNISON CORPORATION, IN VP - LEVEL TECHNOLOGY LEADERSHIP ROLES.



OPEN INNOVATION SERVICES

- A TEAM OF HIGHLY EXPERIENCED R&D PROFESSIONALS WHO HELP CLIENTS IN THE FOOD&BEVERAGE AND CONSUMER HEALTHCARE INDUSTRIES.
 - FIND NOVEL TECHNOLOGIES TO DEVELOP INNOVATIVE NEW PRODUCTS.
- EVALUATE NEW TECHNOLOGIES AND DEVELOP PROTOTYPES OF INNOVATIVE NEW PRODUCTS AND
 CREATE DEVELOPMENT AND COMMERCIALIZATION PARTNERSHIPS, GIVING THEM ACCESS TO
 INNOVATIVEPRODUCTS, TECHNOLOGIES AND NEW MARKETS.

INNOVATION





OWEN IS A GLOBAL R&D LEADER WHO HAS DELIVERED INNOVATION TO SEVERAL BUSINESSES AND BRANDS INCLUDING VICKS, OTC PRILOSEC, PEPTO - BISMOL, METAMUCIL AND CHEETOS. LICENSED AN INNOVATION PARTNER'S LOW - COST, LOW CARBON FOOTPRINT PACKAGING TECHNOLOGY, SAVING PEPSICO APPROXIMATELY 500K ANNUALLY. CREATED A COMMERCIALIZATION PARTNERSHIP WITH A SMALL SCOTTISH COMPANY, PLACING THEIR BRAND IN OVER 20,000 STORES OF A MAJOR US FOOD RETAILER.



FOOD DESIGN

THE TEAM



DIEGO RUZZARIN IS CEO AT FOODLOSOFIA

DIEGO IS A INDUSTRIAL DESIGNER WITH A SPECIALISATION IN FOOD DESIGN FROM THE POLYTECHNIC OF TORINO IN ITALY.

HE BELIEVES THAT DESIGN THINKING CAN CHANGE THE FOOD BUSINESS FOR THE BETTER. RANGING FROM STRATEGY, R&D AND MARKETING IN PEPSICO, TO MANAGING DIRECTOR AT ENIVRANCE AND EVEN LEADING GOVERNMENTAL PROJECTS LIKE "SELECÃO BRASILEIRA DE ALIMENTOS" FROM BRASIL, DIEGO IS A MULTIDISCIPLINARY DESIGNER WITH A CONTAGIOUS OPTIMISM.



FOODLOSOFIA IS A ONE OF A KIND FOOD DESIGN CENTER WITH A MULTIDISCIPLINARY TEAM. LEAD BY DESIGNER, A FINANCIAL STRATEGIST AND A PSYCHOANALYST, FOODLOSOFIA TACKLES PROJECTS RELATED TO THE FUTURE OF THE FOOD MARKET. FROM DESIGNING THE NEXT TRENDY FOOD OFFERS, TO CREATING NEW RESTAURANT CONCEPTS OR EVEN SERVING A MULTI PURPOSE DESIGN - BRANDING TEAM, FOODLOSOFIA AIMS AT RE - THINKING THE ROLE OF FOOD IN OUR LIVES.

FOOD DESIGN





DIEGO RUZZARIN IS THE "GO TO GUY" FOR LONGTERM STRATEGY PLANNING : A UNIQUE MIX BETWEEN BUSINESS RESULT AND CONSUMER DRIVEN INNOVATION

- CREATOR OF THE FOOD DESIGN GROUP FOR PEPSICO
- PROJECT LEADER FOR "SELECAO BRASILEIRA DE ALIMENTOS" SPONSORED BY APEX BRASIL.
- LONG TERM INNOVATION CONSULTANT FOR TOP INTERNATIONAL BRANDS SUCH AS: FRITOLAY, QUAKER, NESTLE, COCACOLA, MCDONNALDS, JBS AND OTHERS.
- TRAINING WORKSHOP ORGANISER FOR "FOOD DESIGN" IN SINGAPORE NEXT TO DESIGN SINGAPORE.



COMMUNICATION

THE TEAM

BEVAN SPRINGER

AWARD - WINNING JOURNALIST AND PUBLIC RELATIONS PROFESSIONAL

CONTRIBUTED TO GLOBAL MEDIA HOUSES SUCH AS BBC WORLD SERVICE, NEW YORK DAILY NEWS AND MEDIA ORGANIZATIONS ACROSS THE CARIBBEAN

HOSTED "THE CARIBBEAN IN FIVE" ON 1190 AM WLIB IN NEW YORK

FORMER UN CORRESPONDENT AND CONSULTANT

▶ FOUNDED THE CARIBBEAN MEDIA EXCHANGE ON SUSTAINABLE TOURISM CMEX

A NATIONAL OF BARBADOS AND TRINIDAD WITH HONORARY CITIZENSHIP AWARDED BY THE GOVERNMENT OF JAMAICA

BRINGS EXTENSIVE JOURNALISM EXPERIENCE TO FIELD OF PUBLIC RELATIONS

MARKETPLACE EXCELLENCE

A FULL SERVICE, INTEGRATED MARKETING AGENCY
PROVIDES EXCELLENCE IN THE FIELDS OF PUBLIC RELATIONS, MARKETING AND MEDIA COACHING
HEADQUARTERS IN NEW JERSEY, TEAM MEMBERS SERVE CLIENTS ACROSS THE US
HAS WORLDWIDE AFFILIATES IN THE CARIBBEAN, CANADA, THE UK, MIDDLE EAST AND ASIA
UTILIZES A BOUTIQUE SERVICE MODEL, BUT HAS MAJOR AGENCY RESOURCES AND REACH
CONVERTS THE GIFTS, TALENTS AND ABILITIES OF OUR CLIENTS AND TEAM MEMBERS INTO EXCELLENCE AND VALUE IN THE MARKETPLACE
DELIVERS OUTSTANDING PRODUCTS AND SERVICES TO MARKETS IN THE CARIBBEAN, NORTH AMERICA AND BEYOND



COMMUNICATION

THE TEAM



BEVAN BRINGS DECADES OF MARKETING, COMMUNICATIONS AND PUBLIC RELATIONS SKILLS TO SUPPORT THE WORK OF A NUMBER OF CLIENTS, RANGING FROM DESTINATIONS, AIRLINES, RESORTS AND SMALL BUSINESSES.

HE HAS BROUGHT YEARS OF EXPERIENCE WORKING IN RADIO, TELEVISION AND THE PRINT MEDIA TO PROVIDE COMMUNICATIONS SUPPORT AND GUIDANCE; TO MANAGE MEDIA RELATIONSHIPS AND GENERATE MEDIA COVERAGE; TO BOOST RELATIONSHIPS WITH CARIBBEAN DIASPORA COMMUNITIES, AND EXECUTE SOCIAL MEDIA STRATEGIES THROUGH THE USE OF CUTTING - EDGE TECHNOLOGIES. FOR THE PAST DECADE, HE HAS PRODUCED THE POPULAR CARIBBEAN MEDIA EXCHANGE ON SUSTAINABLE TOURISM CMEX, DESIGNED TO IMPROVE THE QUALITY OF MEDIA COVERAGE OF SUSTAINABLE TOURISM IN THE CARIBBEAN.





U.S. VIRGIN ISLANDS



