

**Remarks for Earl Patrick  
Signing of MOU between Government of  
Jamaica and the World Bank**

**March 2, 2010**

---

**Mr. Omar Sweeney – Technical Director,  
JSIF, and Chairman of this important event.**

**Mr. Badrul Haque, Country Representative,  
International Bank for Reconstruction and  
Development.**

**Hon. Edmund Bartlett, Minister of Tourism.  
Hon. Dr. Christopher Tufton, Minister of  
Agriculture.**

**Ms. Scarlette Gillings, Managing Director,  
JSIF.**

**Mr. Alexander Powell, Executive Director,  
RADA.**

**The Rural Economic Development Initiative (REDI) is one of the most important initiatives to be developed, through government and multilateral co-operation.**

**This programme is particularly important to me, as it essentially emphasizes the development of rural Jamaica as a vital component of the tourism product.**

**The fundamental reasons for the programme fit neatly within the conceptual framework and the operational mandate of the Tourism Product Development Company. They include:**

- The strengthening of the supply chain linkages between the agricultural sector and end users in the tourism sector among others.**
- Supporting the development of community based tourism as a viable option and opportunity for economic investment.**

- **Strengthening the capacity of rural groups to be able to plan and implement income-generating projects.**
- **Ensuring greater sustainability of rural development through inter agency collaboration.**

**TPDCo's Mission is to facilitate the diversification and improvement of the tourism product, by building consensus and strategic alliances with industry stakeholders in order to engender socio-economic growth.**

**The Company is designed to support government agencies in developing the tourism industry, particularly by facilitating prompt action between public and private sector interests.**

**In this regard, we look forward to the Infrastructure development work, and also to the Technical Assistance and Capacity Building that we will benefit from, as we actively engage in the various projects that will emerge under the Rural Economic Development Initiative.**

**The Rural Agricultural Development Authority (RADA) will be one our key partners. We are excited about the outcomes that our collaboration will produce, especially in the area of economic empowerment through community development, which is one of TPDCo's strong areas of focus for sustainable product expansion and diversification.**

**We are dedicated, through the gateway of tourism, to effecting profound change to the economy and society of rural Jamaica.**

**The REDI programme will sharpen the use of tourism-based development as a formal, transformational tool for building not only the tourism industry, but the entire country, by opening up communities as functioning, goal-oriented and sustainable attractions, supported by a citizenry which is skilled, socially responsible and environmentally aware.**

**The TPDCo. welcomes this vital opportunity. We are ready to get to work.**

**Earl Patrick  
Executive Director, TPDCo.  
March 2, 2010**

