



The **Latin American and the Caribbean Economic System (SELA)** has sought the collaboration of the Caribbean Association of Small and Medium Enterprises, Inc (CASME), the Small Business Association of Jamaica (SBAJ) and the Ministry of Tourism Jamaica, in hosting the “**Second Regional Seminar on Tourism: The Small and Medium-sized Enterprises (SMEs) and Tourism Development in the Caribbean Region**“. This event is scheduled for September 10 – 11, 2012 at the **Iberiastar Hotel** in Montego Bay, Jamaica.

The conference will strengthen SME's capacity to promote, design and develop productive systems such as clusters and consortiums by providing specialized knowledge. Furthermore, it is expected that the conference will generate ideas that will lead to the development of tourism projects benefiting local and regional SMEs.

At the end of the program, participants will receive certificates of participation.

Presenters at the conference will include:



Carlos López Cerdán, an international expert in production articulation, currently working as a consultant for the United Nations Industrial Development Organization (UNIDO). He will expound on some successful programmes undertaken by government Secretariats in Mexican states and by business consortiums, particularly with regards to the Tequila sector.

Examples of his work:

In 2005 to 2007, with the support from the Government of Tabasco support, he has participated in the promotion and creation of the horizontal network of 10 enterprises interested in generated tourism products with a “green seal” with a network of travel agencies included. In Perú (2007-2009), Mr. Cerdán participated in the creation of INKASEXPERIENCE, an export consortium integrated by 7 travel agencies and orientate to the foreign promotion of new tourism products develop with Quechua's communities in Chincheros. In El Salvador, with German Cooperation GTZ and CEPAL, Mr. Cerdán develop a group of suppliers in the tourism chain with ISO9000.



Jhony Heredia, a Peruvian expert in the creation of SME tourist consortiums, will make a presentation on coordination programmes in which enterprises have played an important development and cooperation role in Peru, for instance in case of the Moche route.



Examples of his work:

He has established a methodology for developing tourism products among local communities in the Moche route (*Pacasmayo y Huanchaco, archeology complex of Túcume and Pómac*) and the Cacao route in Lamas and Alto El Sol, San Martín region, in Perú. With an integrating and articulating methodology on the land of Chulucanas, he developed a touristic circuit benefiting 200 families (a Project financed by the Swiss Cooperation (SECO), in collaboration with the Ministry of Tourism of Peru (MINCETUR) and local governments).