

PRESS RELEASE

MIASL HAS SUCCESSFUL AGM



*Boating
is Big Business*

MARINE INDUSTRIES ASSOCIATION
OF ST. LUCIA (MIASL) INC.

The Marine Industries Association of St. Lucia (MIASL) held its 2nd Annual General Meeting at the Auberge Seraphine on Sat. Aug 19th 2006. Founded as a non-profit company in 2004 by a group of yachting enthusiasts, the MIASL is now accepted at home and abroad as the voice of the yachting sector in St. Lucia, and has managed to double its membership to 70 since its inauguration in April 2005. Among the significant achievements during its first year were the establishment of the website www.miasl.org; securing OPSR funding for the preparation of a strategic plan for the yachting sector; participation in the Grand Pavois boat show in France as part of an OECS delegation; working with the Marine Police Unit and US Coast Guard to establish a volunteer maritime search and rescue unit; working with local law enforcement agencies on maritime safety and security; working with the SLHTA on crime prevention; joint promotions with SLASPA at mega-yacht events in Florida; damage limitation (locally and abroad) in recent instances of crime against yachting visitors; working with various Ministries to achieve regulatory certainty in the yachting sector; co-founding the Caribbean Marine Association with Antigua, Grenada & Trinidad – St. Lucia holds the presidency.

Mr. Colin Hunte, vice President of the SLHTA delivered the feature address on the theme “Resort St. Lucia”. Mr. Hunte pointed out the need for entire communities to embrace the concept of ‘village tourism’ which has to be underpinned by standards of service and professionalism that will cause us to live the branding of “Simply Beautiful”. He highlighted the need to remove the myth that the population does not benefit from tourism, demonstrated by the fact that our 8000 tourism industry employees earn over EC\$150 million annually. On the vexing issue of crime prevention against both locals and visitors, he argued that Government and the private sector must work together. Further, the causes of crime needed to be addressed. Communities needed to ‘find the fit’ between community and tourism. On the security front, the SLHTA plans to contract the services of a UK-based security consultant, who has already had discussions with Government officials and the Police.

Another highlight of the meeting was the delivery of a message from the Prime Minister by his Press Secretary, Mr. Earl Bousquet, in which the PM recognized the ongoing efforts of the MIASL in development of the sector, and pledged his Government’s continued support. The MIASL expects to focus on marketing the sector (locally and abroad), human resource development, search & rescue, safety & security, and establishing legal & regulatory clarity in the yachting sector, working with various public and private sector bodies. The importance of data gathering and analysis, attracting locals into the industry, and the establishment of a calendar of local events will also be given high priority.

The Yachting Industry remains one of the unsung heroes of national economic development. In 2000, the total economic impact of the yachting sector was EC\$72.64 million (ECLAC 2002), which rose to EC\$139.2 million in 2004 (ACME Consulting 2005). The MIASL will ensure that this growth is sustained, under the leadership of re-elected executive, comprising: Keats Compton, President; Eleanor Rae, Vice President;

Rhory McNamara, Secretary; Bernard Johnson, Treasurer; Lynne Glasscoe, Ian Cowan and Sean Devaux.

Encl: Prime Minister's statement to MIASL AGM

Keats Compton

President

MIASL

Tel: 484-3646

Email: keats@miasl.org