



Business

J'can firms vie for top honours at Pioneers of Prosperity Awards

Wednesday, September 09, 2009

Local companies Spatial Innovision and Totally Male will go up against eight other companies from the region for the prestigious Pioneers of Prosperity Caribbean Award and US\$60,000 (\$5.3 million) at a grand ceremony to be held on September 11 at the Half Moon Conference Centre in Montego Bay, St James.

The event, which will be hosted by Prime Minister Bruce Golding, represents the culmination of several months of meticulous evaluation under the most stringent standards. The Bahamas, Barbados, Belize, Guyana, Haiti, Jamaica, and Trinidad and Tobago initially fielded 580 candidates in the Pioneers of Prosperity programme, which is being staged for the first time in the Caribbean by the Multilateral Investment Fund of the Inter-American Development Bank, the John Templeton Foundation and the Social Equity Venture Fund.



Silburn Clarke (left), president/CEO of Spatial Innovision and Sandra Samuels (right), managing director of Totally Male, will represent Jamaica as they vie for the top regional honour and US\$60,000 (\$5.3 million) in the inaugural Pioneers of

Prosperity (POP) Caribbean Awards scheduled for September 11 at the Half Moon Conference Centre in Montego Bay. The event will be hosted by Jamaican Prime Minister Bruce Golding.

The programme seeks to inspire a new generation of entrepreneurs in emerging economies by identifying, rewarding and promoting outstanding small- and medium-sized enterprises (SMEs) that will serve as role models to their peers. Jamaica Trade and Invest (JTI) has been playing a seminal role in the implementation and promotion of the programme in Jamaica.

Sandra Samuels, managing director of Totally Male - a club spa that offers a full aesthetic upgrading experience for professional men -expressed great optimism about her company's chances of winning the top honour.

"I believe that Totally Male is in an excellent position to do well. The most impressive aspect of our business is the quality of the service and the uniqueness of our offering," said Samuels.

Totally Male, which has been in operation for 15 years, retails clothing and accessories and offers fashion consultancy, grooming and spa services for men only. This service is provided by a professional all-female staff of 12. Through the Government of Jamaica and the European Union-funded Private Sector Development Programme, which is being implemented by JTI, funding in the sum of \$1 million was provided to Totally Male last December to enhance the competitiveness of the business.

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