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MEDIA RELEASE

STAR GLOBAL PRODUCTIONS LIMITED SELECTED TO DEVELOP AND MANAGE AN INTERNATIONAL, PREMIER SOCA COMPETITION FOR CARNIVAL 2025

The Ministry of Tourism, Culture and the Arts is pleased to announce the selection of Star Global Productions Limited (SGP), which is part of a joint venture between The Lollabee Group, Jerome Precilla, Adrian Chandler and others with expertise in television production and events management, for the development and management of an international, premier Soca competition for Carnival 2025. SGP's role will include creating a financially sustainable model for the marketing, promoting, executing and management of the Soca competition. The Ministry will provide auxiliary support toward the successful execution of this event in the promotion of our people and culture.

On July 29, 2024 the Ministry of Tourism, Culture and the Arts issued an Expression of Interest (EOI), inviting individuals and organisations to submit proposals for the development and management of a Soca competition. The EOI closed on August 23, 2024, with eight (8) submissions received. Following the receipt of those submissions, the Ministry issued a Request for Proposal (RFP) to the interested parties on October 29, 2024, which closed on November 19, 2024. A rigorous evaluation process was conducted to select a partner for revitalising this iconic competition and advancing the country's Tourism, Culture, and Arts industries.

It is to be noted that out of the three (3) submissions received following the issuance of the RFP, Star Global Productions Limited's proposal stood out as the most comprehensive and strategically aligned with the Ministry's vision for the Carnival 2025 Soca competition. Star Global Productions Limited brings expertise in managing large-scale events and producing culturally significant programming, making them an ideal partner to bring this vibrant competition to life.

From 1993 to 2020, the annual Soca Monarch Competition served as a key pillar in driving the Carnival, Creative, and Tourism sectors prior to its decline. The Ministry recognises the competition's value as both a developmental and promotional platform for the Soca genre, and is committed to reintroducing it as a major component of the Carnival experience in 2025.

Minister of Tourism, Culture and the Arts, Senator the Honourable Randall Mitchell, expressed confidence in the selected proposal, stating, "*We are excited to partner with the consortium led by Star Global Productions Limited in reimagining the Soca competition for Carnival 2025. This competition will, not only showcase the best in Soca music but will also play a vital role in enhancing Trinidad and Tobago's standing as a premier cultural and tourist destination. We are eager to bring this vibrant aspect of our Carnival to the forefront, furthering the growth of our creative industries and promoting the rich cultural heritage of our nation.*"

Star Global Productions Limited will now plan, organise and implement its proposal, taking into consideration the calendar of events confirmed for the Carnival 2025 period. The consortium will enter into discussions with the Ministry to finalise arrangements for the competition.

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