



## NEWS RELEASE

For Immediate Release

### CBU Opens 50<sup>th</sup> Annual General Assembly

**San Andres Island. Colombia.** Colombia's Minister of Information and Communications Technology, ICT, Silvia Constain Rengifo and Governor Admiral Juan F. Herrera Leal on Monday evening jointly officially opened the 50<sup>th</sup> Annual General Assembly of the Caribbean Broadcasting Union, CBU taking place on San Andres island for two days.

In a ceremony of pomp and pageantry at the GHL Sunrise Hotel Governor Herrera Leal was happy to be hosting media workers from more than 20 countries in the region and was happy to also hear from the Minister tremendous investment was being made to improve access to digital and technological services on the island.

The Minister described the vision of the Colombian government to transform the level of access to digitally delivered services targeted for our societies. She indicated that new and aggressive targets for implementation of reliable and affordable access have been set. She made it clear that her government was also committed to ensuring that content is developed to be made accessible as a public service, to underpin development and better knowledge.

Jamaica's Minister of State for Education, Youth and Information, Alando Terrelonge commended the local authorities for the vision they have and underscored that coming from the last host of a CBU conference which was Jamaica, he was pleased to encourage the development of public media services. He suggested that the CBU had an opportunity of becoming that public broadcasting facility for the region. The Minister also spoke of the tremendous enlightening it was to visit San Andres Island where the culture is so strongly Caribbean.

CBU President, Gary Allen said he was delighted to be serving in the 50<sup>th</sup> Annual General Assembly of the Union and thanked its eleven previous serving presidents. He said the Union was at a challenging time with all the changes affecting traditional media and said the deliberations in the General Assembly would be critical for the future.

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