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Industry 360, CultureCon honour Beyoncé's hairstylist Neal Farinah, Tourism Veteran Petra Roach at dazzling Caribbean Cultural Diplomats Experience 2025

7 October 2025 – New York, NY — The third annual [Caribbean Cultural Diplomats Experience](#) brought Caribbean vibrancy, grace, and creative power to life in spectacular fashion on October 1st. Trinbagonian-based social impact agency [Industry 360](#), in partnership with [CultureCon](#), hosted an unforgettable evening that honoured the lifetime service of two industry-giants - [Neal Farinah](#), Trinidad and Tobago-born celebrity hairstylist to Grammy-winning recording artist Beyoncé, and [Petra Roach](#), seasoned tourism professional and Director of Sales and Marketing at the Wyndham Grand Barbados. Among a cross section of Caribbean thought-leaders, specially-invited guests included Consul General NY of the Republic of Trinidad and Tobago, Mr. Andre Laveau; Haitian-American media personality Jessie Woo and Peter Mayers, US Director of Barbados Tourism and Marketing Inc.

The invitation-only dinner embodied the 2025 theme ***Mille Fleur: The Secret Garden***: a lush celebration of Caribbean brilliance blooming in all its creative forms. From the decor to the

culinary experience - as well performances by Jamaican favorite Hector Roots Lewis and Tionne Hernandez of Barbados - every detail reflected the spirit of unity and abundance that defines the Caribbean creative landscape.

Receiving his first ever award from a Caribbean-based organization, Neal Farinah [emotionally reflected on his life's work](#), his previous challenging circumstances, and the importance of receiving the 2025 Cultural Legacy Award. "I never thought in my life that I would get an award or flowers for what I've done, but I came to the United States with \$35 and a dream, and I'm still dreaming," the Arima-born legend humbly shared with the capacity audience of Caribbean professionals and allies. Recounting his personal experiences with the living legend who he fondly referred to as 'his boss', Farinah explained, "I remember when my mother was dying, Beyoncé told me 'she's proud of you'. And I know she's proud of me now."

Another marquee moment was the presentation of the Industry 360 Cultural Legacy Award to beloved Caribbean Tourism icon, Petra Roach - which drew thunderous applause from attendees. The newly minted Director of Sales and Marketing at Wyndham Grand Barbados was recognized for her decades-long leadership in positioning the Caribbean as a premier travel and cultural destination.



The 2025 recipients of the Industry 360 Cultural Legacy Award: Neal Farinah (left) and Petra Roach.

Receiving a standing ovation for her moving acceptance speech, Roach reflected on the significance of being recognized by Industry 360 and CultureCon. She used the awards opportunity as a call-to-action to all Caribbean people and allies, emphasizing that, "We all have a role, a responsibility and a duty to play in the way that the world sees the Caribbean. Our indigenous treasures should be celebrated, protected and respected as we continue to shine on the global stage."

For both Roach and Farinah, their heartfelt words echoed the night's overarching theme: a celebration of the many flowers that make up the Caribbean's global cultural garden, and underscored the importance of recognizing regional talent within its own community.

Industry 360 Founder, [Tenille Clarke](#) expressed profound gratitude for the evening's success, explaining, "What we witnessed on October 1 was the power of community. The Caribbean Cultural Diplomats Experience was built to honour our excellence, our resilience, and our right to be celebrated. Seeing Neal and Petra so moved, seeing the smiles, the laughter, the tears: that is the magic of this Caribbean movement."

From heartfelt speeches to a celebration of music, food and culture, the evening overflowed with warmth, gratitude, and pride, a true testament to the strength and unity of the Caribbean diaspora.

As the lights dimmed on the evening's festivities, one truth remained clear: the Caribbean Cultural Diplomats Experience has blossomed into one of New York's most anticipated cultural celebrations during CultureCon Week: continuing to uplift the voices, vision, and vitality of Caribbean creators, storytellers and dreamers worldwide.

The 2025 Caribbean Cultural Diplomats Experience was made possible through generous support from Barbados Tourism Marketing Inc., Chambers Media Solutions, Wyndham Grand Barbados, Jim Beam, Nouvelle Vie, Maya Winston, and PR Girl Manifesto.

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About Industry 360

Industry 360 aims to bring a holistic, intentional perspective to the Caribbean framework of the creative industries through advocacy, outreach, and grassroots communications. Based in Trinidad and Tobago, its mission is to highlight specific, qualitative needs for emerging brands and to develop a network for budding professionals who wish to join the global community of creatives to contribute, build, and progress in a meaningful way. Among other mandates, this experiential ecosystem is a unique safe space for youth and a vibrant hub for gender development within the creative sector. Visit www.industry360.org for more details.

About CultureCon and The Creative Collective NYC

CultureCon is the ultimate creative homecoming, highlighting conversations that range from building a business to building a life. **The Creative Collective NYC** (TheCCNYC) is a community dedicated to curating brave spaces for diverse creatives and young professionals. Built from Imani Ellis' one-bedroom apartment, the collective has now parlayed into the largest collective dedicated to providing networking events and resources for diverse creatives and young professionals. TheCCnyc's marquee event is CultureCon, a conference celebrating the impact diverse voices have on culture.

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