

Ministry of Economic Development, Industry, Commerce and Consumer Protection
City of Belmopan
Belize

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PRESS RELEASE

Caribbean Gift and Craft Show 2011

Belmopan, Belize. July 15, 2010.

The Caribbean Gift and Craft Show (CGCS) is being re-branded to take the promotion of gifts and crafts in the region to new levels of excellence. The Show will promote the "Best of the Best" of the Caribbean targeted at regional and international trade buyers, with the aim of becoming the launch pad for new product collections.

The Dominican Republic will be hosting the 16th edition of the Caribbean Gift and Craft Show (CGCS) from February 18-20, 2011, under the theme "Celebrating the Best of the Caribbean."

The main challenge addressed by this project is hinged on how to raise the export competitiveness and positioning of Caribbean artisans to maximize on the opportunities presented through the presence of a number of international trade buyers at the re-branded CGCS.

The overall objective is to increase the export competitiveness of artisans through the development and launch of new design led product development collections and the adoption by artisans of sound export marketing techniques and practices. However, specific objectives are:

- To assist and guide selected artisans/companies in developing new design led product collections
- To enhance artisans' knowledge of the following:
 - Effective trade fair participation; Basic export marketing; and,
 - Doing business with the Dominican Republic
- To promote the re-branded CGCS to participants and other stakeholders

The Public is hereby being invited to participate in a five (5) day seminar, starting July 19 - 23, 2010, 9:00 a.m., at the George Price Center for Peace and Learning, City of Belmopan. The first three days of the seminar will be focusing on export marketing, effective trade fair participation and doing business in the DR, whilst the remaining two days, focus will be on product development.

Kindly confirm your interest in participating by contacting Miss Iris Sandoval at 822-3737 or email iris@belizeinvest.org.bz no later than July 16, 2010.

For additional information; feel free to contact us at:

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Contact:

BELTRAIDE
14 Orchid Garden St., Belmopan City
Cayo District, Belize
Tel: 822-3737 Fax: 822-0595
Email: beltraide@belizeinvest.org.bz
Web Address: www.belizeinvest.org.bz