

PRESS RELEASE

BELTRAIDE Commemorates 5th Annual National Competitiveness Month

City of Belmopan, April 29, 2022. BELTRAIDE, commemorates its 5th Annual National Competitiveness Month under the Theme: **Unlocking Our Competitiveness through Innovation and Transformation**. The month Kicks off with a series of exciting and innovative activities to provide an evolved ecosystem of services and products that improves MSME competitiveness in local and international markets.

Activities will include workshops and discussions on:

- Design Thinking,
- Social Media and Content Creation for MSMEs,
- Access to Finance,
- Failing Upwards Entrepreneur Sessions,
- Business of Music Training in Digitization and Marketing with the National Institute of Culture and History,
- Introduction to Project Management, and a
- Video Development Competition with a \$3,000 prize.

BELTRAIDE's commitment to innovation and transformation to develop MSMEs in Belize can be seen through its programs and projects implemented and its long-lasting partnerships with the public and private sector enterprises. Through the support of the Commonwealth Secretariat, BELTRAIDE, via a consultant, will be conducting a gap analysis on the existing export trends to develop a roadmap detailing new approaches to increase export competitiveness in Belize. The findings will be presented at the Export Competitiveness Forum to be held on May 26, 2022, at the Best Western Belize Biltmore Plaza Hotel.

Reflecting on this 5-year anniversary Dr. Leroy Almendarez, the Executive Director of BELTRAIDE remarks "the anniversary is an opportunity to appreciate the high quality of delivery solutions work the organization has done so far to assist MSMEs and to continue with a renewed energy towards the delivery of better service to country".

BELTRAIDE, and in extension, the Government of Belize, understands the importance of improving the lives of our citizens through innovative enterprise development and continues to partner with stakeholders to ensure that Belize is improving, strengthening, and investing in its greatest asset – human capital.

An official launch for the month will be held on **Wednesday May 4, 2022**, at the Best Western Belize Biltmore Plaza hotel starting at 10:00 AM.

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For Immediate Release

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