



# BELIZE PRESS OFFICE

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## **PRESS RELEASE**

### **Ministry of Investment, Trade and Commerce Announces Third Annual Competitiveness Month**

*Belmopan. May 11, 2020. 4:00 p.m.*

The Ministry of Investment, Trade and Commerce (MITC) through its statutory body, the Belize Trade and Investment Development Service (BELTRAIDE), along with several of its key regional and private sector partners, is teaming up to host a virtual Competitiveness Month 2020.

Competitiveness Month, which began three years ago, is a month-long series of activities that aim to strengthen competitiveness in the private sector through the enabling environment created by the government.

This year, due to the impact of COVID-19, Competitiveness Month will be done through a series of online workshops and webinars. These webinars will be held in conjunction with partners such as Caribbean Export Development Agency, Caribbean Association of Investment Promotion Agencies, Inter-American Development Bank, Belize Chamber of Commerce and Industry, the US Embassy, Economic Development Council, the Development Finance Corporation, and other private sector partners.

These webinars are geared toward promoting opportunities that can ensure social, environmental, and economic business survival during and post COVID-19. Topics include:

- I. May 15th, 10:00 a.m. - Intro to Digital Marketing
- II. May 19th, 10:00 a.m. - Reengineering your business model to meet new market demands
- III. May 21st, 2:00 p.m. - Investment Diversification Opportunities post-COVID-19
- IV. May 26th, 10:00 a.m. - Building Export Competitiveness amidst Global Crisis
- V. May 29th, 2:00 p.m. - Digital Communications Skills Live Session

The link to register for the webinars is: <http://www.belizeinvest.org.bz/ncm>

The Ministry of Investment, Trade and Commerce continues to partner with stakeholders to ensure that Belize is improving, strengthening, and investing in its greatest asset - human capital - that will engender the citizenry to participate and compete in the national and international marketplace.

**Ends**