



SAINT LUCIA

GOVERNMENT OF SAINT LUCIA

Ministry of Commerce, Manufacturing, Business Development, Cooperatives and Consumer Affairs

PRESS RELEASE

For Immediate Release

E-COMMERCE SYMPOSIUM TO RETOOL LOCAL MSMEs

Castries, March 24th, 2023. The Ministry of Commerce, Manufacturing, Business Development, Cooperatives and Consumer Affairs, in collaboration with the Organisation of American States (OAS) - Development Cooperation Fund (DCF), will be hosting an informative **E-Commerce Symposium** at the **Finance Administrative Centre** on **Thursday 30th March, 2023 from 9:30AM to 3:30PM**. This targeted initiative forms part of the Ministry's efforts to upgrade, retool and provide greater market access to Micro, Small and Medium Enterprises (MSMEs) through the integration of innovative technologies.

This Digital Enhancement Programme aims to develop the e-commerce capacity and overall digital presence of the island's MSMEs. The programme has identified and continues to support the development of existing e-commerce platforms - including websites and digital applications (apps) in Saint Lucia, and through this symposium, is intended to facilitate the adoption of these platforms by local MSMEs.

The Ministry of Commerce understands that transacting online payments has been a struggle for most MSMEs unfamiliar with the digital space and believes that this E-Commerce Symposium will serve as the first step in bridging the gap by providing business owners with viable options to make their digital transition as seamless as possible. With the timely assistance of the OAS, the Ministry aims to enhance the online capacity of local businesses in order to improve their overall competitiveness. In the wake of the COVID-19 pandemic, we can all appreciate the necessity of digital finance platforms in facilitating the ease and convenience of doing business in this technological era.

The E-Commerce Symposium promises detailed demonstrations of the featured entities' products and services, immediately followed by the on-boarding of interested businesses. The featured e-commerce solutions include:

- i. *Shopfront* (a Caribbean marketplace for products and services);
- ii. *Get It* (a rated app that seeks to put customers directly in touch with suppliers/service providers);
- iii. *Penny Pinch* (a digital wallet that allows users to pay cashlessly, send and receive money as well as earn rewards while shopping); and
- iv. *DCash* - the Eastern Caribbean Central Bank's digital wallet initiative.

For more information, please contact the Project Officer, Mrs. Joyce Daniel Aneville at 468-4214/4238 or email joyce.daniel@govt.lc or candi@govt.lc.

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