

Wednesday, March 28, 2018

Scotiabank Vision Achiever Programme ready to lead exciting local SMEs towards a brighter future

Kingston, Jamaica: Scotiabank Jamaica renewed its commitment to nation development and welcomed the eighth cohort of small business owners in the 2018 edition of the Scotia Vision Achiever Programme, launched on **Wednesday, March 28, 2018** at the Scotiacentre Branch, Corner of Duke and Port Royal Street.

“Research in Jamaica and across the globe suggests that small business is the engine of growth for any economy,” stated Audrey Tugwell Henry, Vice President Retail at Scotiabank. “And for Scotiabank the development of small businesses is a priority. We are always thinking of innovative ways to develop our local SMEs, and we are pleased that the programme continues to be resourceful, results-oriented and successful at transforming business over the years,” concluded Henry.

The intensive 17-week course led by renowned business coach Marcia Woon Choy begins in April and includes seven modules, which have benefitted over 150 businesses. The programme is designed to impart core competencies required for running a profitable business. These include sales, systemizing the business processes, marketing and understanding business financials.

Participants will benefit from an investment of more than \$20 million, with additional prizes to the top three including: \$1,500,000 in advertising from Business Access TV; \$750,000 in grants from the Development Bank of Jamaica; \$1,080,000 in the development of advertising campaign material from eMedia Interactive Group; \$450,000 in business solutions from Digicel Business; \$1,000,000 in digital marketing workshops from iCreate; \$600,000 in digital marketing solutions from Trendmedia and \$100,000 in printing services from Lithographic Printers.

For 2018, the 25 businesses that will benefit from the programme include: Quality Systems Solutions & Initiatives, Natz Royale Beauty Care & Supplies, Nature My Therapy, Irie Rock Yaad Spa, Polka Dots Limited, GD Films, Reve Limited t/a Reve Jewellery & Accessories, Kay-D's Farms, D'Marie Institute Ltd, Morgans Creek Ltd, Office Outlet, Heart Smart Centre Ltd, Jamaican Care Packages Limited, CMAG Scaffolding Ltd, Advitek Systems Ltd, Alkatec

Company, Touchpoint Hospitality Limited, Watt's New, The Original Arm Candy, Global Laboratories & Health Limited, Garland Law, Adana's Pharmacy, Shavuot International Holdings Company Limited, Ali Mic Institute & More Ltd., and Stokeley Marshall, Attorney-at-Law.

About Scotia Group Jamaica Limited (SGJL)

Scotiabank has been in Jamaica since 1889 and is the premier financial institution in the country with just over 2,000 employees and 35 Branches Island wide. SGJL is a subsidiary of Scotiabank (Canada) and offers a diverse range of products and services including personal, commercial, and small business banking, wealth management, insurance, and mortgages. SGJL is an award winning institution having been named on numerous occasions as the Bank of the Year and Best Bank in Jamaica by international financial publications – the Banker, Latin Finance, Euromoney, and Global Finance magazines. SGJL has JMD\$ 450 billion in assets (as at April 30, 2016). For more information please visit www.scotiabank.com/jm.

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