



Small Businesses Gear Up To Success with Scotiabank Vision Achiever Programme

Kingston, March 20, 2017 – Twenty-five small business owners in a range of industries will gain specialised training in the 2017 edition of Scotia Vision Achievers Programme, launched today at the Scotiabank’s Corporate Learning Centre. The intensive 17-week course led by renowned business coach Marcia Woon Choy begins in April and includes seven modules, which have benefitted 122 businesses.

Since 2011, Scotiabank has offered these specialized training sessions to select small businesses as part of the Bank’s mandate to build the capacity of the SME sector. This year, the number of applicants increased by 75% to 150. Business categories among the selected firms include education, distribution, manufacturing, agro-processing, pharmaceuticals, tourism, professional service, creative industries, and restaurants.

“Jamaica’s success is rooted in the how well our small businesses thrive and the Scotia Vision Achievers Programme is an important part of our mandate to actively work for this important business sector,” said Avril Leonce, Director, SME Partnership and Development, Scotiabank “While our financial solutions offer vital opportunities for small businesses, the added experience of this unique coaching programme serves to unlock the potential participants,” she continued. The programme will build core competencies required for running a profitable business, including sales, systemizing business processes, marketing and understanding business financials.

The Bank also used the opportunity to highlight a new programme for SMEs including loan rates low as 9.99%, as well as a special promotion that offers three months free service to new sign-ups for the Business Internet Banking service.

Business selected to be part of this year’s programme include: WICanSupply & Services Ltd, Anysnacks Distributors, Simply Wood Furnishing, Henry’s Delight, Jan’s Accents, Food Delite Company Limited, Lawson’s Trading & Services Limited, Enersave Solutions Ltd, Jamaica Sandal Company, True Shade Cosmetics Limited, Sentry Services Security Company Limited, The Amazing Concrete Finishes Group Limited, Garrick Communications, Bedron Enterprises Digita Global Marketing Ltd., Steel Craft Limited, CBC Beverages, Coldbush Organic, CardioMeds, Inventory Solutions Limited, Dr Jennifer Bowen-Chatoor, JAM-MAR Processing Ltd., Healthstar Medical Centre, Complete Nutrition Care Diet Centre, Kumeas Hair Perspective

The top three participants will benefit from more than \$20 million in business investment, which includes:

- \$1,500,000 in advertising from Business Access TV
- \$750,000 in grants from the Development Bank of Jamaica

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- \$1,080,000 in the development of advertising campaign material from eMedia Interactive Group
- \$450,000 in business solutions from Digicel Business

Scotiabank has, since 2011, been offering capacity building courses as part of their contribution to the development of businesses in Jamaica. In 2015, the Bank revamped the offerings, and renamed the programme Scotiabank Vision Achiever.

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.