



Corporate Jamaica Partners with Scotiabank Vision Achievers, Providing \$1.2 Million in Prizes

[Tuesday, September 08, 2015] The Scotiabank Vision Achievers programme has partnered with five members of Corporate Jamaica, namely Jamaica Yellow Pages, Digicel, E-Media, Pan Media, and Jamaica Public Service (JPS). Together they will deliver prizes valuing \$1.2 million to the top three winners to include brand development campaigns, a social media advertising, printing services, and data plans.

“We were very particular about approaching partners those who would best facilitate services that enhance the profiles of small businesses”, said Debra Lopez Spence, Vice President Small and Medium Business, Scotiabank. The programme, launched at the end of July, has created an opportunity for 25 small business owners to be part of a capacity building course led by renowned business coach Marcia Woon Choy.

The top three participants will benefit from their own branded advertising campaign designed by EMedia; this will come in handy with the free advertising on Jamaica Yellow Pages website & access to their mobile products, they will receive for one year. In addition, Digicel will provide a Samsung S5 mini, along with a data plan for one year; and JPS will conduct an energy audit of their businesses, and provide energy efficiency equipment from the eSTORE.

The overall winner will also benefit from of a year-long social media advertising campaign courtesy of Pan Media; \$70,000 of printing services from an established printer; and an additional \$25,000 of energy credit from JPS.

The Scotiabank Vision Achiever programme will encompass a 7 module- business coaching course designed to impart the core competencies required for running a profitable business to include sales, systemizing the business process, marketing and understanding business financials. In addition to the coaching modules, all 25 participants will benefit from access to a business consultancy grant, assistance creating Business Plans, Marketing Plans and Financial Statements, the opportunity to participate in three Branson Centre or Scotiabank monthly capacity building seminars in 2015.

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 36 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\$ 414 billion in assets (as at January 31, 2015). For more information please visit www.scotiabank.com/jm.

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