



Media Release

DEPUTY PERMANENT SECRETARY (AG.) ROACH URGES CONSUMERS TO SUPPORT LOCAL BUSINESSES

May 19, 2016:- *'The launch of the Chaguanas Chamber's Membership Discount Card is an example of the private sector being proactive in promoting business, whilst also being sensitive to the new realities of the consumers who support and patronize them'* said Ms. Karlene Roach, Deputy Permanent Secretary (Ag.), Ministry of Trade and Industry at the Media Launch of the Chaguanas Chamber of Industry and Commerce's Membership Discount Card on Wednesday 18 May, 2016.

She called on the private sector to look beyond its typical modus operandi and be prepared to adjust their business models to the new economic realities of their consumers. She said that ***'in addition to the responsibilities of the corporate sector, consumers too, have a major role to play, especially in supporting local businesses. The Government is redoubling its efforts to promote locally sourced and produced services and products; to create local networks and relationships; to encourage locals to buy local alternatives which do not deplete local foreign exchange reserves; and to incentivize local firms to raise their standards and meet the demands of local consumers. This initiative by the Chaguanas Chamber of Industry and Commerce is an ideal way to support the local community and create avenues whereby people are encouraged to buy from local firms within the community, which in turn creates jobs and a cycle of positive returns at the local, national and regional levels.'***

Mr. Richie Sookhai, President of the Chaguanas Chamber of Industry and Commerce (CCIC) stated that the ***'the launch of the membership discount card could not have come at a better time to encourage persons to 'shop local, shop Chaguanas' given that a large number of our population is opting to shop online. We must support our local businesses, especially the small and upcoming ones. This card allows members to shop at different merchants within the Chaguanas borough and receive discounted prices.'***

Mr. Debideen Manick, Deputy Mayor of Chaguanas and Councillor for Felicity/Charlieville commended the Chamber on this initiative which encourages persons to keep the business in the Borough of Chaguanas and contribute to the Borough's growth and development.