



Government of the Republic of Trinidad and Tobago

Ministry of Trade, Investment and Tourism

MEDIA RELEASE

Government Launches “Buy Local, Build Trinbago” Campaign to Strengthen National Economy

Friday 16 January 2026:- The Ministry of Trade, Investment and Tourism today officially launched the **“Buy Local, Build Trinbago” Campaign**, a national initiative aimed at stimulating domestic demand for locally produced goods and services, strengthening national pride, and enhancing the competitiveness of local businesses across Trinidad and Tobago.

The campaign was officially unveiled at a launch event held at the Hyatt Regency Trinidad, featuring a keynote address by **Senator the Honourable Satyakama Maharaj, Minister of Trade, Investment and Tourism**, alongside the attendance of Cabinet Ministers, Chief Executive Officers, marketing professionals, and key stakeholders from both the public and private sectors.

Minister Maharaj highlighted “we are not just launching a campaign, we are declaring a national movement: Buy Local, Build Trinbago.”

The **Buy Local, Build Trinbago Campaign** positions consumer choice as a powerful tool for nation-building, linking everyday purchasing decisions directly to economic resilience, community development, and patriotism. It seeks to encourage Trinidad and Tobago’s self-sufficiency, decrease foreign exchange outflows, and support local enterprises in expanding their domestic market share while scaling production for export.

The campaign aims to:

- Increase the promotion of locally produced goods and services within the domestic market;
- Build consumer awareness, trust, and confidence in local products and services;
- Improve the competitiveness of local businesses; and
- Support the growth, development, and expansion of enterprises across sectors.

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Economic, Social, and Environmental Impact

Trinidad and Tobago remains highly import-dependent, resulting in significant foreign exchange outflows. Strengthening the demand for local products is essential to building a more self-sufficient, innovative, and resilient economy. By supporting local businesses, the campaign contributes to job creation across manufacturing, agriculture, retail, transport, creative, and service industries.

Beyond economic benefits, the campaign also aims to:

- Build national pride by celebrating local talent, creativity, and innovation;
- Strengthen communities, particularly small and family-owned businesses;
- Promote products and services that reflect the country's culture, heritage, and ingenuity;
- Support environmental sustainability by reducing carbon emissions associated with imports and
- Strengthen food security through local agriculture.

The campaign also challenges outdated perceptions surrounding local goods and services, highlighting that many local producers already meet international standards, including ISO, HACCP, and export certification.

A National Call to Action

At the heart of the Buy Local Build Trinbago Campaign is a simple but powerful message:

“Your purchase has power. Every time you buy local, you help build a stronger Trinbago.”

Consumers, businesses, and partners are encouraged to actively participate by choosing, promoting, and supporting locally produced goods and services, contributing to sustainable national development.

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