

## Baron Foods expands into Grenada



a strategic partner in the company's expansion in the Caribbean. Baron Foods, based in St. Lucia, has been facilitated in its regional expansion through recent trade developments through the CARICOM Single Market and Economy.

The Economic Partnership Agreement with Europe, the EPA, now makes export to Europe a bit easier and to date the company's products are available in the United Kingdom, France, Germany and the Czech Republic.

It's entry into Europe has been aided by its ISO 22000 certification, Baron Foods being the first company within the food manufacturing and processing industry in CARICOM to achieve this prestigious honor.



Ronald Ramjattan - Managing Director Baron Foods Ltd

**B**aron Foods Limited will on December 14<sup>th</sup> 2009 begin production of a range of agro-processed products in the Spice Isle, Grenada.

Managing Director of Baron Foods Limited, Ronald Ramjattan said the company is elated to be operating from Grenada, thanks to very generous incentives from government there. Since May, 25 farmers have begun planting peppers and a range for seasonings for Baron Foods.

The factory equipment is being set up in Simone Industrial Park on the East Coast of Grenada. It is the intention of Baron Foods to develop a range of nutmeg-based products in addition to its spices and seasonings.

Mr. Ramjattan says Grenada has in the past strongly supported the Baron Foods products and with its proximity and traditional links with Trinidad, it has become

### » Headlines

Baron Foods starts operations in Grenada in December

SLCSI shifts focus to Soufriere this week

Global Investments has exceeded expectations after year one

BOSL customers rave about Rodney Bay Business centre

Positive signs for 2009 tourism arrivals as ARC sails towards St. Lucia

CMMB hosts free seminar on EC stock exchange

St. Lucia develops model for H1N1 communication strategy

And LIME promotes National Can Day as part of Xmas campaign

## SLCSI hosts two workshops in Soufriere this week

The Saint Lucia Coalition of Services Industries Inc, SLCSI, will from today host a series of workshops aimed at the more efficient management of organisations in Soufriere.

The first which starts today is for the Executive Board of Directors of about 10 Associations in the Soufriere area.

The objective of this two day workshop at Gee's Bon Mange is to provide effective management skills, improve the ability to handle association affairs, to clearly define roles and responsibilities and for executives to have a better appreciation of the need for transparency and accountability.



The second workshop starting on Wednesday will focus on Customer Service. It will be held at the Petite Piton Restaurant and will target service providers such as tour guides, taxis, water taxis, small businesses and restaurants.



Flotilla leaves Port Castries for Rodney Bay

## ARC 2009 participants sailing towards St. Lucia

The 2009 Atlantic Rally for Cruisers officially began yesterday with activities in both St. Lucia and Las Palmas.

215 yachts have begun the trans-Atlantic voyage, following a week of festivities and preparations for the 2700 mile sea voyage. In St. Lucia a flotilla sailing from the Castries harbor to Rodney Bay marked the start of local activities.



Best Dress ARC participants head to St. Lucia

### Positive signs reported

In addressing the official launch of the ARC last week, Tourism Minister Allen Chastanet reported the first bit of good news in tourism arrivals for some eight months.

## Global Investments to strengthen brand position in 2010

The ECFH Global Investment Solutions Limited (ECFH Global Investments), incorporated last year with a mandate to develop the local and regional financial and capital markets, has emerged as one of the major players in the local and regional market.

ECFH Global Investments offers a full range of services which include capital market services, merchant banking services, custodian services and financial product development.

The Minister said there was a .2 percent increase in land based arrivals and a 16 percent increase in cruise arrivals for October although figures for land based arrivals for the year so far are down 8% but up 3 ½ percent in overall arrivals. There are strong numbers expected for November and December with double digit growth being predicted. If this is the case, figures for the year will be revised to reflect a 5-6% decline in arrivals for 2009.

ARC 2009 has received strong support from the corporate community. At its events last week the St. Lucia Tourist Board acknowledged its corporate partners. The list is headed by Digicel and includes Heineken, Renwick and Company, Columbian Emeralds, Travel Concepts, Sol EC, Vacation and Corporate Car Rental, Blue Waters, Baron Foods, Mega J, LUCELEC, Royal By Rex Resorts, Duboulay's Bottling and the Landing. ARC is hosted by the St. Lucia Tourist Board, IGY Rodney Bay Marina and World Cruising Club.



Keigan Cox of Digicel address ARC 2009 launch

Within six months of becoming operational in July 2008 and with an initial capital base of EC\$1M, ECFH Global Investments recorded a net profit of EC\$149,000. Total assets stood at EC\$1.19M at the end of 2008, and according to the Senior Manager & Registered Principal, Mrs. Carla Morton-Campbell, "to date the company's performance has far exceeded management's expectations". This year the company focused on building solid relationships. In 2010 it will concentrate on brand positioning. The ECFH Global Investments website is [www.ecfhglobalinvestments.com](http://www.ecfhglobalinvestments.com).



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## BOSL Business Centre a hit with customers

Bank of Saint Lucia last week celebrated its valued customers in the north of the island as it continued a series of business mixers to introduce the Board of Directors of ECFH its parent company.

One of the major talking points was the recently opened Rodney Bay Business Centre

Group Managing Director, Mr. Robert Norstrom, said the Business Centre, is designed to cater to the needs of very busy corporate clients, who continue to praise the addition of this new service.

Mr. Norstrom said BOSL will also increase its range of services to small and medium- sized enterprises. The bank will also introduce an electronic system of loan application, with approval taking just minutes instead of hours or days. The Group Managing Director also said that mobile banking would be introduced as part of a Christmas package, and that SWIPE AND GO, its recent wireless point-of-sale offering was just the latest in a string of technology-led conveniences to be introduced by Bank of Saint Lucia.



Attendees at BOSL mixer in the north

## CMMB free seminar this week on EC stock exchange

CMMB will this week host a seminar entitled "Trading on the Eastern Caribbean Securities Exchange".

The objective is to provide information on trading securities on the Eastern

Caribbean Securities Exchange (ECSE). It will explain the Role of the ECSE, the Trading Process, Buying & Selling Securities and Available Securities for local investors.

The seminar takes place on Thursday November 26<sup>th</sup> at the NIC conference room from 5:00pm. Registration is free.

## St. Lucia model for H1N1 preparedness activities regionally

St. Lucia has officially launched its Communications Strategy and Standard Operating Procedures for communication activities to be used before, during and after possible outbreaks of pandemic influenza.

The National Communications Strategy is part of an on-going joint program of the Government of St. Lucia, the US Agency for International Development and the Pan American Health Organization.

The island is now being viewed as a model for the disaster management and more specifically pandemic influenza preparedness.



*NEMO's Dawn French speak at launch of Comm Strategy*

## LIME promotes "National Can Day" and grand prize of \$100,000EC

In the true spirit of giving LIME St. Lucia is encouraging St. Lucians to participate in their "National Can Day", when they will collect canned goods as donations on behalf of various charitable institutions.

This is part of the organisation's manifesto of supporting the community within which it operates.

LIME is also hoping to make a customer \$100,000 richer through its LIME Christmas Goodie Bag promotions.

In addition to the grand prize, LIME St. Lucia is giving away big prizes this year, with a range of free gifts, handsets, discounts and instant prizes.

There are several ways to qualify for the grand prize and weekly draws including paying bills on time; signing

up for LIME services; texting and making intra LIME customer calls.



*LIME launch Christmas Campaign*



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