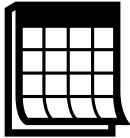


VOLUME 25
AUGUST 2024



NEWSLETTER

The Official Monthly Newsletter of the Georgetown
Chamber of Commerce & Industry



AUGUST IN REVIEW



UPCOMING
EVENTS



NEW
MEMBERS



MEMBER OF
THE MONTH



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PRESIDENT'S MESSAGE

Dear Readers,

Over the last month, the Georgetown Chamber of Commerce and Industry (GCCCI) has been actively involved in capacity-building initiatives, as well as scoping out opportunities for collaboration and business for members. August commenced with continued focus on fulfilling the Chamber's commitment to the development of the agricultural sector, with participation in a Multistakeholder Forum by the World University Services Canada (WUSC) that was geared towards understanding and addressing challenges faced by farmers, particularly women and youth.



The Chamber also engaged a number of businesses that are interested in collaborating for the benefit of members, including the Centre for Local Business Development. As part of our commitment to collaboration, we partnered with the Guyana Energy Agency for the hosting of an awareness session on Energy Conservation, Energy Efficiency, and Electric Mobility. Meetings were also held with the TCL Group, as well as Metalmecánica Especializada del Golfo (MEGSA), a Mexican business group that specialises in engineering, procurement, and construction for the oil and gas industry that is interested in expanding its services into Guyana. Also of importance was the launch and completion of the 'Teenternship' Programme 2024, through which 10 students of Camille's Academy were placed in various businesses for five days, during which they were introduced to the world of work in a practical way. During that one-week programme, the Chamber's Executive Members and Councillors were able to visit the fourth form students to get their feedback, and to encourage them to remain committed to their future, while piquing their curiosity in the world of entrepreneurship.

The highlight of the month was the GCCCI's participation in a seminar at the Academy for International Business Officials (AIBO) in Changping District, Beijing, China, through which the Chamber is now better positioned to facilitate integration into the global value chain, armed with a clearer understanding of the Chinese path to modernisation.

As we enter the month of September, we are preparing for several activities, including National Small Business Week and the Petroleum Luncheon. The Chamber looks forward to your continued support and participation in our activities, which are all aimed at advancing the interests of the business community.

Regards,
Kester Hutson
President – Georgetown Chamber of Commerce and Industry

WELCOME TO THE GCCI

In August 2024, the Georgetown Chamber of Commerce and Industry embraced its newest cohort of members. We would like to take the opportunity to extend our warmest welcome to:

**AI
Architects**

**Ian
Defreitas Productions**

**GEMS Inc.
& GEMS Theatre Productions**

**Scotty's
Smoke House**

**Eco
Garden International Vegetarian Restaurant**

**Texo
(Guyana) Inc.**

EVENTS

GCCI participates in WUSC Multistakeholder Forum



The Georgetown Chamber of Commerce and Industry (GCCI) has been resolute in its commitment to supporting sustainable agriculture in Guyana and building the capacity of local farmers through collaborative outreaches.

On August 14, the Chamber participated in a Multistakeholder Forum on Sustaining Women, Youth, and Marginalised Male Farmers' Participation in Agricultural Markets, that was hosted as part of the Sustainable Agriculture in the Caribbean Project funded by Global Affairs Canada and implemented by World University Service of Canada.

Chairperson of the GCCI Agriculture Committee, Mr. Brian Edwards, and Vice Chairperson of the Entrepreneurship and Small Business Committee, Ms. Natasha Waddle participated in the Forum that was held at the Grand Coastal Hotel. The event saw farmers from across the country, including women farmers from Regions 2,3, and 10, highlighting challenges they face in agriculture—including lack of adequate storage facilities, issues with post harvest loss, lack of training, inability to compete with cheaper imports of a higher quality, and the need for access to more educational resources. The need for improved market linkages, access to quality planting materials, as well as pest and disease management were also brought to the fore.

During the forum, the challenges raised were discussed within breakout groups, with solutions explored and action items for addressing them being scheduled for implementation. GCCI through a collaboration with WUSC, has been undertaking countrywide capacity-building outreaches that include the National Agriculture Research Extension Institute, the New Guyana Marketing Corporation, the Guyana Food Safety Authority, the Pesticides and Toxic Chemicals Control Board, Guyana Bank for Trade and Industry, and the Small Business Bureau, which address many of the issues raised.

GCCI supports National Road Safety Forum



The Georgetown Chamber of Commerce and Industry (GCCI) on August 2, supported the launch of the Annual National Stakeholders Road Safety Forum.

Chairman of the GCCI Security and Governance Committee Chairperson, Mr. Paul Archer, and Vice Chairperson of the Membership and Diversity Committee, Mr. Theon Alleyne attended the event, which was held at the Police Officers' Mess Annexe, Eve Leary, Georgetown. The forum addressed the commitment and future plans of key stakeholders and partners on actions undertaken to reduce road fatalities and accidents by 50 percent.

The conclusion of the forum saw a consensus for continued collaboration among the Traffic Department, National Road Safety Council, and the Ministry of Public Works to improve traffic management systems, aimed at reducing accidents on the roadways. The GCCI remains committed to supporting the authorities in these initiatives and will continue to advocate for safe and responsible use of the roadways.

SMALL BUSINESS TIP

The importance of building brand awareness: Brand awareness is the foundation of a successful brand. It is the level of recognition and familiarity that a brand has among its target audience. Building an effective brand promotion strategy is essential when looking to attract new customers and retain existing ones. When a company has high brand awareness, it becomes easier for consumers to recall and recognise it when making purchasing decisions.

GEA partners with GCCI for Energy Conservation and Efficiency Awareness Session



On August 15, the Georgetown Chamber of Commerce and Industry (GCCI) Petroleum Committee partnered with the Guyana Energy Agency (GEA) for the hosting of an Awareness Session on Energy Conservation, Energy Efficiency, and Electric Mobility.

The event was held in the Chamber's boardroom and featured a presentation by the Chief Executive Officer of the GEA, Dr. Mahender Sharma, as well as the Agency's Energy Engineer, Mr. Brian Constantine.

With an emphasis on the benefits as well as the cost-effectiveness of energy efficiency, the session saw invaluable information being provided on sustainable business practices, as well as smart solutions for the home and workspace.

Senior Vice President of the GCCI and Chairperson of the Petroleum Committee, Mrs. Kathy Smith lauded the GEA for the initiative, and expressed appreciation for the insights provided, particularly on energy conservation practices for both the home and office.

'Teenternship' 2024 concludes successfully



Ten students from Camille's Academy benefited from the Georgetown Chamber of Commerce and Industry's (GCCCI) Annual 'Teenternship' Programme 2024, which was aimed at providing them with practical experiences in the working environment in relation to leadership, teamwork, communication, problem-solving, and management.

The fourth form students were assigned to work with several businesses including Guyana Payroll Solutions Incorporated, Rafeek and Moore Customs Brokerage Firm and Logistics Incorporated, Raj Singh Insurance Brokers and Risk Management Consultants Incorporated, Guyana Electric Incorporated, Java Coffee Bar and Bistro, ActionInvest Caribbean Incorporated, Cerulean Incorporated, Technip FMC, and Beharry Automotive Limited.

The one-week internship programme was part of the lead-up activities to National Small Business Week, which is slated for September. It provided students with hands-on work experience, with an opportunity to understand the foundational aspects of business and office administration in a wide range of industries.

During the five-day programme, Members of the Executive Management Committee and Councillors of the Chamber visited the students to encourage them to utilise the opportunity fully, and offer guidance in pursuing their ambitions.

SMALL BUSINESS TIP

Make marketing a priority: Share informative and engaging content that showcases your brand's personality and values. This can be done through informative blog posts, social media posts, videos, infographics and other forms of online content. Utilise multiple channels like social media marketing, email marketing, partnerships and sponsorships to reach your target audience and increase visibility.

GCCI participates in AIBO seminar in China



The Georgetown Chamber of Commerce and Industry (GCCI) participated in a seminar at the Academy for International Business Officials (AIBO) in Changping District, Beijing, China.

President, Mr. Kester Hutson; Senior Vice President, Mrs. Kathy Smith; Treasurer, Mr. Brian Edwards; Councillor, Mr. Delmar Walcott, and Trade and Investment Consultant, Ms. Jessica Campbell participated in the training sessions in August.

The sessions were geared towards helping the business community of Latin American and Caribbean countries to enhance their export capacity and international business capacity, and better integrate into the global value chain, as well as enhance their understanding of the Chinese path to modernisation. The objectives also include building a community with a shared future for China and Latin America, and the promotion of project matching and technical cooperation between business associations of Latin American and Caribbean countries and Chinese industries and enterprises.

MEETINGS

GCCI and other stakeholders updated by GWI on plans to install new transmission lines in city



On August 9, President of the Georgetown Chamber of Commerce and Industry (GCCI), Mr. Kester Hutson attended a meeting hosted by Guyana Water Incorporated (GWI) to inform stakeholders of plans to install new water transmission main lines in the city in two weeks. The meeting was chaired by Chief Executive Officer of GWI, Mr. Shaik Baksh and provided a basic overview of the plan to update the main lines along Avenue of the Republic and High Street. The existing lines, it was noted, have been in place since 1920 and pose several challenges including the inability to withstand high water pressure and the traffic load above.

This project will include the cutting of roadways and some excavation work. Mr. Hutson expressed his concern of the disruption to both traffic and business that will likely occur, stressing the need for adequate communication with stakeholders. He also expressed dissatisfaction with the untimely notice given the short timeline between the consultation and the anticipated execution of works.

The GWI team indicated that a traffic management plan is among the aspects of planning that will be completed prior to commencement of works.

SMALL BUSINESS TIP

Implement consistent branding: Make sure all branding elements, such as your logo, slogan and messaging, are consistent across all platforms and channels.

Mexican oil and gas EPC business group engages GCCI on Guyana's local content requirements



On August 14, Senior Vice President of the Georgetown Chamber of Commerce and Industry (GCCI), Mrs. Kathy Smith, and Councillor and Executive Member, Mr. Richard Rambarran met with Metalmecánica Especializada del Golfo (MEGSA), a Mexican business group that specialises in engineering, procurement, and construction for the oil and gas industry with vast experience in tank farm construction.

The MEGSA team comprised Chief Operations Officer, Mr. Pedro Oscar Morales Gonzalez, and Commercial Manager, Mr. Arturo Vazquez, who expressed an interest in seeking opportunities in Guyana. The GCCI officials provided an overview of Guyana's business and investment environment, as well as the Chamber's role. With a strong emphasis on the importance of partnering with local businesses, the GCCI team provided the businessmen with insights into the Local Content Act, and its requirements.

MEGSA was established almost three decades ago, and provides services in the U.S, Mexico, and Latin America, including for companies such Schlumberger, Baker Hughes and PEMEX. Among their areas of speciality are the Engineering, procurement, construction, rehabilitation, and maintenance of pipelines for the transportation of hydrocarbons; Directional crossings of hydrocarbon pipelines; Construction of civil works; Electrical work in high, medium and low voltage; Engineering, procurement, construction, rehabilitation, maintenance, testing and commissioning of industrial plants such as compression stations, separation batteries and hydrocarbon storage terminals; Engineering, procurement, construction and automation of processes such as gas and fire detection, energy control and distribution and telemetry, and compression stations.

GCCI engages with U.K Trade Commissioner



On August 20, President of the Georgetown Chamber of Commerce and Industry (GCCI) and Secretary of the GCCI, Mrs. Melisa McRae-George attended a meeting with British High Commissioner, Her Excellency, Jane Miller OBE and His Majesty's Trade Commissioner to Latin America and the Caribbean, Mr. Jonathan Knott, during which opportunities for increased trade between Guyana and the United Kingdom was discussed.

Mr. Knott was on a four-day visit to Guyana, and today's meeting was geared towards engaging Guyana's Private Sector organisations to discuss opportunities for partnership with UK suppliers along with UK Export Finance support.



GCCI and the Centre for Local Business Development to partner for capacity building initiatives



The Georgetown Chamber of Commerce and Industry (GCCI) on August 26, met with officials from the Centre for Local Business Development to discuss partnering for capacity-building initiatives for local businesses, particularly Micro, Small, and Medium-sized Enterprises (MSME).

Acting President of the GCCI, Mr. Gavin Ramsoondar, and Executive Member and Councillor, Mr. Richard Rambarran met with Director of the Centre, Mrs. Natasha Gaskin-Peters; Deputy Director, Ms. Gina Arjoon, and Analytics Coordinator, Mr. Ron Glasgow.

As a result of these discussions, the Centre will be participating in the GCCI's National Small Business Week activities by providing training in areas such as procurement for the participants. Additionally, the two organisations agreed to collaborate further in initiatives aimed at small business development.



High Commissioner of Zambia pays courtesy call on GCCI



On August 28, Non-resident High Commissioner of Zambia to Guyana, His Excellency, Glynne N. Michelo paid a courtesy call on the Georgetown Chamber of Commerce and Industry (GCCI).

H.E Michelo met with Secretary of the GCCI and Councillor, Mrs. Melisa McRae-George, as well as Executive Members and Councillors, Mr. Richard Rambarran and Mr. Timothy Tucker.

The GCCI officials provided an overview of Guyana's economic landscape and investment climate, as well as insight into the Chamber's role and history to the High Commissioner. H.E Michelo expressed interest in collaborating with the GCCI in future, while introducing the Chamber's Executives to Zambia's potential as an investment and trade destination for Guyana.

SMALL BUSINESS TIP

Identify your unique selling proposition: Determine what sets your brand apart from the competition, and communicate this clearly to your target audience. Focus on the unique benefits that your business provides, and promote how they add value for your customers. Look at your competitors' products or services to identify areas where you can do better. Determine what challenges your target audience is facing and how your offering may solve it. This helps to craft a message that resonates with customers and highlights your unique value proposition.

TCL Group seeks closer collaboration with GCCI



The Georgetown Chamber of Commerce and Industry (GCCI) on August 28, engaged officials from TCL Group, who expressed a keen interest in collaborating with the GCCI in support of the Chamber's activities.

The GCCI's Executive Member and Councillor, Mr. Richard Rambarran, and Secretary and Councillor, Mrs. Melisa McRae-George met with TCL Group's Guyana Business Manager, Mr. Juan Castro, and Group Enterprise Risk Manager, Mr. Norville Clarke.

The TCL Group representatives indicated that they are seeking to align with the strategic objectives of the GCCI in order to be more actively involved in the Chamber's initiatives. Discussions delved into upcoming activities that the GCCI will be spearheading and how the company can provide support.

Mr. Rambarran also outlined a need for capacity-building in the area of Health, Safety, Security, and the Environment (HSSE) within the construction industry, advocating for the company to provide support in this regard.

SMALL BUSINESS TIP

Get involved with sponsorships and events: Participating in events can also help you to increase brand visibility and build brand awareness. For example, sponsoring a local sports team or hosting a community event can help you to get your logo in front of people and generate positive associations with your company.

AUGUST 2024: MEMBER OF THE MONTH EICCIO ADVISORS



Established in December 2019 with the vision to bridge the gap between regulatory requirements and market success, EICCIO Advisors specialises in corporate compliance, brand visibility, and business development services.

Founded by Mr. Theon Alleyne and located at Units 12-13, Magic Mall, 36 Public Road, La Grange, West Bank Demerara, EICCIO Advisors offers a comprehensive suite of solutions including anti-money laundering strategies, fraud prevention frameworks, and strategic marketing efforts. Their goal is to enhance operational integrity and boost brand recognition for businesses operating in emerging markets and globally.

Mr. Alleyne is a seasoned expert in regulatory compliance and business strategy with a distinguished career spanning multiple high-profile positions in international stock exchanges and financial services institutions. His expertise includes anti-money laundering, corporate governance, market compliance and business development.

With a deep-rooted understanding of both the regulatory landscapes and the dynamic market demands, EICCIO integrates compliance with business development, ensuring their clients not only meet legal standards but also excel in competitive markets. The company has successfully expanded its services into the Caribbean markets, as well as facilitated numerous cross-border trade mission and established partnerships in Suriname and Brazil.

UPCOMING EVENTS*September*

- **BritCham Guyana Launch Event**
- **National Small Business Week**
- **Business Guyana Magazine Launch**
- **Petroleum Luncheon**

October

- **SAIPEM Vendor Forum**
- **Agriculture Expo**
- **Cancer Mixer**
- **JSE/GCCI Capital Markets Conference**

UPCOMING EVENTS

November

- **Business Development Forum**
- **Cuba Chamber of Commerce Mission**
- **Brazilian Trade Mission**

December

- **Annual Awards Presentation & Gala Dinner**

