



For Immediate Release

CIBC Commemorates International SME Day With MSME Customer Showcase

Castries, Saint Lucia, July 2, 2024 – In commemoration of Micro, Small, and Medium-sized Enterprises (SMEs) Day, the Bridge Street and Vieux Fort banking halls of CIBC Caribbean were converted into mini expositions showcasing a range of Micro, Small, and Medium-sized Enterprise (SME) customers of the bank on June 27th and 28th.

The two-day SME showcase celebrated the innovative spirit and economic impact of these local businesses and celebrated their success stories. The primary aim of the observance was to highlight the vital role that SMEs play in the local economy and their significant contributions to the community.

The bank enlisted the services of two interior décor small business customers Carol K Inner Spaces and Infinity Designs to decorate the Bridge Street Branch and Vieux Fort branches respectively.

Chazzi Music was one of the SMEs featured delivering with live performances, at both branches. Others showcased at the Bridge Street branch were Rodney Heights Seamstress and Carol K Inner Spaces, Interior Designer & Events Decorator, while those showcased at the Vieux Fort branch were Eagle Freight & Brokerage Services Limited, Modern Fashions Company Limited (PPE Equipment Retailer), Tradevin Ltd (Pharmaceuticals) and Gemmy Herelle Infinity Designs (Interior Designer).

Mr. Nigel Ollivierre, Saint Lucia Country Manager for CIBC FirstCaribbean, praised the dedication and innovation of the SMEs, stating, "SMEs are the backbone of our economy. Their resilience and creativity drive growth and foster a sense of community. We are proud to support and celebrate the incredible achievements of these enterprises. Their contributions are invaluable, and we are committed to continuing our support for their development and success."

Mr. Ollivierre went on to describe the SME showcase as a testament to CIBC FirstCaribbean's ongoing commitment to supporting local businesses and fostering economic growth. "The bank remains dedicated to providing tailored financial solutions and resources to help SMEs thrive in today's dynamic market," he concluded.

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CIBC Caribbean

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CIBC Caribbean is a member of the CIBC Group. CIBC is a leading Canadian-based global financial institution with 11 million personal banking and business clients. Through our three major business units - Retail and Business Banking, Wealth Management and Capital Markets - CIBC offers a full range of products and services through its comprehensive electronic banking network, branches and offices across Canada with offices in the United States and around the world.

For more information about CIBC Caribbean, visit www.cibcfib.com, [Facebook](#), [Twitter](#), [LinkedIn](#), [Instagram](#) or [YouTube](#).

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