



For Immediate Release

Small Businesses Take Centre Stage at CIBC Caribbean Branches in Kingston

Kingston, Jamaica – July 10, 2024 – CIBC Caribbean Jamaica recently hosted groundbreaking pop-up marketplaces, providing a platform for its Small and Medium Enterprise (SME) customers to engage with potential customers and promote their businesses.

The events, held June 26 – 28, at the New Kingston and King Street branches, were a resounding success, fostering valuable connections between local entrepreneurs and the community.

Galeria Events, one of the participating SMEs, praised the initiative. "I was pleased to participate in the CIBC initiative, which provided an excellent platform to introduce my brand to a broader audience," said Terrensia Vernon CEO.

"It was a valuable opportunity to share the story behind our business and explain our mission and values to individuals who may not have been familiar with us before. This initiative fostered a stronger relationship between us and CIBC, as it demonstrated the bank's commitment to supporting local businesses and creating meaningful connections within the community. By engaging with CIBC in this way, we were able to build a deeper understanding and trust, which is essential for a healthy and collaborative business relationship," she said.

Another participant, Tenique Gayle, Manager of Ten 10 Events said "thank you for the opportunity to be a part of the CIBC We Love SME Expo. Your support will help us reach a wider audience and gain valuable exposure. We appreciate your contribution to our growth."

The SME events at CIBC branches in New Kingston and on King Street were part of a larger regional effort to support local businesses, promote economic growth, and strengthen community ties. Entrepreneurs from various industries had the opportunity to present their products and services, network with potential clients, and gain valuable exposure.

Renee Whitehorne, Marketing Manager, CIBC, expressed enthusiasm about the initiative. "We are thrilled to support our local SMEs by offering them a space to showcase their businesses and engage with potential customers. This initiative is part of our ongoing commitment to fostering growth and development within our community."

The businesses that attended the pop-up were: From Head to Fleek, Mona Accounting, Pauline Orchids, Jus Great Manufacturing, BAM Cosmetics Limited, Overseas Auto Terminal, CB Machine, Caribbean Auto Terminal, Mairtrans International, Party Galeria, CBS Stitch, Ten 10 Events, Happy Tails, Orelia's for Beauty, and Rocketship Shipping.

End



Visitors receive information at the Ten 10 Events booth at the recent CIBC Caribbean "We Love SMEs Expo" at the bank's New Kingston and Downtown Kingston branches June 26-28, 2024



CIBC Caribbean Managing Director, Nigel Holness shows off his orchid purchase from Pauline's Orchids during the recent CIBC Caribbean "We Love SMEs Expo" at the bank's New Kingston and Downtown Kingston branches June 26-28, 2024



A potential customer admires wigs being groomed at Ornelia's For Beauty booth at the recent CIBC Caribbean "We Love SMEs Expo" at the bank's New Kingston and Downtown Kingston branches June 26-28, 2024



Representatives at the Happy Tails booth at the recent CIBC Caribbean "We Love SMEs Expo" at the bank's New Kingston and Downtown Kingston branches June 26-28, 2024

About CIBC Caribbean

CIBC Caribbean is a relationship bank offering a full range of market leading financial services through our Corporate and Investment Banking, Personal and Business Banking and Wealth Management segments. We are located in eleven (11) countries around the Caribbean, providing the banking services through approximately 2,700 employees in 45 branches and offices. We are one of the largest regionally listed financial services institutions in the English and Dutch speaking Caribbean, with US\$13 billion in assets and market capitalization of US\$1 billion. We also have a representative office in Hong Kong that provides business development and relationship management for our fund administration. The face of banking is changing igel throughout the world and CIBC Caribbean intends to lead these changes with the expertise, integrity and knowledge gained from banking in the Caribbean since 1836.

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](#).

Media contact:

Debra King, Director of Corporate Communications, CIBC Caribbean, Barbados Head Office
Telephone: 246 367 2248; Fax: 246 421 7148 and Email: debra.king@cibcfib.com