



## REGIONAL CRAFT ENHANCEMENT AND BUSINESS SUPPORT TRAINING

**ST. GEORGE'S, GRENADA, August 19, 2014 – GIS:** The Organization of American States, the Executive Secretariat for Integral Development and the Special Multilateral Fund of the Inter-American Council for Integral Development (FEMCIDI), has funded a Craft Enhancement and Business Support Training project targeting craft operators in Grenada. The purpose of the project is to strengthen the productive capacity of artisans through increased quantity and diversity of their product offerings.

The Grenada Tourism Authority (GTA), the Grenada Industrial Development Corporation (GIDC), Ministry of Economic Development, Planning, Trade and Cooperatives and the Grenada Bureau of Standards have collaborated on this project as these entities have a vested interest in the development and diversification of the craft and gift sector. They all strive to achieve outstanding Grenadian merchandizing and profitable businesses.

The training workshops, which will be completed by October 2014, will be conducted in the areas of leather, straw, bamboo, and jewellery, and complemented with an entrepreneurial skills workshop.

In order to enhance online shopping and other sales alternatives, a virtual resource center would be established by year-end that will include a Facebook page, a product catalog and a resource database. There will also be a local exhibition to display and introduce the artisans' creations and improved quality products for retail and wholesale opportunities.

All craft entrepreneurs interested in developing their craft skills are invited to apply to the GIDC, Frequente Industrial Park, August 18 - 27, 2014, between the hours of 8am and 4pm. Persons are required to complete the application process and to carry samples of their products for review.

Questions can be directed to the Grenada Tourism Authority at 440-2001 ext 246, the Grenada Industrial Development Corporation at 444-1035 or the Ministry of Economic Development, Planning, Trade and Cooperatives at 435-8889.

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