

EXPO 2012 from Thursday May 25th to Saturday May 26, 2013



An exhibition aimed at exposing St. Lucia's most export-ready businesses to consumers and investors kicks off on Thursday at the Union Industrial Estate. The exhibition is being organized in fulfillment of a national export strategy now being implemented in St. Lucia with the objective of stimulating the economy through exports.

The launch of Expo 2012 last week was an opportunity provided for a strong case to be made for St. Lucians to amend their buying habits and to concentrate on supporting quality local products and services.

EXPO 2012, held under the theme "Expect, Experience, Export, the best of St. Lucia" is intended to develop national passion and pride in local products and services. This was the theme of Jacqueline Emmanuel, the Director of the Office of Private Sector Relations, the agency charged with implementing the national export strategy as she addressed the official launch.

The Minister for Commerce, Business Development, Investment and Consumer Affairs Emma Hippolyte spoke about EXPO 2012 fitting into government's policies on economic development through job creation, especially those created by local producers. She outlined the economic goals that can be realized through local support for local manufacturers. The director of the Chamber of Commerce Brian Louisy, whose organization has been intimately involved in the development of the national export strategy welcomed this manifestation through Expo 2012.

Expo 2012 will feature 55 local producers and will take place at the Union Industrial estate from May 24th to 26th from 12:00pm to 8:00pm daily.