



## PRESS RELEASE

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### EXPO JAMAICA 2018 to feature JEMS for micro and small companies

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Expo Jamaica 2018 is just around the corner, with approximately two months remaining before its 46<sup>th</sup> staging of *All things Jamaican*. The premier tradeshow of the Caribbean is scheduled to take place on April 19-22, 2018 at the National Arena and National Indoors Sports Center under the theme, “*Advancing Breakthroughs.*”

Expo Jamaica has designated forty-two (42) 6x8 booth spaces to showcase Jamaica’s micro and small companies that are innovative and continue to advance the development of our great nation. The Jamaica Emerging Manufacturers and Services (JEMS) Village will be created to highlight Jamaica’s finest, including female and young entrepreneurs in emerging sectors such as nutraceuticals, castor oil, the bamboo industry, cosmetics and beauty care, gifting solutions, aromatherapy, spa products and more. Jamaica’s micro and small enterprises will take pride of place at Expo Jamaica at the entrance of the National Indoor Sports Center.

The objective of this village is to nurture small entrepreneurs by exposing them to trade show participation, with the aim of utilizing the largest platform, Expo Jamaica, for them to, bring awareness to their company and brand, introduce new products, generate international and local sales leads, generate immediate sales on the show days and build public relations.

Given the nature of the initiative, the cost for participation will be subsidized for the low cost of J\$40,000 for 4 days. **Persons are invited to visit [expojamaica.com.jm](http://expojamaica.com.jm) to download the criteria and application form. The deadline for submission is Wednesday, January 31, 2018.**