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**FOR IMMEDIATE RELEASE**

**Contact:** [Kelsea Williams](#)

**Tel:** [441-292-5570](tel:441-292-5570)

**Email:** [kwilliams@bedc.bm](mailto:kwilliams@bedc.bm)

**Web:** [www.bedc.bm](http://www.bedc.bm)

**THIRD ANNUAL SMALL BUSINESS EXPO A SUCCESS!**

**Hamilton, Bermuda 14 February 2024** – On Saturday, February 8<sup>th</sup>, 2025, the Bermuda Economic Development Corporation (BEDC) successfully hosted the 3rd Annual Small Business Expo in the Discovery Hall at CedarBridge Academy. This event, a cornerstone for supporting small business development in Bermuda, connected new and established entrepreneurs with industry experts and other like-minded entrepreneurs from 11:00 AM to 4:00 PM. The Expo provided a platform for networking, knowledge-sharing, and business growth.

“We were thrilled to see so many entrepreneurs and small business owners take advantage of the opportunities presented at this year’s Small Business Expo,” said Ondreyah Rochester, MSME Officer at BEDC. “Hosting the event in a central location allowed us to reach a broader audience and provide more businesses with the tools, connections, and insights needed to navigate an evolving business landscape successfully.”

The Expo featured four engaging panel discussions tailored to help business owners elevate their ventures:

- **The Art of Attraction: Branding & Packaging** – A discussion on how effective design and packaging can enhance brand identity and capture consumer attention. Panelists included Chelsea Warren (Uptimum Bodied), Joleesa Holdipp (Klassiq Kidz), Jensen Rogers (Wic & Co.), and Daniel Woods (Grateful Miles Running Club).
- **The Content Formula: Engaging Audiences with Impact** – Strategies for crafting compelling content that resonates with audiences and drives engagement. Panelists included Shawn Simmons (Mr. Fotogenik), Kara Doers (The Cheekie Chef), Khamani Fox (Creative Director), and Dion Greene (Dion the Creative).
- **Men in Business: Black Men Redefining Business** – A conversation celebrating the successes of Black male entrepreneurs and the lessons they have learned. Panelists included Anthony Webb (Choices Menswear), Omejae Goater (YaYa Apparel), Craig Tyrrell (FunTyme Entertainment), and DJ Chubb (Versatile Body Fitness).
- **Tech It Easy: AI for Your Business** – Practical insights on leveraging artificial intelligence to streamline operations and support business growth. Panelists included Shira Jatto (Brava), Carika Weldon (CariGenetics), and Mikal Minors (Better Digital).

In addition to the panel discussions, the Expo showcased twenty businesses and service providers that offer essential support to the small business community. Attendees had the opportunity to connect with organizations specializing in branding, financial services, technology solutions, legal support, and more.

*Growing  
Bermuda one  
Business at  
a time*



BEDC extends its sincere gratitude to Brava Bermuda, the main sponsor of the Small Business Expo for the third consecutive year. Their continued support has been instrumental in the event's success. Additional sponsors included CJ Rentals, Chameleon Print Services, and Barritt's, whose contributions helped make the event a valuable resource for entrepreneurs.

"As the main event sponsor for the BEDC Small Business Expo, we are proud to support the dynamic entrepreneurs driving innovation and growth in our community," said David Esler, Head of Business at Brava Bermuda. "At Brava, we believe in empowering small businesses by connecting them with the tools and technology they need to thrive. It's inspiring to witness the creativity and determination of local business owners, and we remain committed to providing reliable telecom solutions that help them stay connected."

"The Small Business Expo is a vital part of BEDC's mission to support the growth and sustainability of Bermuda's small business sector," said Erica Smith, Executive Director of BEDC. "Each year, this event provides business owners with access to expert knowledge, networking opportunities, and essential resources that empower them to thrive. We are proud to see the event grow and impact more entrepreneurs year after year."

The success of the 3rd Annual Small Business Expo reaffirmed the importance of fostering a connected, knowledgeable small business community. The positive feedback from attendees and vendors underscored the event's value in supporting local businesses.

Looking ahead, BEDC is excited to continue fostering entrepreneurial growth with the 4th Annual Small Business Expo, set to take place on Saturday, February 7, 2026. Entrepreneurs and small business owners can once again look forward to valuable insights, networking opportunities, and expert discussions aimed at supporting their success.

For more information on the Small Business Expo and details on participating in next year's event, please visit [www.bedc.bm](http://www.bedc.bm) or contact BEDC at [info@bedc.bm](mailto:info@bedc.bm).

#### **About BEDC**

Bermuda Economic Development Corporation (BEDC) is Bermuda's premier source of free confidential business advice for entrepreneurs. The mission is to serve Bermuda's local business community with the highest degree of professionalism by providing, authoritative business advice, counsel and loan guarantee support. Bermuda Business Starts Here! For more information, visit [www.bedc.bm](http://www.bedc.bm).

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