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**FOR IMMEDIATE RELEASE**

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**START THE YEAR OFF RIGHT! ATTEND THE 3RD ANNUAL SMALL BUSINESS EXPO**

**Hamilton, Bermuda 29 January 2024** – The Bermuda Economic Development Corporation (BEDC) is excited to kick off 2025 by helping existing and aspiring entrepreneurs plan for a successful year ahead. The 3rd Annual Small Business Expo will take place in the Discovery Hall at CedarBridge Academy, on Saturday, February 8, 2025, from 11:00 AM to 4:00 PM. The event will feature twenty businesses and organizations providing support services to small businesses.

The Expo will feature four panel discussions, each tackling key topics to help entrepreneurs and small business owners elevate their ventures:

- The Art of Attraction: Branding & Packaging – Exploring how effective design and packaging can capture attention and communicate brand identity.
- The Content Formula: Engaging Audiences with Impact – Insights on crafting compelling content that connects with audiences and builds engagement.
- Men in Business: Black Men Redefining Business – Celebrating the successes of Black male entrepreneurs and the lessons learned along the way.
- Tech It Easy: AI for Your Business – Practical tips on leveraging AI to streamline operations and enhance growth.

“We are delighted to host the Small Business Expo for its third year,” said Ondreyah Rochester, MSME Officer and the officer responsible for the NEHEEZ. She added, “We are hosting the event centrally this year in an effort to provide even more small business owners with practical resources, valuable connections, and actionable insights to help them navigate the ever-changing business landscape.”

Attendees will have the opportunity to network with fellow entrepreneurs and industry experts, exchange ideas, and build lasting relationships.

BEDC invites all entrepreneurs, small business owners, and members of the public to join this dynamic event. Admission is free, so don’t miss out on this opportunity to start 2025 on the right foot.

For more information and to register for the event, visit <https://bedc.bm/events/small-business-expo/>.

**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

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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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