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**FOR IMMEDIATE RELEASE**

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**BEDC LAUNCHES VENDOR ACADEMY TO SUPPORT MARKET VENDORS AND POP-UP BUSINESSES**

**Hamilton, Bermuda 04 February 2026** – The Bermuda Economic Development Corporation (BEDC) has announced that applications are now open for the Vendor Academy, a structured training program designed to support vendors in strengthening their market presence, improving sales performance, and building sustainable brands.

The Vendor Academy will run from March 17 to April 28, 2026, with sessions held every Tuesday from 6:00 p.m. to 8:00 p.m. at the BEDC's North East Hamilton office, located in the Donald French Building at 19 Elliott Street. The program is open to both new and existing vendors and costs \$250 per participant.

The six-week academy focuses on practical skills that help vendors move beyond basic market participation toward more consistent and professional business operations. Participants will receive guidance on improving table presentation, setting appropriate pricing, developing a cohesive brand identity, and using feedback and results to refine their approach from one event to the next.

“The Vendor Academy is designed to help vendors think more intentionally about how they show up at markets and pop-up events,” said Ondreyah Rochester, MSME Officer at the BEDC. “We want participants to leave with practical tools they can apply immediately, whether that is improving their display, refining their pricing, or creating a more consistent brand experience for customers.”

In addition to training sessions, registration in the Vendor Academy includes a six-month vending license, one branded item to support table presentation, and free registration to the Setting the Stage vendor market at the end of the program.

The Vendor Academy aligns with the BEDC’s ongoing commitment to supporting micro, small, and medium-sized enterprises through targeted education, guidance, and access to resources that promote business sustainability and growth.

Applications for the Vendor Academy are open now and close on February 23, 2026. All confirmed participants will be notified by March 6, 2026. For more information and to apply, visit <https://bedc.bm/events/vendor-academy/>.

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## About BEDC

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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, economic development and financial support. Bermuda Business Starts Here! For more information, visit [www.bedc.bm](http://www.bedc.bm).

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