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**FOR IMMEDIATE RELEASE**

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**BEDC'S FOURTH ANNUAL SMALL BUSINESS EXPO DELIVERS A DAY OF CONNECTION, LEARNING, AND LOCAL SUPPORT**

**Hamilton, Bermuda 12 February 2026** – The Bermuda Economic Development Corporation (BEDC) hosted its 4th Annual Small Business Expo on Saturday, February 7th, at CedarBridge Academy, welcoming over 215 attendees across the Expo Hall and the Vendors Village.

Held from 11:00 a.m. to 4:00 p.m., the Expo brought together new and established entrepreneurs, service providers, and members of the public for a full day of learning, networking, and practical business support. Attendees connected with over twenty businesses and organizations offering services in areas such as branding, finance, technology, and professional support. The event also featured over thirty food and retail vendors in the Vendors Village, giving the public an opportunity to shop local and connect directly with local small businesses.

“The turnout and engagement at this year’s Expo reinforces the value of creating spaces where entrepreneurs can access support, build relationships, and learn from people who have been through the journey,” said Ondreyah Rochester, MSME Officer at BEDC. “The addition of the Vendors Village proved to be a particularly successful element, creating meaningful opportunities for small businesses to showcase their products and connect directly with the community.”

A key highlight of the Expo were the panel discussions, which created space for practical guidance and real-world insight across topics that matter to small business owners right now:

- **Ready. Set. Digital!** (Sponsored by Brava) – A discussion on how AI, e-commerce, and automation are reshaping small businesses and helping them grow and compete. Panelists included Keino Arorash (Brava), Mark Arruda (Brava), and Deshun Simmons (BEDC). Moderated by Dr. Teneika Eve.
- **Pass the Torch, Keep the Flame** – A focused discussion on succession planning, legacy, and preparing the next generation of business leaders. Panelists included Leon Bascome (MoonGate Group), Fiona Bada (Cox Hallett Wilkinson), and Roxanne Christopher (CG Insurance). Moderated by Dr. Teneika Eve.
- **Stop Leaving Money on the Table** – An interactive discussion centered on pricing, value conversations, and revenue opportunities for small businesses. Panelists included Joyce Hayward (Fusion4Business) and Neville Grant (Bermuda Bankers Association). Moderated by Tahkeesha Welch (BEDC).

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Bermuda one  
Business at  
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- Once Upon a Brand – A discussion on mastering storytelling, social media, and modern branding to support business growth and scale. Panelists included Tia Kipps (Inclusive Identity), Rachael Petty (Halcyon), and Rickeisha Burgess (DuchPops and Pursenall Baggage). Moderated by Ondreyah Rochester (BEDC).

BEDC extends its sincere thanks to Brava, the Platinum Sponsor of the 4th Annual Small Business Expo, for their continued partnership and support in strengthening Bermuda's small business community.

"At Brava, our mission is to make powerful technology accessible to businesses of all sizes. Supporting this year's Small Business Expo reinforces our commitment to helping Bermuda's entrepreneurs harness digital tools, innovate with confidence, and compete in a rapidly changing marketplace. We're honoured to partner with BEDC in strengthening that foundation."

BEDC also extends sincere thanks to BGA for providing snacks and to John Barritt & Sons for supplying beverages throughout the day. Their support contributed to a welcoming experience for attendees, vendors, and participants.

BEDC further extends special thanks to Rickeisha Burgess of Pursenal Baggage, who supported in the on-site coordination and day-of management of the Vendors Village, helping to ensure a smooth experience for participating vendors and attendees.

"The Small Business Expo continues to be a key 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, we see stronger engagement, deeper conversations, and more meaningful connections that help businesses move forward."

BEDC looks forward to building on the momentum of this year's event as planning begins for the 5th Annual Small Business Expo, scheduled for Saturday, February 6, 2027.

For more information about BEDC programs and upcoming events, visit [www.bedc.bm](http://www.bedc.bm) or contact [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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