

PRESS RELEASE

For Immediate Publication

Public Information About: Technical Assistance for Women Entrepreneurs in Antigua and Barbuda.

The Program: The Antigua and Barbuda Investment Authority, (ABIA) in collaboration with the OAS Women Economic Empowerment (WEE) project announces a call for registration for the women owned businesses who can benefit from technical assistance in the area of ecommerce, and online marketing.

More specifically, Women owned businesses who are market-ready and or near market-ready, who have marketable products and services and wish to effectively market their products using the international e-commerce platforms such as Amazon and Etsy, among others are encouraged to apply.

How To Apply:

- Interested business owners are asked to apply by clicking on the link shown below.
- **Survey:** <https://forms.office.com/r/PjnHx7pG3z>
- Apply before June 10, 2024

Summary of the Training Program

The training program will include virtual training sessions on topics ranging from product development to market readiness and will also focus on the entire value chain to include quality products, packaging, photographing, marketing, uploading, selling, and online payment systems. The training sessions will be followed by virtual coaching sessions to aid attendees in the seamless integration of digital tools and effective use of international e-commerce platforms.

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