

## **NCPC Empowers Young Entrepreneurs towards Increased Productivity**

The National Productivity and Competitiveness Council (NCPC) reinforces its commitment towards promoting increased productivity and competitiveness by embarking on actions and activities which educate and encourage a mind-set change amongst the Saint Lucian citizenry.

Continuing on in this vein, the Council is seeking to empower and encourage future success amongst young entrepreneurs to equip them with the tools which will promote increase in innovations and by extension making their businesses more competitive.

To this end, the NCPC will be hosting as part of Productivity Awareness Week 2015 “The Competitiveness Enrichment Seminar” which will be held on October 15, 2015 from 9 a.m. until 3:00 p.m. at the ICT Centre on Bourbon Street, Castries.

The seminar will feature informative and engaging sessions touching on, amongst others, subjects such as Information Processing, E-Commerce, Social Media Marketing and Customer Service.

Event organiser Marina Suraj of the NCPC states:

‘If you are between the ages of 18-35 years and are an entrepreneur with a micro-business, this opportunity is for you!

The NCPC encourages persons who are interested in attending this one day session to contact their offices between **Monday and Friday, from 8:00 a.m. to 4:30 p.m.** before September 25, 2015 to indicate your interest. All interested persons are asked to register for this event at the earliest as a limited number of spaces are available.

A short profiling questionnaire has been designed and placed on the NCPC Facebook page for persons who wish to attend. You are welcome as well to visit our offices located on the Second

Floor of the Financial Centre Building, Bridge Street, Castries to obtain and complete the eligibility form. The form seeks to ascertain the eligibility based on the age requirement which qualifies you the entrepreneur as “youth” and other pre-set features which identify your business as a “micro-enterprise.

For those who maybe working within the day but would still like to attend one of the events, we will be hosting a young entrepreneur’s mixer on the evening of 16th October, at The Blue Coral Mall from 6pm to 9pm. This will be a great networking event where numerous linkages can be made to help anyone along the way in relation to growing their business. Again, numbers are limited so we encourage those interested to get in touch with us at the earliest convenience.”

**(For more information on participation in the The National Competitiveness and Productivity Council’ Enrichment Seminar and Young Entrepreneurs Mixer, Please visit the NCPC on the Second Floor of the Financial Centre, Bridge St at 468 5576/468-5552. You can also visit the Council’s Facebook page at <https://www.facebook.com/stluciancpc> or email them at [stluciancpc@gmail.com](mailto:stluciancpc@gmail.com)).**