

1st National Bank and WLBL win big at Business Awards

Who's who in the business fraternity here turned out for the 2010 St. Lucia Business Awards held under the patronage of Her Excellency the Governor General Dame Pearlette Louisy, on Saturday January 23rd at the Sandals Grande St. Lucian Spa and Beach Resort.

The revived Business Awards was organized by the St. Lucia Chamber of Commerce, Industry and Agriculture in association with the Office of the Prime Minister and the National Development Corporation.

Two business houses dominated the evening, each winning three awards. 1st National Bank won for Service Excellence, Corporate Social Responsibility and the Prime Minister's Award for Innovation.

Windward and Leeward Brewery took home awards for Business of the Year, Exporter of the Year and the Award for Marketing Excellence.

Here are the nominees and winners.

Prime Minister's Award for Innovation

Winner – 1st National Bank



LUCELEC award for Corporate Social Responsibility

Nominees – 1st National Bank; ECFH;

Visitor Channel;

Winner – 1st National Bank



National Development Corporation Award for Business of the Year

Nominee – Lime; WLBL; ECFH;

Winner – Windward and Leeward Brewery



JQ Charles Group of Companies Idea of the Year Award

Winner – RG Group of Companies



» Headlines

1st National Bank and WLBL dominate Business Awards

Manufacturer's Association to adopt new business model

SLTB prepares for 'best year ever' in tourist arrivals

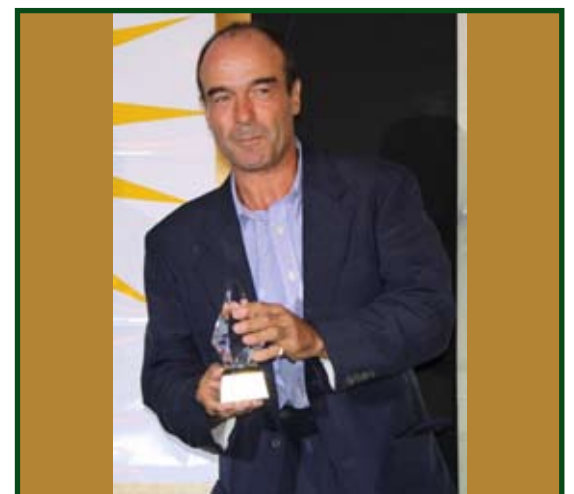
Nadine St. Rose is SLTB's VP for Marketing and Sales

La Place Carenage has new website

And CMMB hosts its first seminar for 2010 on Tuesday

Consolidated Foods Ltd Exporter of the Year

Winner – Windward and Leeward Brewery Limited



Scotiabank Entrepreneur of the Year Award

Winner – Landmark Events



Award for Marketing Excellence

Nominees – 1st National Bank and WLBL;

Winner - WLBL



LIME Green Award

Nominees – Sandals Halcyon and WLBL

Winner - Sandals Halcyon



Award for Excellence in Human Resource Development

Winner –East Caribbean Financial Holding Group of Companies [ECFH]



St. Lucia Air & Seaports Authority Award for Service Excellence

Nominees – Sol EC Limited; 1st National Bank;

Winner - 1st National Bank



AWARD WINNERS



St. Lucia Business Award 2010 winners



Manufacturer’s Association to be guided by new Business Plan

The St Lucia Manufacturer’s Association (SMA) has just completed an update of its Business Plan. It was compiled with the assistance of local business consultant, Mr. Omar Davis and through the support of a number of local business institutions and organizations.

The St. Lucia Manufacturer’s Association established in 2000, continues to be a volunteer organization, providing representation and advocacy for the manufacturing sector in St Lucia.

All of the Association’s activities have been undertaken by members of the Executive Committee, who are in themselves, busy senior Managers or Business owners of local manufacturing firms.

In order to provide a more relevant service to its members, the updated Business Plan is suggesting changes to the structure of the Association, allowing for a full time Secretariat and the establishment of a web site to serve the needs of its members.

Among the key focus of the Business Plan are activities aimed at maintaining strong ties to local consumers, export development initiatives and market research.



CMMB seminar on “Common Investing Mistakes” is on tomorrow

The CMMB will on Tuesday January 26th host a seminar entitled “Common Investing Mistakes” at the NIC Conference Room from 5:00pm.

The seminar will seek to educate the investing public on common individual investing mistakes and the applicable solutions. It will further examine the lessons learnt within the region.

The seminar is free.

St. Lucia Tourist Board predicts “2010 will be best year ever”

Director of the St. Lucia Tourist Board Louis Lewis is reporting that 2009 surpassed expectations in visitor arrivals and consequently believes 2010 will perform significantly better.

Mr. Lewis, who was at the time introducing the SLTB's new Vice President for Marketing and Sales, took the opportunity to report on the island's performance in tourism.

He disclosed that 2009 turned out to be a reasonable year in spite of earlier predictions that arrivals would have been down, but he said improved airlift and a targeted road show during the summer of last year improved visitor arrivals from the United States and Canada. The SLTB

director said there was 'buoyant recovery in November and December'.

Airlift improved by 40% in November and airfares have dropped significantly; this bodes well for 2010.

“We expect that 2010 would actually be one of our best years. To date our best year on record is actually 2005 and we expect that by 2010 we would have been able to surpass that number”, said the confident Tourist Board Director.



Director of Tourism Louis Lewis

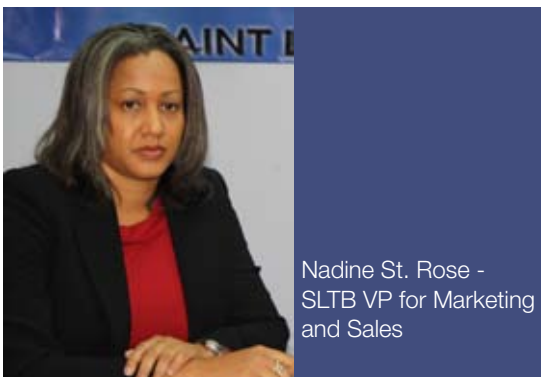
SLTB has a new VP for Marketing and Sales

St. Lucian Nadine St. Rose is the new Vice President of Marketing and Sales at the St. Lucia Tourist Board.

Ms. St. Rose previously worked with BET and has gained tourism experience directly in the Turk and Caicos and Cayman Islands, and indirectly with tourism interests in Bermuda and Anguilla.

She told the media her main role is to make St. Lucia, a leading leisure destination.

The SLTB is fine-tuning marketing plans for North America, the United Kingdom and Europe that are more strategic and measurable with deliberate focus on how money is being spent. Product development will be a major plank in making St. Lucia a more desirable destination.



Nadine St. Rose -
SLTB VP for Marketing
and Sales

La Place Carenage Mall launches new website

The tenants of the La Place Carenage Mall have welcomed the launch of a new website which they believe will create greater awareness of the mall and consequently generate more business for them.

The website www.carenagemall.com is part of a marketing drive by the St. Lucia Air and Seaports Authority, SLASPA.

The website was designed by Superior Business Web Concepts; a company headed by entertainer Shayne Ross, himself a web developer and designer.

The tenants were pleased with the website's functionality and aesthetics, noting that it satisfies the need for information conveniently and cost-effectively.



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