



**GOVERNMENT OF SAINT LUCIA
MINISTRY OF TOURISM, COMMERCE, INVESTMENT, CREATIVE
INDUSTRIES, CULTURE AND HERITAGE**

DEPARTMENT OF COMMERCE

Communications on this subject

Fourth Floor, Heraldine Rock Building

Should be addressed to:

Waterfront, Castries

THE PERMANENT SECRETARY

Saint Lucia

PRESS RELEASE

For Immediate Release

**MSMEs TO BENEFIT FROM MARKETING AND DIGITALIZATION
CAPACITY-BUILDING TRAINING
UNDER THE MSME LOAN-GRANT FACILITY**

Castries, Saint Lucia - February 06, 2026 - The Department of Commerce is currently administering the capacity-building training component under the Micro-, Small and Medium-sized Enterprise (MSME) Loan-Grant Facility. To date, the MSME Loan-Grant Facility has provided critical access to finance to more than **700 MSMEs** across Saint Lucia. Building on this success, the Facility is now focused on strengthening resilience and long-term sustainability within the MSME sector through targeted technical support and capacity-building initiatives.

The Marketing and Digitalization Virtual Training will focus on three fundamental areas:

1. General Marketing Principles

Providing participants with a strong foundation in marketing fundamentals, including market research, customer segmentation, branding, and value proposition development.

2. Creating a Digital Presence

Equipping MSMEs with practical skills to establish and strengthen their online presence through websites, social media platforms, and digital content strategies to effectively engage customers and build brand visibility.

3. E-Commerce and Digital Tools

Enhancing participants' capacity to leverage e-commerce platforms, online payment systems, and digital marketing tools to expand market reach, improve customer experience, and drive sales growth.

The training will be administered virtually over a two-day period from February 9, 2026, to February 10, 2026, from 9 a.m. to 1 p.m. All MSMEs are encouraged to register and take advantage of this opportunity to strengthen their marketing capabilities, embrace digital transformation, and position their businesses for sustainable growth.

To register, please visit our website www.commerce.gov.lc or click on the links below for the respective Marketing and Digitalization training session.

February 9 2026 from 9 am to 1pm

Registration link: [Marketing and Digitalization Session 1](#)

February 10, 2026 from 9 am to 1pm

Registration link: [Marketing and Digitalization Session 2](#)

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