

## 'Buy Local' campaign launched

THE Ministry of Trade, Investment and Tourism has officially launched the 'Buy Local, Build Trinbago' campaign.

According to the Trade Ministry, the national initiative is designed to stimulate demand for domestically produced goods and services, strengthen national pride, and enhance the competitiveness of local businesses.

The campaign was unveiled at the Hyatt Regency Trinidad, where Minister of Trade, Investment and Tourism Satyakama Maharaj delivered the keynote address.

Cabinet ministers, CEOs, marketing professionals, and representatives from public and private sector organisations attended the event.

'We are not just launching a campaign; we are declaring a national movement: Buy Local, Build Trinbago,' Minister Maharaj said.

The ministry said the initiative is aimed at encouraging citizens to prioritise locally produced goods and services to boost economic resilience, create jobs, reduce foreign exchange outflows, and strengthen the domestic market for export-ready products.

It also targets key sectors including manufacturing, agriculture, retail, transport, creative industries, and services, the ministry stated.

The campaign sets out four core objectives: • increase promotion of locally produced goods and services

• build consumer trust and awareness • improve the competitiveness of local businesses • support enterprise growth and expansion.

'Trinidad and Tobago remains highly import-dependent, resulting in significant foreign exchange outflows. Strengthening the demand for local products is essential to building a more self-sufficient, innovative, and resilient economy. By supporting local businesses, the campaign contributes to job creation across manufacturing, agriculture, retail, transport, creative, and service industries,' the ministry stated.

The ministry said that the campaign also challenges outdated perceptions surrounding local goods and services, highlighting that many local producers already meet international standards, including ISO, HACCP, and export certification.

'At the heart of the Buy Local Build Trinbago campaign is a simple but powerful message: 'Your purchase has power. Every time you buy local, you help build a stronger Trinbago',' it stated.

The ministry stated that consumers, businesses, and partners are encouraged to actively participate by choosing, promoting, and supporting locally produced goods and services, contributing to sustainable national development.



ALL LOCAL: Minister of Public Administration and Artificial Intelligence Dominic Smith, right, and Minister in the Office of the Prime Minister Darrell Allahaar view products on display at the launch of the Ministry of Trade, Investment and Tourism's 'Buy Local, Build Trinbago' campaign.