

agement system (CRM), and whenever we have a certain topic matching a particular sector, the CRM has made it easy to share information with that specific sector,” adds Yorshabell Cattouse, BCCI’s Manager of Member Relations. “We’re out there in the media; we’re out there representing the voice of businesses. In order to interest new members in joining the Chamber, we organize one-on-one visits, as well as ‘Chamber Days.’ A Chamber Day is where we partner with a local school, inviting other Government organizations that businesses regularly interact with, to have informational booths and bring more awareness to the community about the Chamber and the right way to do business.”

“Although the BCCI has its membership spread across the country, we only have one main office in Belize City due to limited human and financial resources. Despite this, our MOU (memorandum of understanding) with the Development Finance Corpora-



tion has made our information available at their countrywide locations. We recently launched a new chapter in Toledo, and we plan to have a chapter in each district and major towns, so that we can have a stronger voice and a stronger presence,” says Cattouse. “A lot of businesses that we have not reached through our membership visits, for example, call into the Chamber because it’s a very much respected organization,” adds Aikman. “The businesses look to us for information and guidance.”

As the Belize Chamber of Commerce and Industry approaches the end of its first century of service, it continues to adhere to its Mission Statement: “To contribute to the sustainable development of Belize through effective representation of the business community.”

