

New business strikes a positive chord for the West Coast

By Nadia Brancker

THE opening of new businesses is a positive sign in placing Barbados on the path to becoming the number one Entrepreneurial hub of the Caribbean by 2020.

There has been a boost in new businesses opening even in the depths of this recession and not only local persons but international businesses have been investing in Barbados which speaks well for the opportunities and possibilities in Barbados.

This was the general view of Denis Kellman, Minister of Industry, Small Business and Rural Development at the opening of the Jenny Blanc Interior Design Showroom at Sunset Crest last week.

London-based interior Design company Jenny Blanc, winner of the World's Best Interior Design award, launched a new showroom in Barbados to better service the growing demand by discerning local and international clients.

The opening of the new showroom at Sunset Crest in St. James will allow owners of prime property in Barbados to design their luxury homes with hands-on assistance from acclaimed designer,

Jenny Blanc.

The presence of the showroom in Barbados will also enhance partnerships with Barbadian designers, artisans and service providers with whom Jenny Blanc has worked with over the years in such areas as wood and metal creations.

"Working closely with skilled Barbadians," said internationally acclaimed designer Jenny Blanc "was also an important factor in having permanent presence on the island". She revealed that, "We are also creating our own furniture line by combining our design ideas and knowledge and talents of the best artisans in Barbados. We will work with Barbadians to produce and export these fine products, as we have already done, to other Caribbean islands and beyond."

The Minister considers this a positive partnership in working with Barbadian designers, artisans and service providers. He believes that Barbadian polished mahogany can do excellent in this high-end market. The fruition of these plans certainly has the potential to boost foreign exchange earnings.

Kellman added that, "The opening of the Jenny Blanc Interior Design showroom in Barbados supports Government's strategy to diversify the



Denis Kellman, Minister of Industry, Small Business and Rural Development chatting with Jenny Blanc, internationally acclaimed designer at the launch of the new showroom at Sunset Crest recently.

Barbadian economy through the development of cultural industries. Your interior design services calls to the fore the services and skills of our potters, as well as our artist who work in wood and metals, thus providing continuous employment in that sub-sector.

"The Government of Barbados remains committed to providing an enabling environment that will attract business to Barbados to allow those established to grow and expand. One of our endeavours during the coming fiscal year will be to

explore the establishment of a Free Trade Zone," the Minister explained.

"We will also be reviewing various pieces of legislation with the view to making the necessary amendment to minimise any barriers that would inhibit the growth and expansion of the business sector. Dialogue with the various stakeholders will continue as we seek to keep abreast with what is actually happening in the business sector and to be proactive in dealing with emerging challenges," he said.



Jenny Blanc Interior, winner of the world's best interior design award launches a new showroom in Barbados.