



As the Commonwealth celebrates Her Majesty Queen Elizabeth's II Diamond Jubilee on the anniversary of the 1952 accession on February 6th, 2012 it is a wonderful time for exposure of OECS Women-owned Enterprises to the European market of over 73,000 International and UK direct buyers and an additional 525,000 buyers viewing the website at

www.springfair.com

. The Spring Fair 2012 is taking place at a key time for buyers; Spring Fair 2012 is where the retail industry comes to do business.

In November 2011, The Gender Section, Social Transformation Programmes Division in the Commonwealth Secretariat launched a capacity building pilot project to sponsor Women-owned Enterprises to attend the Spring Fair International carded for February 2012 in Birmingham UK.

The Pilot Project will fully sponsor selected women owned enterprises to market their products to global buyers in an international arena at one of Europe's largest buyer's fairs.

Out of over sixty (60) applicants from twelve (12) Commonwealth Countries from Africa and the Caribbean regions; after undergoing a rigorous criterion and evaluation process two (2) OECS companies were among the list of twelve selected companies for the pilot project.

Dale Hats & Pottery from St. Kitts & Nevis and Belzeb Inc. & Moi Spa Ritual of Grenada are all known in the region for quality products in the creative and wellness sectors and have benefitted from various rounds of technical interventions from the EDU in the past in areas such as management enhancement, marketing and capacity building to help make them more competitive.

It is expected that through this sponsorship these women-owned businesses will have the opportunity to gain further exposure in the international marketplace.

The Spring Fair 2012 has a solid reputation for attracting a wide mix of international and local buyers ranging from multi-chain retail stores to independent boutiques.

Linking women producers and exporters to global markets and opening up new economic opportunities for women owned businesses, enabling them to grow and develop at a faster rate is an essential ingredient in building a sustainable more inclusive economic environment.



Spring Fair 2012 is an opportunity for selected women owned businesses to showcase their products to the European market. **Belzeb Inc. & Moi Spa Ritual and Dale Hats & Pottery** will exhibit with other well known producers such as

Peace is of Bianca from Jamaica

– offering a dynamic and exclusive jewellery specializing in exquisite gems, gold, silver and brass;

Catchy Collections from Kenya –

offering uniquely beaded leather and wooden jewellery and accessories infusing western and African cultures for a contemporary look;

Aromacare from Mauritius

– offering natural, handmade bodycare products from beautifully scented blends of essential oils, with great therapeutic uses.

Spring Fair 2012 will showcase over 3,000 exhibitors and 300,000 products and is divided into thirteen clear sectors, Contemporary Gift & Home, The Party Show, Gift & Home, Festive & Floral, volume Gift & Home, Art & Framing, Greetings & Stationery, Body, Bath & home, Kitchen, Dining & Housewares, Fashion, Jewellery & Accessories, The Summerhouse, The Jewellery Show and Toys, Games and Kids Craft.

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