

FOR IMMEDIATE RELEASE

**U.S. EMBASSY KINGSTON AND BRANSON CENTRE
CHARTING A JOURNEY TO SCALE**

Kingston, Jamaica: June 20, 2019: The U.S. Embassy Kingston's Public Affairs Section and Branson Centre Caribbean have inked an agreement to host specialized fireside chats throughout the year under the theme "Journeys to Scale".

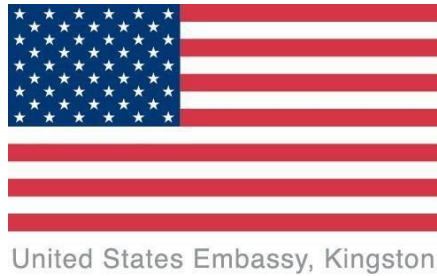
The memorandum of understanding was signed at the Robeson American Center between Branson Centre's CEO Lisandra Rickards and U.S. Embassy Kingston's Counselor for Public Affairs, Jeremiah Knight, last Friday. The partnership formalizes a commitment to complement each other's mission for the development of Jamaica's entrepreneurial ecosystem.

The fireside chats, which commence this June, are designed to bring together business leaders, entrepreneurs, investors and other specialists to discuss important issues affecting entrepreneurship in the region. It will also support the continuous effort to expand the growth pipeline for entrepreneurs across the island through knowledge sharing.

"Promoting a robust Jamaican economy is a common area of interest for both organizations," said Knight. "Our goal is to assist local entrepreneurs in scaling up their businesses by promoting the exchange of ideas and information with key business leaders in Jamaica and the U.S. The building of knowledge capital will allow local entrepreneurs to position themselves to maximize bilateral trade relations with the U.S."

"Branson Centre and the U.S. Embassy Kingston want to highlight the impact and importance of entrepreneurship, exponential thinking, and partnerships on building a dynamic Caribbean economy," Rickards added. "These fireside chats will bring a fresh perspective to the entrepreneurial and investment community through a meeting of the minds with experts in scaling small and growing businesses."

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U.S. Embassy Kingston's Public Affairs Section

The Public Affairs Section is the Press, Information, Culture and Education section of the Embassy. It provides information about the policies of the United States and supports those interested in learning more about the U.S. and its underlying principles. The PAS administers a variety of educational exchange programmes, including the Fulbright programme. For further details, visit www.jm.usembassy.gov

Branson Centre Caribbean

Branson Centre of Entrepreneurship – Caribbean was launched in Montego Bay, Jamaica in 2011 by business magnate Sir Richard Branson. Branson Centre stands as the Caribbean's leading business accelerator for scale-up entrepreneurs, bringing world-class entrepreneurial support to the region and working toward its mission of creating dynamic Caribbean economies. For further details, visit www.bransoncentre.co

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