



SAINT LUCIA

GOVERNMENT OF SAINT LUCIA
Department of Commerce, International Trade,
Investment, Enterprise Development and Consumer Affairs

*Communications on this subject
Should be addressed to:*

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THE PERMANENT SECRETARY

Message from the Hon. John Bradly Felix

**Minister for Commerce, International Trade, Enterprise Development,
Investment and Consumer Affairs**

As Minister for Commerce, International Trade, Enterprise Development, Investment and Consumer Affairs in the Government of Saint Lucia, I am very pleased with this innovative business initiative which seeks to create a direct link between the manufacturing sector and the tourist industry of Saint Lucia.

This website, "Authentic St. Lucian", makes it possible for every visitor to Saint Lucia to experience genuine products made in Saint Lucia by the leading companies in our country. The products featured on this website reflect the uniqueness of our people and are produced by companies which work in collaboration with the Trade and Export Promotion Agency of Saint Lucia.

The website makes it possible for you to enjoy the best of Saint Lucia's products without undertaking the time consuming search and transactions costs thereby giving back to you valuable time to do other things during your limited stay in Saint Lucia. This website and the services that the company offers are tourism products in themselves. It is all about bringing value to you as a visitor to our shores.

I am truly happy with this business initiative. I hope you will find our Saint Lucian products exceed your expectations and that you will demand more of what we have to offer.

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John Bradly Felix
MINISTER