

FOR IMMEDIATE RELEASE

Black Business Initiative (BBI) and Genesis Forge Strategic Partnership to Boost Black Business Development in Newfoundland and Labrador

Halifax, NS and St. John's, NL – June 18, 2024 – The Black Business Initiative Society (BBI) and Genesis are pleased to announce a new partnership aimed at driving economic growth and fostering business development within the Black community in Newfoundland and Labrador.

A Unified Vision for Economic Prosperity

The partnership between BBI and Genesis represents a significant step towards promoting sustainable and inclusive economic prosperity. By joining forces, the two organizations will work collaboratively to support Black entrepreneurs, enhance trade opportunities, and stimulate job growth.

Collaborative Efforts

Key initiatives of this partnership include:

- Hosting community events such as webinars and networking sessions to provide valuable resources and connections for Black entrepreneurs.
- Sharing business development insights and trends to keep the community informed and competitive.
- Facilitating the exchange of newsletters, research, and publications to disseminate critical information.
- Promoting participation in training sessions, workshops, and other events to build skills and knowledge.

Commitment to Impact

The partnership's success will be measured by the number of community events and referrals between the organizations. Regular meetings will ensure ongoing assessment and improvement of their collaborative efforts.

Leadership Insights

Matthew Martel, CEO of BBI, expressed his enthusiasm for the partnership: "This collaboration with Genesis is a milestone in our mission to empower Black businesses. By leveraging our combined strengths, we can create a more inclusive and prosperous business environment in Newfoundland and Labrador."

Karla Connolly, Interim President & CEO of Genesis, highlighted the synergy between the two organizations: "Working with organizations such as Black Business Initiative underscores our core value of community, and the ongoing success of our Belonging initiative, which empowers various communities of founders to grow tech startups in Newfoundland and Labrador. We're excited to see positive impact from this partnership!"

About the Black Business Initiative (BBI)

The Black Business Initiative (BBI) is dedicated to the growth and success of Black-owned businesses in Atlantic Canada. Through business development programs, training, funding, and networking opportunities, BBI empowers Black entrepreneurs to achieve long-term success and sustainability.

About Genesis

Genesis helps build amazing tech companies. As Newfoundland and Labrador's pre-eminent innovation hub, Genesis is known for its flagship incubator program, Enterprise, which began in 1997. Since its inception, Genesis has expanded its programming to support startups from the ideation stage all the way to scaling their business. Genesis' mission is to create economic opportunity for the province by developing and supporting technology entrepreneurs.

For more information, please contact:

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