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“She Means Business” Women’s Forum Empowers Entrepreneurs at UWI Global Campus

Over 100 women from across St. Vincent and the Grenadines gathered at the University of the West Indies Global Campus on Thursday evening for the “She Means Business” Women’s Forum, an event designed to support women in building, protecting, and growing their own businesses.

Held under the theme “Empowering Women to Build, Protect, Grow,” the forum brought together aspiring entrepreneurs, established business owners, and women seeking practical guidance on branding, financing, and legal protection in business.

In delivering opening remarks, Dr. Resa Noel McBarnett, Head of Site at the UWI Global Campus in St. Vincent and the Grenadines, emphasized the importance of equipping women with the knowledge and resources necessary to thrive in today’s competitive business environment. She acknowledged the brainchild behind the event Jimisha Roberts-Daniel, Programme Officer, The UWI Global Campus, SVG

The forum featured three expert presentations addressing key areas critical to entrepreneurial success. Marketing and branding specialist Jameliah Crick led the first session on “Branding Your Business and Yourself,” highlighting the importance of building a strong personal and professional brand while positioning businesses for greater visibility and impact.

Financial specialist Danny-Lee Francis followed with a presentation on “Accessing Funding Loans, Payments and Investing,” providing participants with practical insight into loan options, financial planning, and strategies for responsible investing and business growth from the credit union perspective.

The final session was led by Attorney Ashelle Morgan, who discussed “Legal Framework Protecting Your Assets and Finances.” Her presentation underscored the importance of establishing proper legal structures to safeguard businesses, assets, and income.

Each session was followed by interactive question-and-answer segments, allowing participants to engage directly with presenters and gain further clarity on issues affecting their entrepreneurial journeys. The evening concluded with an open floor discussion that encouraged networking, dialogue, and shared experiences among participants.

Both participants and organizers described the forum as a successful and impactful initiative aimed at strengthening the entrepreneurial ecosystem for women in St. Vincent and the Grenadines by providing accessible knowledge, expert advice, and a supportive environment for learning.

The “She Means Business” Women’s Forum forms part of broader efforts to empower women with the tools, confidence, and resources necessary to develop sustainable enterprises and contribute meaningfully to national economic development. It forms part of the International Women’s Day initiative pushed by the institution.

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