



THE BERMUDA CHAMBER OF COMMERCE

CHAMBER

Newsline

July 2009

THE POWER, INFLUENCE AND VALUE OF A UNIFIED VOICE

INSIDE THIS ISSUE:

<i>Cruise Ship Concessions</i>	1
<i>ABIC Education</i>	2
<i>Tall Ships</i>	2
<i>Business Technology</i>	2

CRUISE SHIP CONCESSIONS

There appears to be some confusion over the Chamber's position regarding the Cruise Ship Concessions being proposed. We hope this will clarify the position.

In January of this year the Ministry of Tourism and Transportation consulted with the Executive on proposed changes being considered to the cruise ship policy. The Chamber surveyed its members regarding **cruise ship concessions** being considered which included casinos being allowed to open while cruise ships are in port and operated between the hours of 10:00 pm - 6:00 am only and for signature shops to be operational.

Feedback received from the members was varied and equally passionate on both sides. However, majority of those members who responded were not opposed to the proposed changes although a number of suggestions regarding the detail of the proposal and how certain aspects could be modified to accrue better benefit to the local economy were made in writing. These included;

- With respect to the terms of the agreement with those cruise ships that apply, we believe the concessions should be limited to a maximum of three years and economic data regarding local sales and sales on the ship should be analyzed after the first twelve month period to assess the impact of the concessions on the local economy.
- Information on local services, products and entertainment available on Island should be provided on board the cruise ships in the form of a web based information system that the cruise passenger can access directly. This should be a condition of the concessions.
- The cruise ships should incorporate local entertainment in their program whilst in port as part of the concession agreement.
- The shops and restaurants on the cruise ships have an unfair competitive advantage whilst in port regarding duty free goods. Local retail and restaurant establishments should enjoy the same benefits.
- The contribution which the cruise lines will make in return for the concession agreement should be utilized to directly impact the local economy. For example, some of those funds could be used to fund a year long Buy Bermuda Campaign or to provide entertainment throughout the Island.
- Provision of space within all terminal buildings for the Chamber of Commerce to provide ad space to local members.
- A consistent theme in responses we received, in addition to broad consensus, was the importance of ensuring that whatever concessions are given to the cruise ships regarding in-port shopping and entertainment should be balanced with the same benefits available to local companies to ensure that there is a level playing field for the competition to attract the cruise ship passenger dollar.

The Chamber's position regarding cruise ship concessions is based upon the response received from the membership base. We can only speak on your behalf based upon the information you provide to us. It is important therefore that you respond to our survey requests in order for your voice to be heard.

The Chamber is supporting the cruise ship concessions in order for the Ministry to investigate and capture small, niche ships for the City of Hamilton and St. George's moving forward. The Chamber has been advised that in order for Bermuda to maintain competitive and capture these sought after niche ships, we must be providing the same opportunities that other cruise ship destinations are doing. This in the form of casino's being operational while in port during the hours of 10:00 pm - 6:00 pm only. The Chamber has based its decision on information provided by the Ministry and its representatives and has taken the suggestion that cruise ships will not consider Bermuda as a destination unless some form of concession is given.

The Chamber supports the concessions being considered provided the provisos outlined are also agreed and in order for the Ministry to pursue all available niche ships for the City of Hamilton and St. George's.

Respectfully submitted by
Diane Gordon, Executive Vice President

Visit our Website!
www.bermudachamber.bm



ATTENTION!

If you are or know of anyone who is a past recipient of an **International Company Division and/or Chamber of Commerce Scholarship** between 1970 and 2000, we want to hear from you! Please contact Caitlin Gordon at 295-0331 or bccquest@bcc.bm.



SAVE THE DATE

- **Information Session:
Building Customer Loyalty in a Down Economy**
Tuesday, July 7th from
12:30pm to 1:30 pm
Venue: Chamber of Commerce, For more information contact pvirgil@bcc.bm

- **Harbour Nights**
Every Wednesday Night until August 26th, 2009 from 7:00pm - 10:00pm.
Venue: Front Street, Hamilton.

- **Destination Dockyard**
Every Monday Night until August 17th, 2009 from 8:00pm - 10:30pm. **Venue:** Royal Naval Dockyard.

- **Market Nights**
Every Tuesday Night until August 25th, 2009 from 6:30pm - 9:30pm. **Venue:** Town Square, St. George's.

Bermuda's Emerging Professionals (BEPRO) Save The Date

- **Thirsty Thursday's (TT)**
Thursday July, 2nd from 5:00pm to 8:00pm. **Venue:** "Latin". Samadhi will be offering complimentary spa products and massages. For more information contact flines@bcc.bm

- **Information Session:
Managing Finances during difficult Economic Times** - Thursday, July 18th from 12:00pm to 1:00pm **Venue:** Chamber of Commerce. For more information contact info@bepro.bm or you can sign up at Thirsty Thursday.

If you have any questions or suggestions for our newsletter, please contact Carrie Stroble (Editor) at:
Phone: 295-8763
Email: cstroble@bcc.bm



ABIC EDUCATION AWARDS CALLING FOR MENTORS

ABIC recently selected the deserving scholarship winners for the year of 2009/2010. We have no doubt that these students are strong minded and on the road to success. Despite the capabilities and strength that the winners possess, we have reconstructed a mentor program that will not only act as a helpful guide, but also as a support system for the award winners. An ABIC Mentor is a trusted guide within the world of International Business, and a positive role model that can share personal experience or contribute their opinions in the hopes of assisting their mentee. Mentors should be willing to have the time to speak with their mentee and to help them in their aspirations and endeavors within the International Business sector. We do not wish for this mentor program to be overlooked, it is a program that both students and mentors can gain from, personally and educationally.

If you are an ABIC Education Awards Alumni (ICEA, ICD) or work in the international business industry and know that you are interested in being a mentor please contact Caitlin Gordon at 295-0331.

TALL SHIPS 2009

The arrival of the Tall Ships brought the City of Hamilton alive on Thursday June 11th. In celebration of the Tall Ships the Chamber moved its Harbour Nights to Thursday and partnered with the Up Town Market Association to connect both Harbour Nights and Culture Fest together. It seemed that everyone in Bermuda came out on Thursday to see the Tall Ships and take in the night of activities. The night was a complete success and would not have been possible without the hard work of the Chamber's Marketing & Events Coordinator Carrie Stroble, the City of Hamilton, the nights sponsor, Belco, as well as the seasons sponsors, Department of Tourism, Department of Community & Cultural Affairs, Pickled Onion, Hog Penny, Flanagan's, Café Cairo and Bermuda Bistro.



During the day on Friday June 12th, approximately 500 trainees and crew from the Tall Ships were soaking up the sun at Horseshoe Beach while participating in a sports day tournament designed for them to relax, have fun and compete against each other in beach football, volleyball and tug-of-war. The Captain Miranda were the 1st place winners for both football and volleyball while the Kruzenstern won the tug-of-war competition. After a day of fun in the sun there was a party waiting for them at Barr's Park. The Barr's Park party was the place to be on Friday night with entertainment from DJ Scribbles, Taylor Rankin, Home Grown and DJ Christian Pollard.

Saturday was another day full of activities with the trainees and crew having a relaxing day at the beach with some beach football and tennis activities. Saturday night the trainees had a parade and showed off some of their talent as they made their way to Victoria Park for a prize giving ceremony and concert. Even though the weather was not very cooperative, the night went extremely well and everyone enjoyed themselves.

As the Tall Ships were getting ready to go onto Charleston, locals and visitors were out one last time on Sunday to see the ships and enjoy the positive atmosphere that they brought to the island. The 4 days that the Tall Ships were in Hamilton, were exciting and fun for everyone. It was sad to see them off on Monday as they did the parade of sail for all of Bermuda to get one more look at them.

The Tall Ship Organization did an excellent job in coordinating the event this year along with all the volunteers and other organizations, one of which was the Chamber of Commerce. The Chamber of Commerce staff worked very hard to help in the success of Tall Ships and did an excellent job.

BT DIVISION PREPARES STUDENTS FOR BTEC'S FUTURE LEADER NETWORKING EVENT

The annual BTEC Future Leaders Networking Event was held on Wednesday, May 20th 2009. There were approximately 200 students from CedarBridge Academy, Warwick Academy, The Berkeley Institute and Bermuda High School for Girls met with representatives from more than 50 companies.

The students were well prepared for the afternoon thanks to the Business Technology (BT) Division. A representative from the BT Division visited each school in the lead up to the event. The students received guidance on choosing a professional email address, elevator pitches, etiquette at a networking event and how to follow up with business contacts after they meet them.

The BT Division received positive feed back from both teachers and business professionals; one teacher commented that after the preparation session that many students reviewed and changed their email addresses. Another teacher thanked the BT Division for the many tips that were given out to help the students when following up with contacts. A business professional noted that many of the students he spoke with were very well prepared for the afternoon and he was impressed that they had done some research into his industry.

BTEC has sent their thanks to the BT Division for their role in the 2009 Future Leaders Networking Event. The BT Division says that it intends to continue to support student career development events moving forward.