

## FOR IMMEDIATE RELEASE

# BDA's summer interns learn business of attracting business

### Students find multi-industry sector experience a boost for university, career-planning

Hamilton, Bermuda, July 13, 2015 —Two Bermudian summer interns are getting an inside look at the work being done by the Bermuda Business Development Agency (BDA) to bring more business to the Island.

Zharia Rollins and Jazmine Outerbridge are spending 10 weeks at the BDA, where they're enjoying an immersion in multi-sector business development, marketing, public relations, accounting, and event-planning.

"We have welcomed Zharia and Jazmine, a talented pair of young women, to our team, and hope they enjoy their experience with us," said BDA Concierge & Human Resources Coordinator Morgan Simons. "As they spend the next few weeks with us, they will learn a lot about the initiatives, industry partnerships and business development strategies the BDA is pro-actively driving to grow our Island's economy and create jobs."

Rollins and Outerbridge will split their work time assisting different BDA managers within various departments, from marketing and communications to events and business development. They are also meeting and working alongside industry stakeholders from key business sectors such as insurance, asset management, trust and private client, aviation and shipping, and technology.

"The BDA is a dynamic agency that is allowing me to experience the varied world of international business and appreciate the dedicated, behind-the-scenes efforts that go into helping new companies choose Bermuda as a headquarters," said Rollins. "I have the privilege of viewing first-hand exactly how the BDA stimulates and creates growth in Bermuda. I love how the BDA team works to put the Island on the map and make sure we succeed as a country."

Rollins, 19, a former student of Bermuda Institute, where she was named to the National Honour Society, is an accounting and finance student in a three-year programme at Manchester Metropolitan University, UK, who hopes to pursue a career in a related field. Outerbridge, 20, a former Warwick Academy student, Worcester Sixth Form College, UK, graduate and female Triathlete of the Year, is about to embark on a Bachelor of Business degree at Birbeck, University of London, UK this fall, and is exploring opportunities in the international business sector.

"This internship has been such an incredible opportunity," agrees Outerbridge. "BDA is putting the spotlight on Bermuda and I'm grateful to just be a part of the backstage crew this summer. Having the chance to work within each BDA department is fantastic, as it is giving me a better understanding of business development in Bermuda, and preparing me well for my leap into the working world."

The BDA internship programme is part of the agency's efforts to support international business, including highlighting its importance to the Island's economy and connecting Bermudians and others, both locally and overseas, who represent a useful resource for the sector.



**PHOTO CAPTION: BDA Concierge & Human Resources Coordinator Morgan Simons (centre) with summer interns Zharia Rollins (left) and Jazmine Outerbridge.**

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**ABOUT BERMUDA BUSINESS DEVELOPMENT AGENCY (BDA)**

The BDA encourages direct investment and helps companies start up, re-locate or expand their operations in our premier jurisdiction. An independent, public-private partnership, we connect prospective companies to industry professionals, regulatory officials, and key contacts in the Bermuda Government to facilitate domicile decisions and make doing business in Bermuda straightforward and beneficial.