

**BDA**BERMUDA  
**BUSINESS**  
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## BDA launches monthly weblog by CEO Ross Webber

**Hamilton, Bermuda, December 17, 2015** — The Bermuda Business Development Agency (BDA) has taken its stakeholders newsletter monthly, and launched a new weblog for CEO Ross Webber.

Starting this week, the independent private-public agency will distribute its ‘Stakeholders Update’ on a monthly basis to a wide audience of industry representatives, media and government. The updates will also be accessible to the public via the BDA’s website. Headlining the new-look newsletter will be a blog in which BDA CEO Ross Webber comments on key “industries, issues and influencers” that affect Bermuda as a top-tier global financial centre.

“I look forward to interacting with stakeholders via this new channel,” said Webber, “and using it as yet another way to communicate directly with our partners across all industry sectors, and with representatives from government, the BMA and industry associations, as well as contacts overseas.”

The new marketing-communications products complement the agency’s growing digital presence over the past 12 months. Currently, the BDA uses nine platforms, including Twitter



and Instagram (@investbermuda), Facebook, both a LinkedIn company page and a LinkedIn group (BDA Abroad, for Bermuda professionals overseas), plus YouTube, Vine and Tumblr. It has also broadcast several executive speeches and events via Twitter's live-stream Periscope app.

"These are dynamic digital avenues that allow us to connect with diverse local and overseas audiences," said BDA Communications Manager Rosemary Jones. "We've been building the BDA's social media platforms organically over the past year, and can now leverage a range of online channels that give us communications, marketing and business development impact far beyond Bermuda's physical limits.

"The weblog is just another platform we feel will be effective in talking to the larger world about our jurisdiction and its strengths," Jones added. "Specifically, it's a powerful way for our CEO to inform local partners about our ongoing plans and initiatives, and to attract and influence business overseas, as well as to receive feedback and input from both."

The agency has also been able to use its social media to follow industry trends and news; to monitor activity in other international financial centres; to connect with foreign media; to support Bermuda-based business by sharing news, opinion and event details; and to highlight participation by the BDA and Bermuda-based industry at overseas conferences and roadshows.

"We will be working to grow the following and engagement on all our platforms significantly through 2016," Jones added. "We realise their value and see great potential, to our agency and to Bermuda as a whole."

Ross Webber's weblog can be accessed here: (<http://bda.bm/viewpoint/>).





**PHOTO CAPTION: BDA CEO Ross Webber**

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**CONNECTING BUSINESS**

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 you to industry professionals, regulatory officials, and key contacts in the Bermuda government to assist domicile decisions. Our goal? To make doing business here smooth and beneficial.

