



FOR IMMEDIATE RELEASE

Bacardi's Douglas Mello to be keynote at Bermuda Miami forum

Hamilton, Bermuda, October 4, 2018—The Managing Director of the Bermuda office of spirits giant Bacardi will be the keynote speaker at this month's [Bermuda Executive Forum in Miami](#), organised by the Bermuda Business Development Agency (BDA).

Douglas Mello, a Bermudian, who also serves as Vice President & Corporate Secretary of Shareholder Relations for Bacardi, will give a lunchtime address detailing the longstanding relationship between Bermuda and Bacardi, one of the world's best-known, privately-held companies. Titled, "Bacardi: The Road to Bermuda," the keynote will highlight the company's more than 156-year heritage and its strong connection to the island since establishing its global headquarters in Pembroke more than a half-century ago.

The October 18 event at the InterContinental Miami aims to promote the breadth and expertise of industry sectors in Bermuda and celebrate mutual synergies the island's international business market shares with Florida. Bacardi is also partnering with the BDA on the networking reception that concludes the event.

"Bacardi adopted Bermuda as its home in 1965 after the assets of the business were seized in the early 1960s during the Cuban revolution," said Mello, who has spent more than 12 years with the company and currently has corporate governance responsibility for Bacardi and its global network of subsidiaries, including oversight of the shareholder relations function. "It was largely for the feeling of security, safety and well-being the island provides that we set up in Bermuda. Bacardi has been a vibrant member of the Bermuda community ever since.

"I look forward to this opportunity to share my pride about how my country engages and supports businesses locating in Bermuda," Mello added. "It's a two-way partnership. Bermuda

supports international businesses, and international businesses support the Bermuda community.”

In 2015, Bacardi celebrated its 50th anniversary in Bermuda, where its iconic glass building, designed by Mies van der Rohe, stands on Pitts Bay Road. The company employs 80 full-time staff in Bermuda, and over five decades has contributed millions of dollars to the island’s economy as well as scholarships, sponsorships, relief efforts and charitable giving.

“We are thrilled to have the participation of Douglas and Bacardi at this event,” said BDA Interim CEO Sean Moran. “This is our first multi-industry forum in Miami, and we feel it’s an excellent opportunity to showcase Bacardi’s mutually beneficial relationship with our island and ways in which other companies can find similar success. Bacardi’s Bermuda connection runs deep, and its story is intriguing, relevant, and one leaders from any industry can appreciate.”

The complimentary, full-day forum is the third cross-sector conference produced by the BDA, following successful events in London and [New York City](#) that drew turnouts of up to 300 executives. City of Miami Mayor Francis Suarez will participate in a “seaside chat” with Bermuda Premier David Burt at the forum in Florida—a corporate gateway to the Latin America region. More than 50 industry experts will participate on 13 panels to discuss trends and opportunities in re/insurance, asset management, high-net-worth services, family offices, cyber risk and healthcare liability, captive insurance, plus fintech and digital assets industries.

For agenda details or to register for the October 18 Bermuda Executive Forum in Miami, contact the BDA at info@bda.bm or go to <http://bda.bm/bermuda-executive-forum-miami/>

MEDIA CONTACT:

Rosemary Jones

Head of Communications & Marketing

rosemary@bda.bm

441 278-6558

441 337-4696

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 in Bermuda smooth and beneficial.

