



FOR IMMEDIATE RELEASE

International Business Week connects Bermuda youth with companies to explore global corporate careers

Hamilton, Bermuda, February 21, 2019—A week-long campaign to connect Bermuda’s young people with the island’s international business market kicks off Monday with school visits, mentorship programmes, scholarships promotion, and [a new animated video highlighting the economic impact of global industries on the island](#).

“[International Business Week](#),” running February 25 to March 1, is led by the Association of Bermuda International Companies (ABIC), in partnership with the Association of Bermuda Insurers & Reinsurers (ABIR), Bermuda International Long Term Insurers and Reinsurers (BILTIR), and the Bermuda Business Development Agency (BDA). It also coincides with [Insurance Careers Month](#), being marked around the world.

“We’re pleased to team with industry groups and the BDA to drive this initiative as part of our ongoing ‘Everybody’s Business’ campaign,” said ABIC Chairman Patrick Tannock. “As international business is the economic engine of the country and Bermuda is a world-respected international business jurisdiction, it’s important that we maintain an enabling environment for the free flow of high-quality intellectual capital, while simultaneously developing diverse local talent to continue our track record of innovation excellence. Therefore, our focus this year is on increasing awareness of career opportunities in international business.

“We’ve invited middle-school students to visit our companies and connect with Bermudians already working in this sector,” said Tannock. “Through radio and television shows, advertisements on the back of buses, and social media, we’re also promoting different ways students can learn more about business careers.”

Some 3,700 island residents work in international business, 65 percent of them Bermudians or spouses of Bermudians. Another 6,100 jobs exist in supporting industries such as banking, legal, audit and accounting firms. The new video, produced by Uber Super Duper, along with other campaign materials featuring photography by Bermudian lenswoman Meredith Andrews, underscores how the “multiplier effect” results in an additional 1.3 jobs being created across Bermuda’s economy for every IB position. It’s the second video in ABIC’s series, after 2015’s [“International Business is Everybody’s Business”](#) production that attracted 30,000-plus views.

Educational opportunities to help students access international business jobs are key to the campaign. ABIC members have supported more than 650 Bermuda students with college scholarships over the past 42 years, and the new campaign encourages young people to explore opportunities via <https://www.bermudascholarships.com>

Other IB Week initiatives will include:

- Visits by the island’s middle schools to global insurance companies, building on ABIC’s ongoing work with teachers to create curricula geared to this age group
- Video interviews by Qian Dickinson of social network Bermemes with industry leaders
- An ad campaign showcasing the video on Bermuda’s economy: <http://bit.ly/IBJOBS>
- Radio talk-shows featuring Bermudians who work in IB careers
- Ads on buses, posters and brochures highlighting tips for students considering IB careers

“Our message to young people is that there isn’t a one-size-fits-all approach to jobs in Bermuda’s global business market,” said Rosemary Jones, the BDA’s Head of Communications & Marketing. “A diverse range of interests and skillsets are needed, from science, math and information technology to arts, social studies, languages and communications. There are opportunities for students from all types of backgrounds, and in many different kinds of industries here.”

To find out more about IB Week, go to: <http://abic.bm/ib/>



ONE INDUSTRY. MANY CAREERS.

There are so many students excited to discover global business careers in their own careers.

Skills needed for international competition include the technical (Finance, Math, Science, IT, Engineering) and soft skills (Communication, Leadership, and Creativity).

Find your passion, and you'll find an opportunity to shine.

INTERNATIONAL BUSINESS FACTS.

- 60% OF EXPORTS ARE FROM THE U.S.
- 3,700 U.S. FIRMS EXPORT TO OVER 200 COUNTRIES
- \$100K+ YEARLY REVENUE FOR SMALL BUSINESSES
- 98% SERVICE ECONOMY
- 65% OF U.S. EXPORTS ARE SERVICES
- 6,100 U.S. FIRMS EXPORT TO OVER 200 COUNTRIES

BIG THINKERS NEEDED.

Innovation is the engine of Bermuda's business-led and rugged economy and what that looks like is thinking.

Be bold. Be a globalist. Your ideas count!

IB WEEK 2019 ACTIVITIES.

- TALK SHOWS
- ONLINE RESOURCES
- FIELDTRIPS
- OPEN HOUSES
- MENTORING

OPPORTUNITY KNOCKS.

Banking, law, IT, accounting, marketing. It's possible jobs in service industries, too.

Whether you're an introverted student, or you're a social butterfly, we have every job category represented in our resources.

PARTNERS & STAKEHOLDERS.

Collaboration helps the IB community stay competitive.

Industry groups like ABIC, BDA, BSA, BFC, BIA, BIAA, BIAE, and BIAJ work together to support, push and create jobs.

Educational institutions such as IB and BFC are also great resources.

SCHOLARSHIPS & INTERNSHIPS.

Bermuda students can take advantage of a wide range of post-secondary scholarships and training opportunities.

No matter what your focus, you can find support:

- Scholarships
- Internships
- Entry-level jobs

Go to bermudasholarships.com

CONTACT & INFO.

Want to learn more about careers in international business? Check out our resources online for IB, IBIA, IBIAA, and IBIAJ activities.

Contact us at info@bda.bm

See you at International Business Week!

Let us know, and we can help create happiness.

ABIC, BSA, BFC, BIAA, BIAE, BIAJ

ABIC.BM/IB

CURIOUS ABOUT A CAREER IN INTERNATIONAL BUSINESS?

- 1 FIND YOUR PASSION.**
Consider careers that excite you, align with your values, and consider careers that apply your interests.
- 2 GET GOOD GRADES.**
Most scholarships require a B average, or a 3.0 GPA.
- 3 MASTER TIME MANAGEMENT.**
Keep a calendar for all important dates, meetings, interviews, exams, and application deadlines.
- 4 DO STUFF OUTSIDE THE CLASSROOM.**
Volunteering, extracurricular activities, sports, and other activities not only make you feel great, but also look impressive on your resume.
- 5 NETWORK, NETWORK, NETWORK.**
Attend collegially-oriented formal dinners, career fairs, networking seminars, business workshops – and connect with people in your field.
- 6 GO TO BERMUDASCHOLARSHIPS.COM**
Our community is privileged to receive a wealth of support and resources. We will continue to look for ways to make college and university programs come true. All you need to do is apply!

FEB 25 - MAR 1
INTERNATIONAL BUSINESS WEEK

HELLO, FUTURE LEADERS.

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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 in Bermuda smooth and beneficial.

