

**STATEMENT TO BE MADE BY THE MINISTER FOR ECONOMIC
DEVELOPMENT ON WEDNESDAY 2nd DECEMBER 2015**

Small Business Saturday

I am pleased to be able announce that, thanks to the support and efforts of Jersey Business Ltd., Jersey will be participating for the first time in 'Small Business Saturday'.

'Small Business Saturday' is a highly successful global campaign that originated in the USA in 2010 and in the UK in 2013 and is focussed on encouraging shoppers to patronize bricks and mortar businesses that are both small and local. It also aims to encourage consumers to think about small businesses and the benefits of spending money in the local economy.

This is important because small businesses account for a significant part of our economy and a vibrant retail sector is especially good for our community.

This coming Saturday, 5th December, working from the Jersey Post Office in Broad Street, Jersey Business Ltd. will profile 20 local businesses enabling them to showcase their goods and services.

In today's competitive business environment, to succeed, small businesses have to continue to innovate, to manage risk, improve productivity and adapt to constant change.

In Jersey 80% of all our businesses employ 5 people or less, so it is vital that we support this crucial sector and through embracing 'Small Business Saturday', we are able to celebrate the key economic role all small businesses play, both individually and collectively.

Small business owners do not expect consumers to support them for sentimental reasons alone. They understand that to succeed and win business they must fight for customer loyalty by offering innovative products and ideas, excellent service, and great value.

I hope this inaugural year will be the first step in a journey raising not only the profile of the small business economy but will also help drive up the productivity, the aspirations and confidence of small businesses throughout the island.

I would like to express my sincere thanks to the team at Jersey Business, their partners and the media who have worked hard to launch this, notwithstanding the extremely busy schedules they already have.

I hope that all Members will join me in spreading the word and supporting this important new initiative.