



Royal Bank

NEWS

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February, 2018

RBC opens a world of business opportunity through E-commerce

Port of Spain, Trinidad & Tobago, February 5, 2018 – THE direction of local and international trade was demonstrated to a diverse group of business clients when RBC Royal Bank hosted an electronic commerce (e-commerce) workshop at Achievor's Banquet Hall, Duncan Village, San Fernando, on Tuesday, January 30th.

Highlighting the potential business opportunities was Simone Edwards, Area Vice President, Personal Banking, RBC Royal Bank. "We have specialists here who will explain the leading trends in e-commerce and the tools required to capitalise on them. We developed this workshop to empower you to accomplish more in a fast-paced business world where traditional boundaries no longer exist. This is a tremendous time of change and opportunity and RBC Royal Bank wants to help our clients thrive," Edwards explained.

The workshop is in keeping with the Bank's commitment to utilise on-line solutions for banking and business, noting that "it underlines the fact that we are putting banking at your fingertips 24/7, enabling you to bank, and even sell your services or products, anywhere and anytime."

Themed 'Unleash the Potential of your Business: Sell Online', the workshop featured presentations from e-commerce and online technology-based experts, representing leading international companies such as Google, First Atlantic Commerce and Trambia.

According to Christopher Burns, Chief Executive Officer, First Atlantic Commerce, "This e-commerce opportunity is open to any business from micro-enterprises to large-scale multinationals. The topics being discussed are critical to the success of any organisation willing to capitalise on this business evolution. Our company has 20 years' experience including 15 years in the Caribbean and we offer an in-depth understanding of the local markets with a global perspective to enhance it."

Lauding RBC for organising the workshop, Murad Jim Mohammed, Director, Achievor's Enterprises Limited said, "This was an excellent idea and businesses of all types can stand to benefit from the prospects presented here. It is a step towards becoming an international business without the usual risk and expense associated with the traditional 'brick and mortar' business model. E-commerce also offers a viable solution to business challenges such as access to foreign exchange. RBC has really taken the time

to select internationally respected and certified partners and this further demonstrates their commitment to constantly improving their service to clients.”

The workshop outlined the various aspects necessary for successfully transitioning to e-commerce, including website development and optimisation, online marketing, online invoicing platforms, secure online payment solutions and international credit card processing. These were all interlinked to RBC Merchant Services.

Karen Wharton, Senior Manager, Caribbean Merchant Services and Point-of-Sale, elaborated on the benefits of the new business strategy: “We hope this will be a turning point for your business and that the practical information presented here will help you take it to the next level. E-commerce presents myriad benefits including reduced operational costs such as distribution and administration, diversified product offerings and access to international markets.”

Following the informative presentations, participants discussed their individual needs with the panel of experts, including Christopher Burns, Chief Executive Officer, First Atlantic Commerce; Ariel Rochwerger and Isaac Rochwerger, Founders and Co-CEO’s, Trambia; Dion Paul and Dylan Katz of Google , as well as a cadre of RBC Royal Bank representatives who guided the process.