



Supporting Commerce and Sustainable Tourism Development through Collaboration

*The American Chamber of Commerce of Guyana and the Guyana Tourism Authority
enter into MOU*

Georgetown, Guyana (October 25, 2019): The American Chamber of Commerce of Guyana (AmCham Guyana) and the Guyana Tourism Authority (GTA) on Friday October 25th, 2019 signed a Memorandum of Understanding (MOU) to collaborate jointly in an effort to increase the preservation, protection and promotion of sustainable tourism in order to maximize socio-economic and conservation benefits for all Guyanese, while at the same time fostering investment opportunities for American businesses and collaboration with Guyanese owned and operated tourism businesses.

At the signing ceremony, President of AmCham Guyana, Mr. Zulfikar Ally noted that the purpose of the MOU is to help AmCham Guyana and GTA to improve the enabling environment for tourism enterprise development. "AmCham welcomes this partnership. Not only are we welcoming the Guyana Tourism Authority, but also the potential to work with the entire tourism industry and its supporting sectors," said Zulfikar. "This MOU is just the first step in helping to expand our network to maximize our positive impact as a community to our members and Guyana as a whole."

Mr. Brian T. Mullis in his remarks, echoed this and indicated that, "We are extremely excited to be signing the MOU with AmCham Guyana. At the GTA we know that multi-stakeholder partnerships play a key role in continuing to develop sustainable tourism in Guyana." He further stated that, "AmCham Guyana and GTA will work together to identify and prioritize policy recommendations and secure input and support from key stakeholders. The CSR commitments made by these companies

collectively have the potential to generate a substantive and positive impact on Guyana and also align with our goals for tourism in the country."

To this end, AmCham Guyana will promote tourism opportunities to its audience through the use of marketing collateral and messaging provided by the GTA, while both parties will seek to identify opportunities for the GTA to secure support for sustainable development projects that are aligned through its members corporate social responsibility initiatives.

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About AMCHAM Guyana: AMCHAM Guyana is a voluntary, non-profit, membership organization committed to promoting and enhancing commercial relations between the United States and Guyana. The chamber's focus includes: representing the collective opinions of the members, providing a network and support structure for U.S. enterprises doing business in Guyana and creating new opportunities to help build mutually beneficial business relations between Guyanese and American companies.

About the Guyana Tourism Authority: The Guyana Tourism Authority (GTA) is a semi-autonomous governmental organisation responsible for developing and promoting sustainable tourism in Guyana through collaboration with sister agencies and the tourism private sector in order to maximise local socio-economic and conservation outcomes and improve the visitors' experience. The GTA is focused on Guyana becoming recognised locally and internationally as a premier destination for protecting its natural and cultural heritage, providing authentic experiences, and maximising local economic benefits. For more information contact contactnicola@guyanatourism.com or sade@guyanatourism.com or call +(592) 219-0094.