

# Marketplace Today

*A Monthly Bulletin of the Small Business Administration*

June 2017 Edition

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**Next Publication**

**Date:**

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## What is 'Marketplace Today'?

The Marketplace Today Monthly Bulletin is a product of the Ministry of Commerce and Industry developed to inform the public on key activities of the Bureau of Small Business Administration in its implementation of the Small Business Empowerment Act of 2014 and to give spotlight on Liberian Marketplace Farmers Day Event and Liberian made products.

### LIBERIAN MARKETPLACE FARMERS DAY

The Liberian Marketplace Farmers Day Events take place on the 2<sup>nd</sup> and last Saturday of every month at the Liberian Marketplace, Nancy Doe Market.

It is designed to promote local vegetable/fruit farmers by linking them to supermarkets, restaurants, individuals and local marketers.

Functions of the Liberian Marketplace	
1	Showcases local Farmers produce
2	Links local Farmers to Supermarkets, Restaurants, Individuals and other marketers from the various markets around Monrovia and its environs
3	Builds relationship among local farmers
4	Serves as a One-Stop-Shop facility for Made in Liberia products

The Liberian Marketplace Farmers Day is an initiative of the Ministry of Commerce & Industry and provides a platform for vegetables/fruit farmers to bring their produce to the Market as well as for MSMEs to exhibit their respective innovations with the full support of the government and our partners.

- ❖ DATE: From 9:00am to 5:00pm on the 2<sup>nd</sup> and last Saturday
- ❖ ADDRESS: Nancy Doe Market, 8<sup>th</sup> St, Sinkor, Monrovia

**COME & ENJOY YOUR SHOPPING!!!**



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## Special Announcement!

The Ministry through the Bureau of Small Business Administration wishes to inform all supermarkets, vegetable/fruit farmers and the public that there will be a special Farmers Market Day on July 29, 2017 at the Nancy Doe Market, 8<sup>th</sup> St Sinkor from 9:00 am to 5:00 pm. Vegetables/Fruits to be sold on the Farmers Market Day will include: Watermelon, Tomatoes, Sweet potatoes, Cabbage, Bananas, Cucumber, Avocado, Lettuce, etc

## MSME OF THE MONTH "MAX CULINARY SERVICE"



### Awardee Profile

Max Culinary Services was the winner of the **Most Innovative** category at the **SBA 2016 National MSME Conference and Trade Fair**. Max Culinary is owned and operated by Mr. Alex Yamah, a young Liberian male. Max Culinary Services is in the catering/food sector and its niche is industrial catering. The business is located in Jartondo Town, Brewerville.

### Business Story

He started the business with six (6) employees a little over one year ago in a small kitchen with one stove and an oven in his home. Before the conference, he received some basic training to prepare him for participation in the conference. He told our staff that the training helped his business win the "Most Innovative" business award of US\$ 5,000.00. He stressed that it was from the training that he was able to better pitch the services offered by his business to the extent that he was able to get the attention of the President and the Vice President of the Republic of Liberia during their tour of the trade fair. He pointed out that the conference has open a lot of business opportunities for his business and that he cannot wait for the next one. With the encouragement of the SBA team, he has registered with the PPCC and won contracts from private entities, government agencies and international organizations.

## ***Spotlight -Local Enterprise!***

Company:	ECOWAS FARMER Initiatives			
Profile:	ECOWAS Farmer Initiative is a major distributor of produce at the Liberian Market.			
Product Type:	Cucumber, Watermelon, Tomatoes, Palava sauce, Cassava Leaf, Collars Greens, Bread Fruits, Sausau, and Bitter Balls			
Unit:	30kg	50kg	60kg	
Price/Bag:				
Contact info:	Contact info: Saah Korkor Phone: 0776393272			