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THE CHAMBER'S NEW LOGO - A HOMAGE TO A CENTURY OF GROWTH & A RENEWED VISION

Belize City, Belize – February 25th, 2025 – The Belize Chamber of Commerce & Industry (BCCI) proudly unveils its new logo, a dynamic symbol of its continued growth and evolution since its founding in 1920 as the British Honduras Chamber of Commerce. The refreshed visual identity embodies the Chamber's ongoing commitment to fostering business excellence, driving economic progress, and uniting Belize's business community under a shared vision for Belize's future.

Legacy of Growth and Impact

With more than a century of existence and excellence, the BCCI has evolved from a small collective of local businesses to a powerful network representing enterprises across diverse sectors. Throughout its history, the Chamber has played a pivotal role in shaping Belize's economic landscape, advocating for pro-business policies, championing sustainable development, and providing a vital platform for businesses to thrive.

BCCI President, Katherine Meighan, beaming with pride, said, "Our new logo is more than just a visual update; it symbolizes the evolution of the Chamber and our ongoing commitment to serving our members and the broader business community." She continued, "It reflects our rich history, gives a nod to the significant contribution of visionary business leaders over the years, and eagerly anticipates a future filled with opportunities for growth and innovation."

A Collaborative Member-Driven Redesign

The rebranding process was an extensive, collaborative effort, incorporating input from BCCI members at the 2024 BCCI Annual General Meeting. The result is a modern and dynamic brand identity that embodies the Chamber's Triple C Philosophy – Connect, Capacitate, and Champion.

Connect: Strengthening business networks and fostering collaboration among members, industries, and stakeholders.

Capacitate: Empowering businesses through training, education, and resource-sharing to drive sustainable growth.

Champion: Advocating for policies and reforms that support a thriving business environment in Belize.

The redesigned logo also integrates these core principles through bold, progressive design elements. Its vibrant colors denote resilience, strength and vitality, while the central depiction of Belize reaffirms the BCCI’s unwavering commitment to national development.

“We are immensely grateful to our members for their invaluable contributions throughout this process,” shared BCCI CEO, Kim Aikman. She proudly asserted, “As a membership organization, this new logo stands as a testament to the strength, unity and shared aspirations of Belize’s business community.”

A Bold Vision for the future

As the BCCI launches its new look, it remains dedicated to being a strong advocate for Belize’s business community. The new logo embodies our permanent and valuable role as a nexus between private and public sector and underscores the Chamber’s commitment to fostering connections, building capacity, and championing the interests of its members.

“We are ecstatic about the future,” added President Meighan, “Under this new brand identity, we continue to be a catalyst for economic growth, supporting our members, and contributing to the long-term prosperity of Belize.”

The Belize Chamber of Commerce & Industry (BCCI) invites its members, partners, and the public to join in celebrating 105 years of Chamber excellence. Together, we will continue to build a vibrant and resilient business community for generations to come.

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#4792 Coney Drive
2nd Floor Withfield Tower
P.O. Box 291
Belize City, Belize,
Central America



Media Contact:

Andrew Usher (Mr.)
Manager, Marketing & Public Relations
Belize Chamber of Commerce & Industry
Email: mprm@belize.org
Telephone Number: (501)-223-5330