



# BELIZE CHAMBER OF COMMERCE & INDUSTRY

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

Monday, July 1st, 2024

## **BELIZE CHAMBER OF COMMERCE & INDUSTRY URGES PREPAREDNESS AND EMPHASIZES RESPONSIBLE BUSINESS PRACTICES**

### **-For Immediate Release-**

With the commencement of the 2024 Hurricane Season and the rapid, early development of Hurricane Beryl in the Caribbean, the Belize Chamber of Commerce & Industry (BCCI), calls upon the private sector to proactively implement their Business Continuity Plans. Proactive planning and preparedness are crucial to minimizing the impact of catastrophic events, such as natural disasters, on business operations and people. The National Meteorological Service of Belize supports global predictions that indicate a highly active hurricane season this year, underscoring the need for comprehensive planning before, during, and after such events.

The BCCI emphasizes the importance of responsible business practices, especially during national emergencies which can cause a sudden surge in demand for essential goods or services. Businesses are expected to uphold ethical standards and refrain from exploitative behaviors in these critical times. The BCCI commends those businesses who, through well-established Corporate Social Responsibility (CSR) programs, have historically contributed willingly and selflessly to disaster preparedness and recovery efforts in the communities they serve.

Consumers are encouraged to support businesses that maintain these high standards, despite possible market disruptions. In so doing, consumers actively foster a community that discourages unethical practices, while building business confidence and loyalty. Additionally, your support helps uphold the integrity of our business community and ensures a collective effort towards responsible business conduct.

The BCCI urges everyone to stay informed as the situation evolves in the coming days. Together, we can navigate this hurricane season with a deeper sense of community, while building resilience and unity.

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