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PRESS RELEASE

The Ministry of Investment and Corozal Think Tank Launch Training to Develop Global Digital Services Skills in Corozal

Belmopan, November 25, 2025.

The Ministry of Investment, through the Investment Policy and Compliance Unit (IPCU), and the Corozal Think Tank launched a pilot project called “Advanced Technology Training Programme - Digital Marketing, E-Commerce and CRM Administration.” The training is being provided by RHICS LTD. of London, United Kingdom, and hosted by Ariston Marketing in Corozal Town.

The Corozal Think Tank, in partnership with the Ministry of Investment, continues to seek the diversification of the Corozal economy by strengthening human capital in high-demand technology fields that enable sustainable employment, entrepreneurship, and competitiveness to drive investment. The training will be implemented in two training interventions in Digital Marketing, E-Commerce, and Customer Relationship Management (CRM) Administration. These short-term, hybrid programmes will support employability and entrepreneurial readiness across Belize’s Global Digital Services, Business Process Outsourcing, and MSME sectors.

This six-week course offers comprehensive, hands-on training in digital marketing and online business management. One week consists of an intensive face-to-face bootcamp for practical learning. This will be followed by a three-week virtual component using an online LMS for guided modules, labs, and assessments. Trainees will master audience research, content creation, search engine optimization, social media campaigns, e-commerce platforms, and CRM automation. The programmes are being provided free of cost to persons of working age and are specifically geared to students from fourth form, junior college, or university, as well as teachers.

Present at the launch were Hon. Thea Garcia-Ramirez, Chair of the Corozal Think Tank and Minister of Human Development, Family Support and Gender Affairs; Mrs. Narda Garcia, CEO, Office of the Prime Minister and Ministries of Investment and Civil Aviation; Mr. Lincoln Blake, Director, Investment Policy and Compliance Unit; Mr. Christian Junior, Trainer, RHICS LTD.; and Ms. Chinonso Arubayi, content creator and artist. The Ministry would like to express its gratitude to Mr. Tony Arzu, owner of Ariston Marketing, for hosting the training at his facility in Corozal Town.

The Corozal Think Tank is the steering committee for the Regional Economic Development Master Plan for the Corozal District. It comprises Government representatives and professionals from the Corozal District tasked with monitoring and implementing the projects under the Master Plan.

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