

JEDI's Indigenous Business Directory and Indigenous eCommerce website Indigeshop, goes live

FREDERICTON, NEW BRUNSWICK – March 21, 2023 - The Joint Economic Development Initiative (JEDI) recently launched their Indigenous Business Directory and their Indigenous eCommerce website Indigeshop.

After many months of planning and taking in applications from Indigenous businesses residing in New Brunswick to be included on JEDI's Indigenous Business Directory and/or JEDI's Indigenous eCommerce website, Indigeshop, we finally are happy to say that they are now LIVE for everyone to explore, enjoy, and share.

"This site provides a space for Indigenous business to share their information in a central location. Many small or start-up businesses do not have the resources to manage a website or an eCommerce site, so this provides a space for our Indigenous business owners to promote and showcase their products, and sell them in the Indigeshop," said Laura Englehart, Economic Development Manager.

JEDI CEO Stanley Barnaby, added, "our indigenous businesses play a vital role in the New Brunswick economy. Through JEDI's Business Incubator and Business Accelerator programs, we are supporting our Indigenous communities and providing people the skills and opportunities to be successful entrepreneurs."

We want to personally thank everyone who worked diligently on the launch of both websites. We continue to add more Indigenous businesses around the province and encourage all to submit their information.

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Indigeshop (eCommerce): <https://www.indigeshop.ca/>

JEDI's Indigenous Business Directory: <https://www.jedinbdirectory.com/>

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ABOUT JEDI:

The Joint Economic Development Initiative (JEDI) is an Indigenous organization dedicated to supporting Indigenous participation in New Brunswick's economy. JEDI works closely with its partners from Indigenous communities, organizations, government, and the private sector to foster Indigenous economic development in New Brunswick.

JEDI supports Indigenous entrepreneurs and small businesses, community economic development, workforce development, and partnerships with the public and private sector. JEDI has helped train Indigenous Peoples in a variety of sectors and supports Indigenous businesses in New Brunswick through our Business Incubator and Accelerator programs. JEDI also offers a Reconciliation Awareness Module which provides education for organizations on the history of Indigenous Peoples and how to implement reconciliation within the workplace. For more information, visit www.jedinb.ca.

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