

Camacol and Coca-Cola Beverages Florida Partner to Offer Free Business Incubator Classes

For the second year in a row, Camacol Latin Chamber of Commerce U.S.A. and Coca-Cola Beverages Florida partner during Hispanic Heritage Month to offer business workshops to local entrepreneurs. The Business Incubator will be taught over a webinar platform to 20 local small business owners who register to attend the four-part workshop series.

The Business Incubator classes will begin with an introductory session on the kick-off day of Hispanic Heritage Month, Tuesday, September 15 at 11:00 am, and will continue for the next four following Tuesdays at the same time.

This year's seminars will focus on information that can serve businesses prosper in this difficult post pandemic climate. The workshop series will cover the following topics:

- **September 15:** *Virtual Meet and Greet/Interactive Kickoff* of the Syllabus with Coca-Cola Beverages Florida and CAMACOL Leadership. Participants will have the opportunity to introduce themselves virtually, establish their goals, and prepare for the 4-week session to follow;
- **September 22:** *On-line Marketing and E-Commerce*;
- **September 29:** *Content Development as a Marketing Tool*;
- **October 6:** *Financial Tools and Solutions*;
- **October 13:** *Strategies to Expand Your Business*, and presentation of completion certificates participants.

The format of the weekly 1-hour online classes will include 2-3 expert speakers on each topic and allocated time for interaction and activities among the 20 students. The smaller class setup will allow for networking and engagement in the new online Business Incubator format that adheres to social distancing guidelines.

"I am honored that CAMACOL and Coca-Cola Beverages of Florida have continued this unique partnership which targets the needs of our small business community during these challenging times", Joe Chi, President of CAMACOL.

Coca-Cola Beverages Florida support for the Business Incubator reinforces the company's commitment to supporting economic empowerment in the communities it proudly serves.

For more information on the Camacol/Coca-Cola Beverages Florida Business Incubator and to register, contact: Estefania Loredo, CAMACOL Business Development Manager at: eloredo@camacol.org