



**CAYMAN
ENTERPRISE
CITY**
Special Economic Zones

Marketing Opportunities for Special Economic Zone Companies



Where global business thrives.

Marketing Opportunities

We're glad you're here and would like to share some marketing opportunities that may be of interest. Opportunities included within are part of the benefits of setting up with CEC and are of no cost to special economic zone companies. We're here to help at every step of the way and we love to see CEC community members receive positive media exposure, increase their brand engagement, and raise their profile in a significant way.

Taking part in some or all of CEC's marketing initiatives is a great way to get your brand in front of new audiences, connect to the local community and engage with hundreds of companies who are already set up within Cayman's special economic zones.

This Document Includes

- Details on CEC's Marketing Initiatives for Zone Members
- Case Studies
- Helpful Links
- Contact Details



Press Releases

If your special economic zone company has a major announcement to make or has been supporting the local community by way of internships, volunteering, and/or special projects, we would be happy to help write and distribute a 300-400 word press release. Depending on the announcement, there may also be opportunities to distribute through our international media channels and global partners.

We'll work directly with your and/or your marketing department/PR team to draft a release for your approval before sending to our extensive list of media contacts and community partners. The focus will be on your organisation, the work that you do, and will announce that you are a part of the CEC special economic zones.

Once a Press Release has been written and approved by your team, we can introduce you and your team to key media partners and journalists to conduct further interviews and articles. Please see just a few of our media partners below...



Advertising

Although CEC doesn't cover the cost of advertising, we can support by putting you in touch with the right people who can help you to book advertising and get your branding stage front and centre.





Radio Interviews & Speaking Opportunities

CEC is home to a vibrant community and works directly with a wide range of local community groups, associations, and innovative conferences. We produce a number of public events, online programmes, and have regular appearances on Cayman's national radio station, Radio Cayman. As a CEC community member, you will have access to a range of speaking opportunities, from high-profile global conferences to student presentations and outreach initiatives. We've included just a few of our community partners here...



Web Articles & Interviews

We're always on the look out to share stories that make CEC special economic zone companies unique. Please find a couple examples below...

- [Navigating Global Crypto Regulations from Cayman](#)
- [CEC Talks All Things AI Forum With Ian Gilmour and Matt Jones](#)
- [From SEZ to Trading on NASDAQ: Fat Shark Grows With CEC](#)
- [TAG Aviation Gets Cayman Islands' AOC](#)

Newsletters

The CEC newsletter is sent to over 9,500 unique contacts across the globe. This popular bi-monthly newsletter includes a number of community member features, highlights, and announcements.

[Click here](#) for an example.



Member Spotlight Programme

Promote your product or service to the Cayman Enterprise City community by taking part in a "Member Spotlight". Together with the CEC Client Experience team we'll design a community perk or promotion based on your offering(s) and share with the wider CEC community, which includes over 260 special economic zone businesses.

Spotlight campaigns typically last for one month and can include prizes, discounts, pop-up events and more — be creative!

Your Campaign May Include:

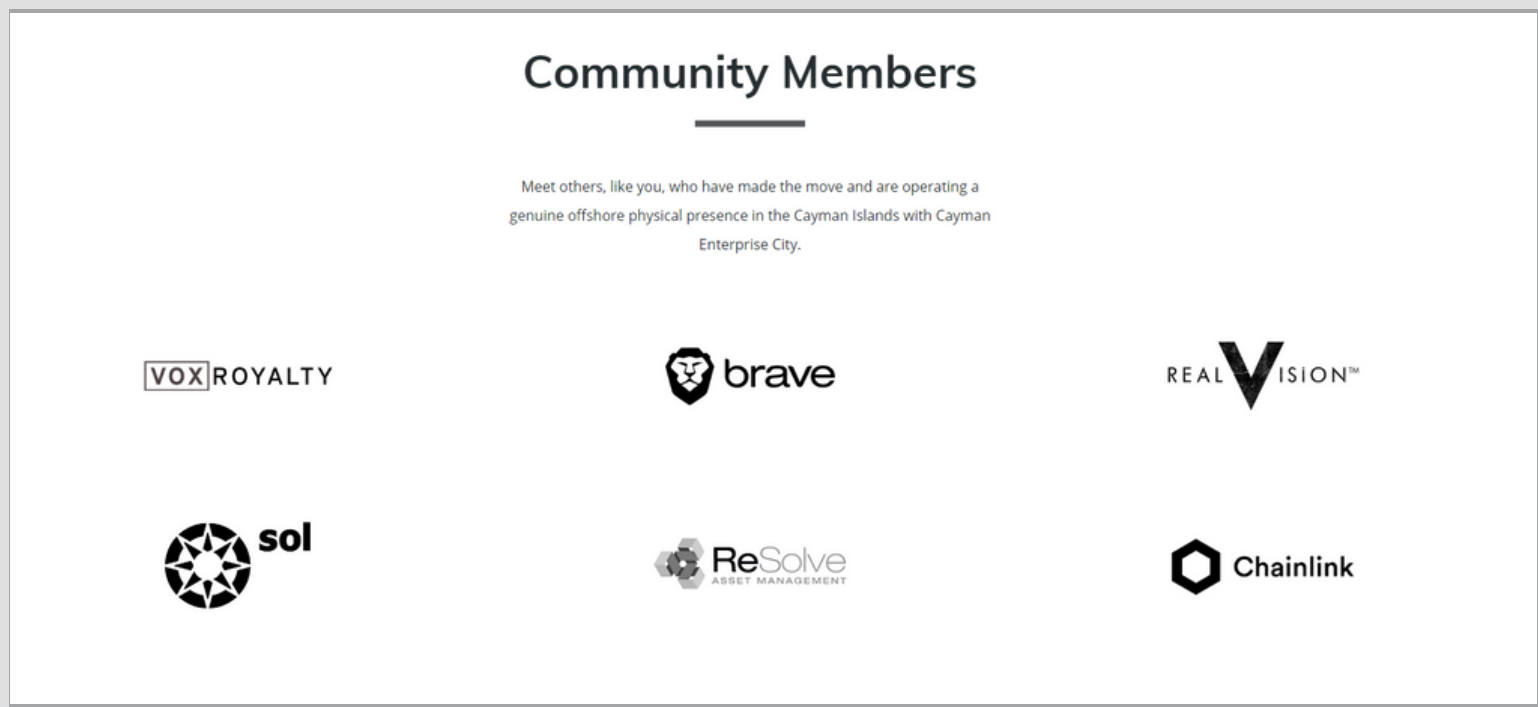
- A featured promotion on the community website www.inthezone.ky.
- Your marketing banner displayed at reception throughout the promotion.
- A member email inclusion/announcement.
- A member pop-up event hosted by your zone company.



Display Your Branding on the CEC Website

Showcase your special economic zone brand on the CEC website with a clickthrough to your website. To include your logo amongst other CEC community members, email marketing@caymanenterprisecity.com, with your company name, a link to your website, and a black and white png logo file.

We'll post your logo and send you a link to review!





Social Media Marketing

CEC runs a number of social media channels and regularly features community members and their work. We also run an active Slack channel where community members can connect and learn about ongoing happenings and opportunities.

LinkedIn: [@CaymanEnterpriseCity](#)

Twitter: [@CEC_Cayman](#)

Instagram: [@caymanenterprisecity](#)

Facebook: [@CaymanEnterpriseCity](#)

YouTube: [@ceccayman](#)



A Case Study with Vox Royalty



Vox Royalty had a big announcement to make. They wanted to get the word out that they were trading on the TSX Venture Exchange in Canada after closing their public offering. To support their work, the CEC marketing team were able to assist by:

- writing and distributing a press release;
- drafting and sharing a number of approved social media posts;
- setting up a Radio Cayman interview;
- making introductions to local journalists and advertising partners;
- sending their story to international media outlets and networks;
- including their story on the CEC community website and in the CEC newsletter;
- creating testimonial web banners and graphics; and by
- sharing the news directly to CEC community members via CEC's Slack group.

Media Links & Examples

Cayman Enterprise City Newsroom - [Special Economic Zone Company SilverStream SEZC Finalises Public Offering on the TSX Venture Exchange](#)

Loop Cayman Article - [Cayman Enterprise City Zone Company, Vox Experiences Tremendous Growth](#)

Cayman Compass Article - [Vox Royalty now trading on the TSX Venture Exchange](#)

Mondaq Article - [Cayman Islands: Special Economic Zone Company SilverStream SEZC Finalises Public Offering On The TSX Venture Exchange](#)





A Case Study with Dr Frank Koentgen

CEC community member Dr. Frank Koentgen was granted special permission to assist Doctors Hospital to develop and implement an extensive COVID-19 testing programme in the Cayman Islands. To support their work and to help promote their story, the CEC marketing team were able to assist by:

- writing a number of articles and interviews;
- coordinating a radio interview;
- sharing their story on CEC social channels, newsletters, slack channel, and various websites; and by
- working with media partners and journalists to help get the information out.

Media Links & Examples

[CEC Member Helps Establish Coronavirus \(COVID-19\) Testing Programme in Cayman](#)
[COVID-19 Testing Programme is Getting Cayman Closer to Reopening](#)





**Let us help you to
share your company's
unique story**



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How can we help?
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