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GEDA Launches “BUY GUAM” Campaign



Tamuning, Guam – The Guam Economic Development Authority (GEDA) launched **BUY GUAM**, a public awareness campaign designed to encourage residents, visitors and the international market to support local businesses and Made in Guam products bearing the **Guam Product Seal**.

“This is more than just a campaign, it’s a local movement of expressing pride in our products,” said Governor Lourdes A. Leon Guerrero. “When we choose Guam-made products, we are investing directly in our people, our businesses, and our island’s long-term economic stability.”

Recently unveiled at GEDA’s Taking the Leap Beyond Guam virtual export conference, the initiative is designed to encourage the demand for locally-produced goods and enhance the competitiveness of local businesses and entrepreneurs. The campaign will feature and celebrate Guam-based manufacturers and producers, highlighting the quality, creativity, and innovation behind local products. Through television, digital media, and community outreach, **BUY GUAM** aims to make choosing local the easy and preferred choice.

The **BUY GUAM** campaign has four key objectives:

- Increase promotion of locally-produced goods
- Encourage local enterprise, small business growth and job creation
- Build consumer trust of Made in Guam products and awareness of the Guam Product Seal
- Improve the competitiveness of local businesses in the domestic and international markets

“Your purchasing decision has power,” said Christina D. Garcia, CEO/Administrator of GEDA. “When you buy local, your money stays local and builds a stronger Guam.”

To follow the **BUY GUAM** campaign, discover Guam-made products and view campaign content, follow the Guam Economic Development Authority on Facebook (@GuamEconomicDevelopmentAuthority), Instagram (@_investguam and @guamproductseal) and Youtube. For the current list of Guam Product Seal permit holders, visit our website and explore the official directory of permitted Guam-made products at www.investguam.com/guam-product-seal

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