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GEDA Hosts Successful “Taking the LEAP Beyond Guam” Virtual Export Conference

Tamuning, Guam – The Guam Economic Development Authority (GEDA) held its “Taking the LEAP Beyond Guam” virtual export conference on Wednesday, February 11, 2026, bringing together local businesses, aspiring entrepreneurs, and industry experts to explore international export opportunities and strategies.

Taking the LEAP Beyond Guam is a key component of the Guam State Trade Expansion Program (Guam STEP), funded in part through a cooperative agreement with the U.S. Small Business Administration.

“Taking the LEAP Beyond Guam reflects GEDA’s continued commitment to equipping Guam businesses with the tools, knowledge, and connections needed to compete globally,” said Christina D. Garcia, CEO/Administrator of GEDA. “This conference demonstrated that exporting is not only achievable for local companies, it is a critical pathway for sustainable economic growth.”

The export conference drew over 85 participants, ranging from export-ready firms to early-stage businesses exploring international market opportunities for the first time.

The various plenaries provided participants with valuable resources, practical insights, and direct access to subject matter experts to help Guam-based businesses expand into global markets while also fostering connections with successful companies already engaged in exporting their products.

Speakers included representatives from the U.S. Embassy Tokyo Agricultural Trade Office, JapanIQ, Seely Mint (Oregon), The Bare Beans Company (Idaho), Guam Hotel & Restaurant Association, Hyatt Regency Guam, Kingfisher’s Noni, and Don Don Donki, who shared their insights on export strategies, market entry, regulatory considerations, distribution channels, and leveraging tourism to build international demand for Guam-made products.

As part of the export conference, GEDA launched its “Buy Guam” campaign with a series of videos highlighting Guam Product Seal permit holders and encouraging both the local and international markets to buy Made in Guam products and support local businesses.

“Guam’s small businesses are ready to step onto the global stage,” said Monica Guzman, Executive Director of Guam Unique Merchandise & Art (GUMA). “With more than 85 participants engaged in this conference, we are seeing a clear shift toward international growth. Exporting is not just about increasing sales; it is about positioning Guam-made products to compete in regional and global markets while strengthening and diversifying our island’s economy.”

For more information on GEDA’s export assistance programs and future training opportunities, visit www.investguam.com.