



FOR IMMEDIATE RELEASE

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PRESS RELEASE: Official Website Launch

The Permanent Mission of Saint Lucia to the United Nations and the Consulate General of Saint Lucia in New York are combining their efforts on Friday, October 3rd, 2014 to jointly launch their official websites at their New York office.

This event comes on the heels of the successful delivery of Minister for External Affairs, International Trade and Civil Aviation, Hon. Alva Baptiste's address to the 69th Session of the United Nations (UN) General Assembly this week at the UN. The Minister spoke on the assembly's theme: *"Delivering and Implementing a Transformative Post 2015 Development Agenda."*

Information and communication technologies (ICTs) have radically changed the way things are done and continue to influence day to day all aspects of human life, be it in the governmental, business, social or entertainment world. It has revolutionized life and created opportunities for growth and development worldwide.

The continuous, rapid communications flow in the information environment, facilitated by modern technological advances and media distribution methods, requires responsive, agile processes and capabilities to preserve and enhance the credibility and influence of St. Lucia at a national, regional and international level.

The Government of Saint Lucia recognizes the need to promote the use of Information and Communication Technology (ICT) as an enabler of growth and development within the island. As such, the national development agenda emphasizes the use of such technologies in building requisite capacities within the country's key economic sectors inclusive of the Ministry of Foreign Affairs and its Satellite Affiliates.

It is within this context that the dire need was recognized to produce and establish for the first time ever, functional websites for both the Permanent Mission of Saint Lucia to the UN and the Consulate General Office in New York. As such, the development of an interactive user-friendly information and communication platform, that would provide the appropriate interface between the organization, users and all stakeholders has been successfully crafted and developed.

Saint Lucians in the diaspora can now access essential documents directly from these websites, such as passport application and visa forms, get information about the various processes and requirements on

several aspects of the services that these offices offer in a timely fashion, get email alerts once they have signed up to be informed of activities and events of relevance and news items that impacts their lives directly. Overall, these two online portals will allow for greater communication and sharing of information between the consulate and the mission and in effect truly transform the way that these important government bodies engage their users and their online communities.

Recognition is made of the fact that St. Lucian audiences located in the diaspora must be strategically targeted in order to create, strengthen or preserve conditions favorable for the advancement of Saint Lucian interests, policies and objectives through the use of coordinated programs, plans, themes, messages and products synchronized with the actions of all instruments of national governance.

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