



Grenada CBI Unveils its New Name and Brand

St. George's, Grenada (25 March 2024): The Grenada Citizenship by Investment Unit (CIU) is pleased to announce the official launch of its new name and brand identity, a milestone that marks a new chapter in its illustrious journey of facilitating and promoting investment migration. The grand unveiling ceremony was held on March 20, 2024, at a media conference at the Royalton Grenada, attended by government officials, key industry stakeholders, international partners, and various media outlets.

The Grenada CIU is now known as the **Investment Migration Agency (IMA) Grenada**, and this new name is supported by a new brand identity that represents a blend of tradition and innovation. The new logo and visual elements, inspired by Grenada's rich cultural heritage and the CBI Programme's robust due diligence measures, reflect a commitment to excellence and integrity. IMA Grenada's new brand also comes with a new tagline, "*Unlock the Possibilities*," a call to its target audiences to access opportunities designed to transform their social and economic prospects.

In introducing the new brand, CEO of IMA Grenada, Mr. Thomas Anthony, said this significant branding exercise is a fitting and timely way to celebrate the programme's role in creating investment migration opportunities over the last 10 years.

"This rebranding to Investment Migration Agency Grenada is not just a change of name; it is a recommitment to our core values and a promise to our clients and stakeholders that we will continue to offer investment migration pathways that are rooted in integrity, security, and prosperity. We are paving the way for a new era in investment migration, where Grenada becomes a beacon of opportunity and a preferred destination for discerning investors worldwide," Mr. Anthony said.

PM Mitchell noted that the launch of the new brand came at an opportune time, moments after the signing of a historic agreement among other regional CBI programs. "I just signed an MOU between Antigua and Barbuda, Dominica, St. Kitts and Nevis, and Grenada to establish regional benchmarks pertaining to the investment migration industry. It seeks to unify many of the standards that apply to the industry in the region, establish a regional mechanism for the monitoring, auditing, and/or regulation of the various investment migration programmes, and establish a minimum investment amount across all territories."

The rebranding initiative includes a comprehensive overhaul of the programme's visual and communication elements, designed to resonate with its target audiences while paying homage to Grenada's rich heritage and culture. Over the coming days, the new look and feel of IMA Grenada will be rolled out across all its digital platforms and materials. For further information, please visit our website at www.imagrenada.gd.

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