



EDD

ECONOMIC
DEVELOPMENT
DEPARTMENT

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Cabinet Secretary Alicia J. Keyes
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Northwestern New Mexico Business Finance Fair Connects Businesses to Financial Resources *Virtual Finance Fair on October 20*

SANTA FE, N.M. – In an effort to assist businesses in obtaining the financial resources they need, and to help lenders and financial assistance providers find projects they wish to finance, the New Mexico Economic Development Department (EDD) is hosting their quarterly finance fair – completely online - geared toward businesses and lenders located in Northwest New Mexico, EDD Cabinet Secretary Alicia J. Keyes announced today.

The event will take place online on October 20, 2021, from 12:00 – 1:30 p.m. Participation for both businesses and lenders is free.

Business Finance Fairs are part of an EDD initiative which seeks to connect funding entities with local projects. The Finance Fair debuted on July 17, 2019 in Taos. It travelled to Albuquerque in January 2020 and has since been held virtually due to COVID-19 safety protocols. The most recent virtual event covered the southeastern part of our state and boasted 199 registered businesses and 22 financial service providers.

“Helping business rebuild and thrive has always been at the forefront of EDD's mission, but even more so as we recover from the economic impacts of the COVID-19 pandemic,” Secretary Keyes said. “Finance Fairs help to connect business owners and aspiring entrepreneurs with resources specific to their region so they can continue to grow the local economy and subsequently create more jobs for New Mexicans.”

The Business Finance Fair will provide an opportunity for participants to hear directly from local lenders and business resource providers to gain insight on financial opportunities. Business owners can follow up to discuss projects, ask questions, and request financing. All Northwest New Mexico businesses interested in connecting with financial resources to fund their project(s) should attend.

Local lenders and financing organizations are also invited to participate and represent their lending organization. At the event, each financing organization will have roughly 90 seconds to present information about their services or programs and their contact information will be compiled and available to the public.

Register online as a lender or business at

<https://attendee.gotowebinar.com/register/7584806559008546318>

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