

BLOG

September 2026

In the Spotlight:

VIEDA Featured in North American Outlook

National business publication highlights the U.S. Virgin Islands as a destination for investment, expansion and economic opportunity

The U.S. Virgin Islands are taking the global investment story beyond our shores.

The Virgin Islands Economic Development Authority (VIDEA) was recently featured in North American Outlook, a business-to-business publication highlighting companies, organizations and leaders shaping industries across North America. The July 2026 feature, “Virgin Islands Economic Development Authority: Spotlight,” puts the U.S. Virgin Islands before a broader business audience while showcasing the Territory’s distinctive advantages for companies considering investment, expansion or relocation. The feature also arrives during a milestone year for VIEDA as the Authority celebrates 25 years of advancing economic development, investment and opportunity throughout the Territory.

Putting the U.S. Virgin Islands in the Spotlight

The North American Outlook feature presents the U.S. Virgin Islands as more than one of the Caribbean’s most recognizable destinations. It introduces readers to a business environment with opportunities across industries including technology, life sciences, professional services, agribusiness, coastal and ocean resources, light manufacturing, tourism and renewable energy. It also highlights the Territory’s strategic position and access to markets in the United States, Latin America, Europe and beyond. Together, these advantages contribute to an investment proposition that is uniquely Virgin Islands:

U.S. Advantages. Caribbean Location. Global Opportunity.

A Conversation with CEO Wayne L. Biggs, Jr.

At the center of the feature is a Q&A with VIEDA CEO Wayne L. Biggs, Jr., who discusses the Authority’s work to diversify the Virgin Islands economy, attract investment and provide businesses with the resources needed to establish and grow within the Territory. “We have an excellent team working with us, and we’re here to assist any business looking to expand to or relocate within the Virgin Islands,” Biggs told North American Outlook. The conversation provides readers with a closer look at VIEDA’s comprehensive approach to economic development and the programs available to businesses and investors.

Among the areas highlighted are the Virgin Islands Economic Development Commission and its investment incentive program; the Enterprise Zone Commission and its work supporting neighborhood revitalization; the South Shore Trade Zone; access to capital through the Economic Development Bank; VIEDA’s industrial parks; the Hotel Development Program; and STARS, the Territory’s film and music production incentive program.

Together, these programs demonstrate that attracting investment is only one part of the Authority’s mission. VIEDA also works to support entrepreneurship, business growth, access to capital, community development and economic diversification.





AT A GLANCE



25 Years of Impact

VIDEA celebrates 25 years of advancing economic development in the USVI.



Comprehensive Programs

From incentives and financing to industrial parks and film production, programs designed to support businesses and communities.



Strategic Location

A U.S. jurisdiction in the Caribbean with access to major markets worldwide.



Diverse Opportunities

Industries with potential include technology, life sciences, financial services, manufacturing, tourism, renewable energy and more.

WHY THE U.S. VIRGIN ISLANDS?

7 QUESTIONS.
7 DAYS.
ONE INVESTMENT
DESTINATION.

Imagine. Discover. Believe. Engage. Invest.













READ THE FULL FEATURE

Discover why *North American Outlook* is putting the U.S. Virgin Islands in the spotlight and hear directly from VIEDA CEO Wayne L. Biggs, Jr. about the Territory’s programs, investment advantages and vision for continued economic growth.

Read “Virgin Islands Economic Development Authority, Spotlight” in North American Outlook here:



<https://www.northamericaoutlookmag.com/company-profiles/virgin-islands-economic-development-authority-spotlight>

Expanding the Territory’s Economic Possibilities

The feature also looks toward what comes next. From financial services and hotel development to manufacturing, technology and other targeted industries, VIEDA continues working to broaden the Territory’s economic base while identifying opportunities that align with the long-term interests of the Virgin Islands. Strategic infrastructural assets, an English-speaking and trainable workforce, access to major markets and the Territory’s position within the U.S. economic system all contribute to that conversation. For prospective investors, the message is clear: the U.S. Virgin Islands offer opportunities worth exploring.

From the Magazine to “Why the U.S. Virgin Islands?”

To extend the reach of the North American Outlook feature, VIEDA is bringing the investment conversation to its digital audiences through the “Why the U.S. Virgin Islands?” campaign.

7 Questions. 7 Days. One Investment Destination.

Across seven days, the series explored the advantages that make the Territory distinctive for businesses and investors while inviting audiences to take a closer look at the opportunities available in America’s Caribbean. The campaign reinforces the investment message highlighted in North American Outlook while translating it into a concise, visually driven digital series designed to reach prospective investors, businesses, partners and stakeholders. The journey is built around five actions: Imagine. Discover. Believe. Engage. Invest.

Turning Visibility Into Opportunity

VIEDA’s presence in North American Outlook is part of a broader business attraction strategy focused on increasing the visibility of the U.S. Virgin Islands among the audiences that influence investment decisions. As CEO Biggs explained in the feature, VIEDA uses digital media, industry publications, social media, trade shows, conferences and direct engagement to connect with prospective businesses and investors. Each platform creates another opportunity to introduce the Territory. Each conversation creates another opportunity to build a relationship. And each relationship has the potential to lead to new investment, business activity, jobs and economic opportunity for the people of the U.S. Virgin Islands. The North American Outlook spotlight is another opportunity to tell that story to the world.

Read the Full Feature

Discover why North American Outlook is putting the U.S. Virgin Islands in the spotlight and hear directly from VIEDA CEO Wayne L. Biggs, Jr. about the Territory’s programs, investment advantages and vision for continued economic growth.

Read “Virgin Islands Economic Development Authority: Spotlight” in North American Outlook July 2026 edition [here](#).

Imagine. Discover. Believe. Engage. Invest.

America’s Caribbean. A World of Opportunity.

