

# GANJA EDUCATION WEEK

4/15- 4/20

20

Presented by



# GANJA EDUCATION WEEK

4/15-4/20 **2023**

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## April 15–20 | Jamaica

Ganja Education Week is a multi-day initiative dedicated to strengthening Jamaica's legal cannabis industry through structured education, workforce development, and strategic engagement.

The programme convenes regulators, licensed operators, ancillary service providers, financial institutions, educators, students, and the public in a focused environment designed to support responsible industry growth and long-term economic participation.

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4/15-4/20 2026

## ABOUT GANJA EDUCATION WEEK

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Ganja Education Week advances Jamaica's cannabis sector by providing clarity, access, and collaboration across multiple segments of the industry.

The initiative is designed to:

- Increase understanding of Jamaica's legal cannabis framework.
- Strengthen operational knowledge and compliance awareness.
- Expand workforce and career pathways.
- Encourage institutional and financial participation.
- Facilitate collaboration between public and private stakeholders.

The week combines structured workshops, trade engagement, policy dialogue, and public-facing education within a cohesive national programme.

# GANJA EDUCATION WEEK

4/15-4/20

An aerial night view of a city street featuring a roundabout with a fountain in the center. A tennis court is visible on the right side of the image. The scene is illuminated by streetlights, and the overall tone is dark with some light trails from vehicles.

## Policy & Industry Roundtable & Open discussion.

A moderated roundtable discussion convenes key stakeholders to address priority issues impacting Jamaica's cannabis sector, including:

- Regulatory clarity.
- Financial access.
- Risk management.
- Market development.
- Implementation priorities.

The roundtable supports constructive dialogue and coordinated industry development.

## PROGRAMME STRUCTURE

# GANJA EDUCATION WEEK

4/15-4/20

A woman with dark hair, wearing a dark top and a large hoop earring, is shown in profile from the chest up. She is holding a microphone and appears to be speaking. The background is dark and out of focus, with some vertical light streaks.

## Presentations

Throughout the week, participating institutions, companies, and subject-matter leaders may deliver focused presentations relevant to Jamaica's cannabis sector.

Presentation opportunities are available through open application. Programming is curated based on relevance, timing, and alignment with the week's objectives.

Sessions may be scheduled in person or virtually, depending on availability and interest.

## PROGRAMME STRUCTURE

# GANJA EDUCATION WEEK

4/15-4/20  
20

## PROGRAMME STRUCTURE

### Workshops

Workshops are initiated and coordinated by the Ganja Education Week team, with additional sessions delivered in collaboration with approved third-party organizations and subject-matter leaders.

The workshop programme focuses on practical implementation, regulatory understanding, and business development across key areas of the industry.

Core topics may include:

- Compliance and licensing execution.
- Operational best practices.
- Risk management and insurance.
- Financial systems and digital payments.
- Workforce readiness and professional development.

Workshops are limited-capacity sessions designed for operators, service providers, students, and institutional stakeholders seeking applied knowledge and implementation clarity.

# GANJA EDUCATION WEEK

4/15-4/20 **20**

## PROGRAMME STRUCTURE

### Trade Show & Career Day

The Trade Show & Career Day brings together licensed operators and ancillary service providers in a curated environment designed for workforce engagement and industry exposure.

Participating categories include:

- Cultivation and processing operators.
- Retail and tourism businesses.
- Financial institutions.
- Insurance providers.
- Security and compliance services.
- Equipment and technology suppliers.

Students, job seekers, and professionals engage directly with industry participants to explore employment pathways and sector opportunities.

# GANJA EDUCATION WEEK

4/15-4/20

20

## PROGRAMME STRUCTURE

### Networking & Business Development

Curated networking sessions facilitate:

- Strategic partnerships.
- Service alignment.
- Investment discussions.
- Cross-sector collaboration.

These engagements strengthen relationships across the industry and support continued growth beyond the week's activities.

# GANJA EDUCATION WEEK

4/15-4/20

## 4/20 Public Engagement

A compliant public-facing activation highlights:

- Legal operators.
- Brand education.
- Consumer awareness.
- Cultural expression within a regulated framework.

The 4/20 programme reinforces public understanding of Jamaica's legal cannabis environment while supporting responsible participation.

## PROGRAMME STRUCTURE

# GANJA EDUCATION WEEK

4/15-4/20

26

## PARTICIPATION & SPONSORSHIP

### Trade Show Booth

**\$350,000 JMD**

Includes:

- 10x10 booth space.
- Two exhibitor passes.
- Programme listing.
- Digital promotion.
- Magazine imagery.

**GANJA**  
**EDUCATION**  
**WEEK**  
4/15-4/20 **20**

**PARTICIPATION**  
**&**  
**SPONSORSHIP**

## **Career Day Activation**

**\$250,000 JMD**

Includes:

- Recruitment table.
- Student engagement opportunity.
- Programme listing.
- Digital inclusion.

# GANJA EDUCATION WEEK

4/15-4/20

20

## PARTICIPATION & SPONSORSHIP

### Sector Sponsor

**\$2,500,000 JMD**

Includes:

- Prominent branding across the week.
- Speaking opportunity within workshops or programme.
- Magazine feature placement.
- Booth presence.
- Digital inclusion.
- Integration into Summit programming.

# GANJA EDUCATION WEEK

4/15-4/20

20

## Supporting Sponsor

## PARTICIPATION & SPONSORSHIP

**\$750,000 JMD**

Includes:

- Half-page magazine placement.
- Booth presence.
- Digital inclusion.

# GANJA EDUCATION WEEK

4/15- 4/20

26

## SUPPORTING THE DEVELOPMENT OF JAMAICA'S LEGAL CANNABIS INDUSTRY.

Ganja Education Week provides structured access to education, workforce engagement, and strategic industry dialogue within Jamaica's evolving cannabis economy.

For participation and sponsorship inquiries:

[events@ganjactivist.com](mailto:events@ganjactivist.com)