

SBDCGlobal Training

28th Annual NASBITE Conference

Carla Cardenas, SBDCGlobal.com Site Specialist, International Trade Center

St. Louis, Missouri | April 2015

Building SBDC Networks
Developing SBDC Professionals
Connecting SBDC Clients

SBDCGLOBAL
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Small Business Development Center Network

- Helps small and medium businesses become competitive by providing advising, training, and market research that creates economic impact
- Services always no-cost & 100% confidential
- Hosted by universities, colleges, and state economic development agencies
- Funded by SBA, State agencies, and host organization
- Roughly 1,000 centers in the US

International SBDC Expansion

- Promote partnerships between the public, private and academic sectors through the SBDCs
- Create a hemispheric network of SBDCs that will improve MSME competitiveness
- Promote the economic integration of the region
- Connect each SBDC network to SBDCGlobal.com to open new markets and generate trade opportunities

Mexico: Small Business Development Centers

- Centros para el Desarrollo de la Pequeña Empresa (CDPE)
- Pioneer in the expansion of the model
- Started implementation in 2003
- 119 operating centers
- 2,411 clients served in 2014



Diplomado Training - 2003



Diplomado Training Guadalajara - 2009

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El Salvador: Micro and Small Business Development Centers

- Centro para el Desarrollo de la Micro y Pequeña Empresa (CDMYPE)
- Started implementation in 2009
- 12 operating centers
- Additional centers and an international trade center will be inaugurated during 2015
- Has been linked to the SBDCGlobal.com trade platform since 2013



Diplomado in El Salvador 2010

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Central America: Adapting and replicating the SBDC model

- Part of the US Department of State initiative *Pathways for Prosperity* and with the support of HED, the UTSA SBDC and CENPROMYPE
- The goal was to create five national SBDC Networks in Costa Rica, Dominican Republic, Guatemala, Honduras and Panama
- Costa Rica operates 6 centers and served 2,589 clients in 2014
- Dominican Republic manages 6 centers and uses Neoserra
- Guatemala operates 5 center and served 2,632 clients in 2014
- Honduras manages 6 centers and served 2,559 clients, created 1,611 jobs, and increased sales by \$2 million in 2014
- Panama will be launching 4 centers in April

Caribbean: Adapting and replicating the SBDC model

- Partnership program with US Department of State Mission to the OAS, the OAS, Caribbean Export and UTSA
- The goal was to create five national SBDC Networks in the Caribbean including Barbados, Belize, Dominica, Jamaica and Saint Lucia
- Barbados will be launching 2 centers in 2015
- Belize has 2 centers and served 268 clients, created/retained 562 jobs, and increased sales by \$265,530 in 2014
- Dominica will be launching 1 center in 2015
- Jamaica manages 7 centers
- Saint Lucia operates 1 center and served 98 clients in 2014

South America: Adapting and replicating the SBDC model

- Partnership program with the US Department of State initiative *Pathways for Prosperity*, HED, and UTSA
- Argentina, Colombia, Chile, Paraguay, Peru, and Uruguay will all be part of the SBDC replication model
- Argentina is currently conducting the SBDC Advisor and Director Certification training
- Colombia manages 5 centers
- A pilot SBDC programs in Peru will launch in late 2015
- Chile will launch 33 centers throughout 2015
- Paraguay & Uruguay will begin the SBDC model adaptation in 2015
- The Brazilian Network for Small Businesses (SEBRAE) has signed a cooperative agreement with the US ASBDC Network and is now connected with the SBDCGlobal.com trade platform

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Africa: Adapting and replicating the SBDC model

- Partnership program with USAID and VEGA. With implementation being done by IESC and UTSA
- Tunisia is the first country in Africa to participate in the SBDC expansion
- Tunisia has participated in the SBDC Pre-Consultation and the Certificate Training Courses were completed in June 2013
- The Tunisian Ministries of Industry and Trade are supportive of the model and are planning to start four SBDC pilot centers. Two centers will be with operating Business Centers, one with the Women Chamber of Commerce and the other with a Higher Education Institution
- The SBDCs in Tunisia will be linked to the SBDCGlobal.com trade platform in late 2015

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Small Business Network of the Americas

- SBDCs are rapidly expanding
- SBDC Expansion and SBDCGlobal will be key for SBNA
- Program will help double exports

Home - Policy Room - Statements & Releases

The White House
Office of the Press Secretary

For Immediate Release April 13, 2012

Fact Sheet: Small Business Network of the Americas

President Obama has noted that "small businesses are the backbone of our economy and the cornerstones of our Nation's promise." The same is true throughout the Western Hemisphere, where the small business sector plays a critical role in job creation and broad-based economic growth.

Announced today in Tampa, the Small Business Network of the Americas (SBNA) will promote and support job creation in small and medium-sized enterprises (SMEs) and encourage greater trade among these businesses throughout the Western Hemisphere. The SBNA will expand the pool of available resources for business development, enhance access to business counseling services for entrepreneurs, and foster SME growth by providing a network to connect businesses across the hemisphere.

To achieve these goals, SBNA will promote progress and strengthen networks by:

- Expanding the successful Small Business Development Center (SBDC) model to other countries in the hemisphere. SBDCs provide individualized, long-term business counseling, group training, and market research services. The United States currently has nearly 1,500 SBDC service locations throughout the country. Other examples include the Mexican Association of SBDCs, which has 124 SBDCs serving 32,000 businesses annually throughout Mexico. El Salvador also has 10 SBDCs operating to date, planning 4 more to cover each state, and an international trade specialty SBDC this year.
- Connecting the more than 2,000 SBDCs and similar SBE support centers throughout the hemisphere. These centers already serve approximately two million small business clients, and we will continue to work to encourage new trading partners to join this network. SBDCs helped create nearly 20,000 jobs in the United States in FY 2011.
- Providing matchmaking services and export counseling through U.S. Export Assistance Centers (EACs) and other platforms to SBDC clients seeking business partners in other countries. Through ongoing efforts, SBDCs earned export-ready SME clients with the USEDCs to receive in-depth export counseling and leverage the Department of Commerce's Domestic and Foreign Commerce Service network of export and industry specialists located in more than 100 U.S. cities and 70 countries worldwide to provide counseling and assist small business export their products and services.
- Enhancing the ease and availability of virtual trade platforms like SBDCGlobal.com. These platforms help SBDCs expand their international relationships, allowing SME clients to access information on buyers and sellers in other countries.

The President also pledged to encourage diaspora entrepreneurship in the United States by:

- Leveraging the dynamism of diaspora communities through the Latin American Trade Partnership (LA NEA) and the Caribbean Area Marketplace (CAM) business competition platforms. These competitions will award grants to the most transformative ideas for business and investment and promote the development of business relationships among entrepreneurs in the United States, Latin America, and the Caribbean.
- Providing working capital grants in association with LA NEA and CAM partners to competition winners.

2012 STATE OF THE UNION

April 16, 2012 10:48 AM EDT

2012 Citizens March: Open for Discussion

The President invites the American public to provide feedback on the President's agenda for one of our nation's highest cabinet issues — the Presidential Inauguration.

April 14, 2012 10:48 AM EDT

President Obama at the Summit of the Americas

At the opening remarks of the Summit on the Americas, President Obama laid out the issues for discussion — including how:

April 14, 2012 10:48 AM EDT

Weekly Address: It's Time for Congress to Pass the Budget Rule

President Obama urges Congress to pass the Budget Rule — which says those who make more than \$1 million a year to pay at least the same percentage of their income in taxes as middle class families — as a principle of fairness.

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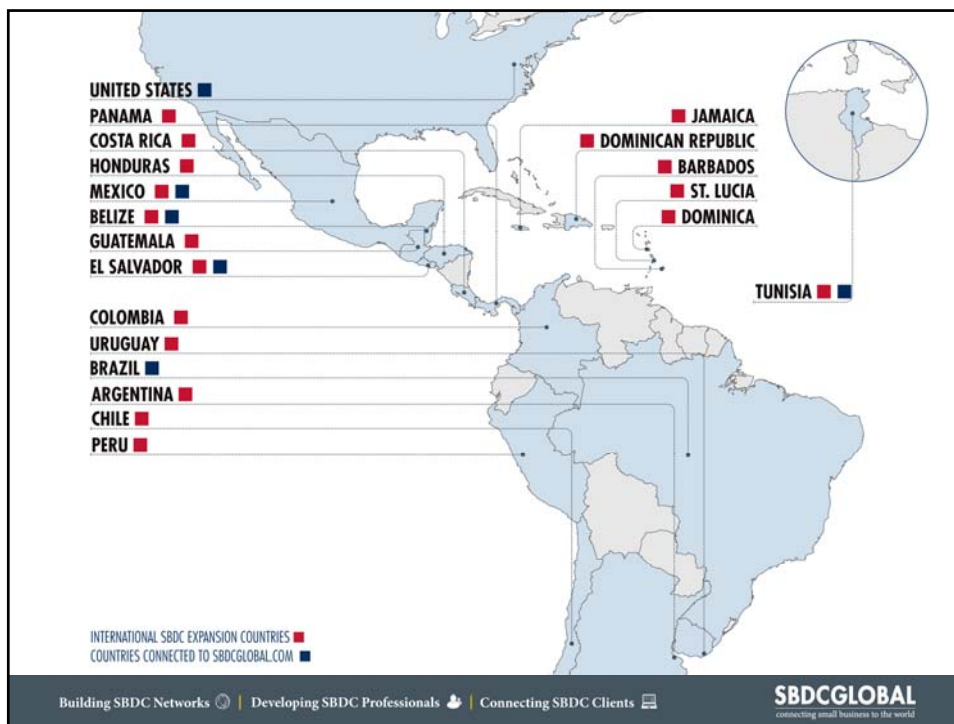
What does SBDCGlobal.com do?

It provides small businesses with the connections, tools, information and assistance necessary to locate buyers and suppliers in the US, Mexico, El Salvador, Belize and soon Colombia and Guatemala.

Our sole interest is SME growth.

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Become globally competitive in three easy steps

- 1 **Centers**
register your SBDC Center
- 2 **Counselors**
select your SBDC Counselors
- 3 **Clients**
invite your SBDC Clients

Expand Your Global Potential Today
Sign-up

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Latest Sell Offers

Product	Start Date	End Date
SBDC Heart Health Acai & Blueberry	18 April 2013	31 October 2013
SBDC Joint Hibiscus	18 April 2013	31 October 2013
Risk 11 Blueberry Pterigranate	18 April 2013	31 October 2013
BLAMP IT ALL	29 July 2013	31 October 2013
Public Relations Consultant	18 September 2013	31 October 2013

Latest Buy Offers

Product	Start Date	End Date
18 April 2013 Floor Enamel	18 April 2013	31 October 2013
18 April 2013 Clay Soil	18 April 2013	31 October 2013
18 April 2013 Acrylic Plaster	18 April 2013	31 October 2013

SBDCGlobal.com Training Events

- Sep 5, 2012 @ 2:00 pm CDT
New User - Center Administrator Training
- Sep 6, 2012 @ 2:00 pm CDT
Why Use SBDCGlobal.com - For Directors
- Sep 7, 2012 @ 2:00 pm CDT
New User - Counselor Training

Special Projects

- International SBDC Expansion Initiative
- Texas International Business Accelerator

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SBDCGlobal.com will help Clients to...

- Uncover business opportunities in new markets
- Locate new buyers & grow sales
- Identify new suppliers to lower costs
- Obtain the information & assistance to make business negotiations happen
- Accelerate results, making good use of their resources, time, & money

How does SBDCGlobal.com help Advisors?

- Makes communication & interaction among Advisors & Clients easier
- Helps Advisors better manage their Clients
- Provides free access to trade information
- Leads to the capture of economic impact
- Offers access to established & successful SME Clients

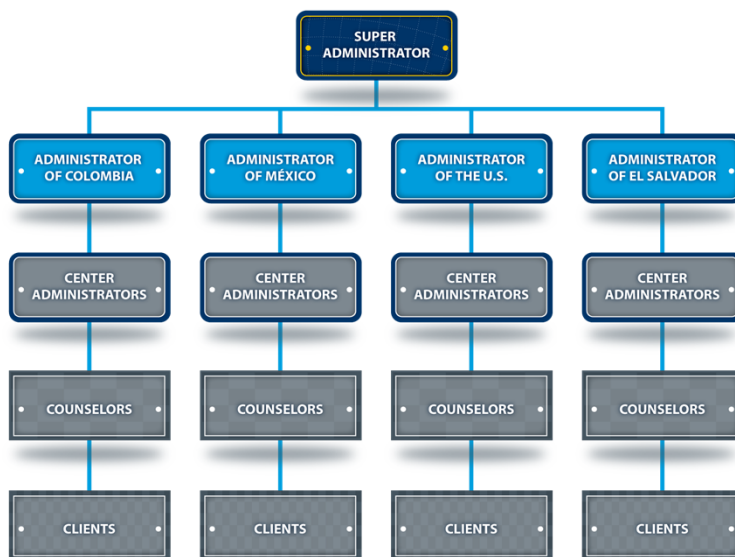
SBDCGlobal.com is different than other sites

- The sole interest of SBDCGlobal.com is the SME growth
- Free & exclusive for SBDC Advisors & small business Clients
- Links pre-qualified Clients with international trade opportunities
- Offers customized Advising assistance
- Facilitates trade opportunities

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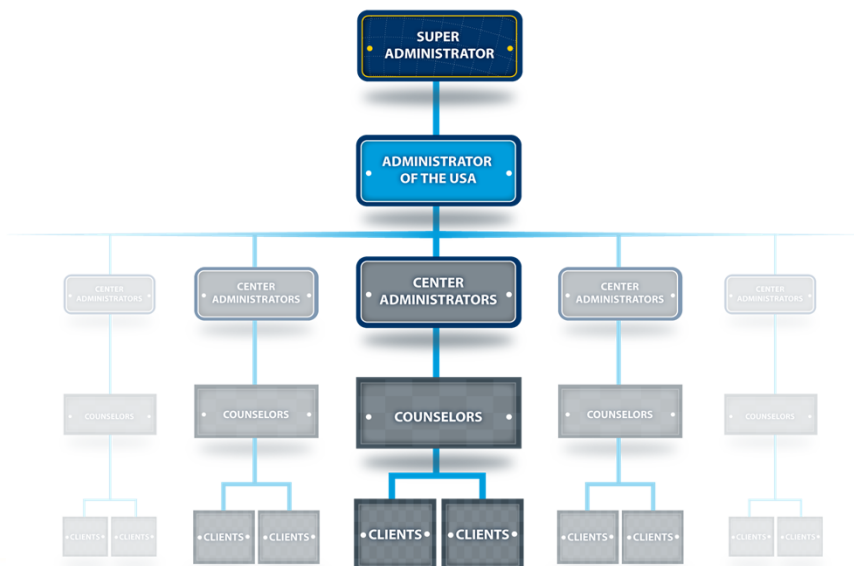
General Structure



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U.S. Structure



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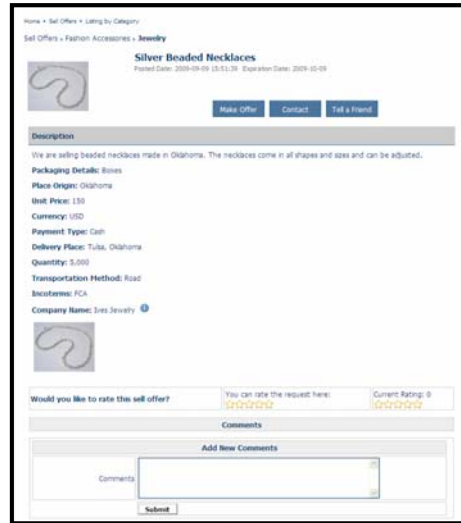


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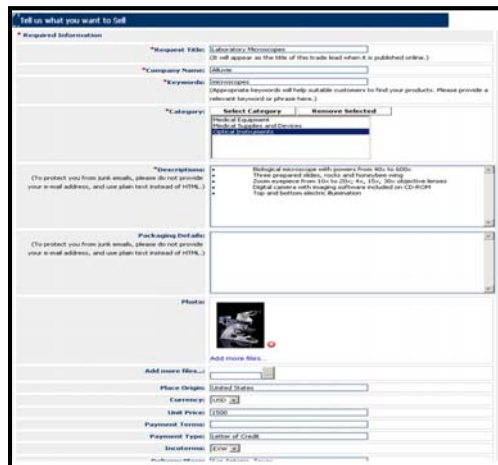
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Key Features: Buy & Sell Leads

- Lists buy and sell offers
- Ability to search for offers by categories
- Capability to contact potential buyers and sellers



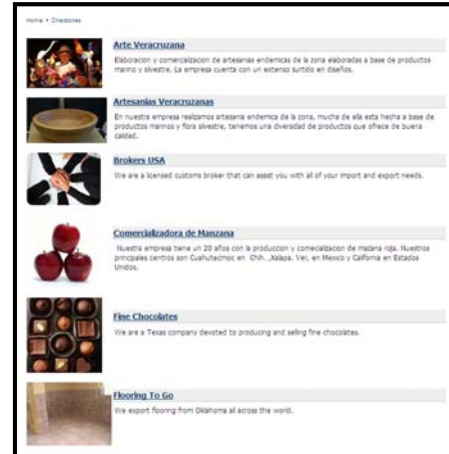
Key Features: Posting Buy & Sell Leads



- Clients can post buy and sell offers based on their terms
- Ability to update offers

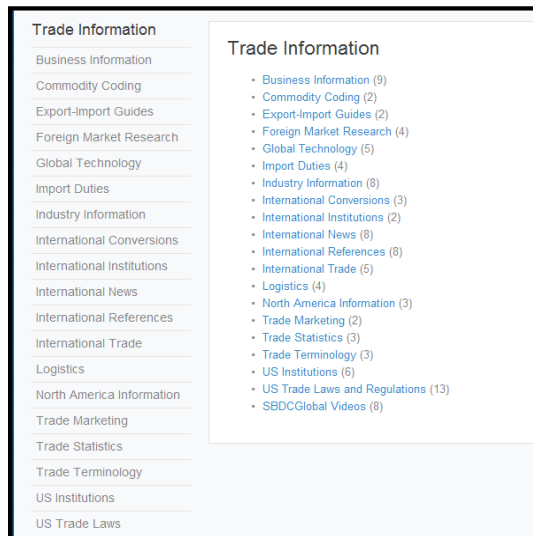
Key Features: Directories

- Lists all SBDCGlobal.com registered companies
- Provides information regarding service providers
- Content can be filtered



Key Features: Trade Information

- Up to date business trade information
- Everything in one place
- Easy to use



Key Features: Trade Academy

FREE ONLINE TRAINING
ONLINE TRAINING FROM PARTNER ORGANIZATIONS

Several Federal organizations and Small Business Development Centers (SBDC) offer free online training resources. To view a variety of webinars and other training resources on international trade please explore the following tools:

ExportIQ
ExportIQ is operated by the Georgia SBDC International Trade Center. In close collaboration with the U.S. Export Assistance Center, in Atlanta. This free export training website provides concise and accurate international trade information to help small businesses understand the export process.

Export.gov Market Information Via Webinar
The Export.gov Market Information Via Webinar portal is operated by the U.S. Commercial Service. This website provides free recorded webinars done by U.S. Commercial Service Officers and industry trade experts to businesses interested in starting or increasing global operations.

Export Compliance: An Introduction to Federal Regulatory Agencies
The Export Compliance webinar was created by the U.S. Small Business Administration (SBA) in conjunction with the U.S. Census Bureau. This resource will provide information on the current Federal Regulatory Agencies and how they can provide assistance.

SBA Small Business Learning Center
The Small Business Learning Center was created by the U.S. Small Business Administration (SBA). This resource provides direct online training which can assist new and existing small business owners.

The South-West Texas Border SBDC Network
The South-West Texas Border SBDC Network offers free on-line training to small businesses regarding different topics of interest. The on-line training is available in English and Spanish.

U.S. Census Bureau: Educational Resources - Foreign Trade
The Educational Resources - Foreign Trade webinars were created by the U.S. Census Bureau. These resources

- International training for SBDC Advisors and Clients
- Free for registered users

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Questions?

Carla Cardenas
SBDCGlobal.com Site Specialist
210-458-2470
carla.cardenas@utsa.edu

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