Access to Global Markets

George Chunkau Mui (梅 振 球)

- Global Market Access Team Lead – Minority Business Development Agency at the U.S. Department of Commerce
- Business Liaison, White House Initiative on Asian Americans and Pacific Islanders (WHIAAPI) Regional Network
- National Export Initiative – Small Business Interagency working group
95 percent of the global market is outside of the United States.

- This presentation will provide a better understanding of MBDA’s role in three priority markets: Africa, Latin America and Asia.
- We will also discuss how Minority Businesses can leverage three Presidential Initiatives to expand their businesses globally.
- MBDA Partnership with the White House Initiative on Asian American Pacific Islanders (WHIAAPI)
MBDA is a JOB CREATING AGENCY working on behalf of the nation’s 5.8 million minority-owned firms in support of their growth and global competitiveness.

VISION
To be the champion of minority businesses

MISSION
To promote the growth of minority-owned businesses through the mobilization and advancement of public and private sector programs, polices and research

AUTHORITY
The only federal agency tasked with creating new jobs and expanding the U.S. economy through the nation’s fastest growing business sector
Strategic Focus

➢ Create a new generation of businesses generating $100 MILLION in annual revenues

➢ Foster innovation and entrepreneurship in HIGH-GROWTH INDUSTRIES

➢ Maximize JOB CREATION and GLOBAL COMPETITIVENESS for U.S. minority-owned businesses

➢ Promote ALTERNATIVE AND GLOBAL FINANCING SOLUTIONS

➢ Provide Federal Leadership on policies and programs
MBDA offers three major services to Minority Business Enterprises (MBE) with at least $1 million in annual revenue.

I. Access to Contracts

II. Access to Capital

III. Access to Market
MBDA has three major market focus generally set by the President’s National Export Initiative, the Trade Promotion Coordinating Committee (TPCC) and the priority of the administration:

“Doing Business in Africa” – The President’s Doing Business in Africa with special emphasis on the Energy Sector

“Look South” – The Secretary of Commerce and TPCC initiative to expand export to the 11 Latin American countries with Free Trade Agreements

“Asia Pivot” – The President’s focus on expanding international trade with Asia. Collaboration with The White House Initiative on AAPIs
MBDA Services — Access to Market

Highlights of Access to Market Global Assistance

➢ Identification of export markets
➢ Facilitation of global transactions
➢ International B2B meetings & market analysis
➢ Access to Global Contracts
➢ Access to Capital for Global Market
Service Delivery

Coordinated by the Market Access Team in the Office of Business Development and delivered by MBDA Business Centers in the network. Support also is provided by MBDA strategic partners:

- U.S. Export Assistance Centers (USEAC) and Commercial Services around the world.
- Ex-Im Bank support centers often co-located at the USEAC provides credit and transaction insurance and Export Financing.
- Financing – SBA provides up to $5 million dollars Export Financing for qualified American businesses.
2012 Department of Commerce statistics show that there are 1.9 Million Asian American Businesses with $700 Billion revenue and 3.5 Million employees. For Native Hawaiian and Pacific Islanders, there are about 55,000 businesses with $8 Billion revenue and 39,900 employees.

For the last 2 years, WHIAAPI has been working diligently to partner with the Minority Business Development Agency (MBDA) at the U.S. Department of Commerce to engage and advocate for AAPI Businesses throughout the country.
MBDA & WHIAAPI Partnership

- Memo of Understanding signed on June 6, 2014 – MBDA will be the first point of contact for Asian American & Pacific Islander business seeking assistance from federal agencies

- Memo of Understanding signed on August 15, 2014 – George Mui on part-time assignment to serve as Senior Advisor and Business Liaison to WHIAAPI. Special assignment completed in December 15, 2015.
Asian American Business Round Tables and Community Engagement – Issues and Challenges:

1. Doing business with Federal government - Access and technical assistance for government contracts. (All)

2. Exporting and international business development – Access to government resources and programs. (All)

3. Access to Capital – Access to working capital for domestic and international projects. (All)

4. Lack of Asian American representation in Government procurement and decision making position. (All)

MBDA & WHIAAPI Partnership
In addition joint AAPI Community Outreach programs across the nation where we conducted about 30 events in 20 cities and reached about 800 AAPI businesses, four significant programs were created and implemented in 2014 and 2015. Will continue some of the programs in 2016 under MBDA and WHIAAPI regional networks:

1. Asian American Construction Advocacy
2. New American Business Boot Camp
3. Doing Business in Asia
4. International Trade Policy
1. Asian American Construction Advocacy

- In collaboration with U.S. Department of Labor and other WHIAAPI Regional Network federal agencies, MBDA and WHIAAPI created this program to advocate for AAPI construction firms to gain access to Federal and other government contracts by working with large prime contractors.

- Two AAPI Construction Expos were conducted in 2015 by the Riverside MBDA Business Center in the Los Angeles area with National ACE, Turner Construction, and AECOM to provide business match making opportunities for AAPI construction firms. Two more are planned in 2016 in Houston and Chicago.
Asian American Construction Advocacy - LA (2/10/15 and 9/2/15)
2. New American Business Boot Camp

In collaboration with the U.S. Small Business Administration and other federal agencies in the WHIAAPI Regional network, MBDA and WHIAPPI conducted the first business boot camp in August 24, 2015 in Cleveland, OH, providing access to multi-level government resources for business development and advocacy for AAPI businesses. Working with AAPI advocacy organizations in the area, in-language support was also provided as appropriate.

This concept will be implemented in Minneapolis on 4/14/2016 and Los Angeles in 2nd half of 2016.
2. New American Business Boot Camp (Cleveland, OH – August 24, 2015)
3. Doing Business in Asia

- In collaboration with the International Trade Administration at the U.S. Department of Commerce, Export-Import Bank, and other trade agencies, MBDA and WHIAAPI implemented the “Doing Business in Asia” initiatives where Asian American businesses are invited to engage and lead trade promotion activities in support of the National Export Initiative.

- In 2015, MBDA facilitated and supported two trade promotion missions that were led by Chinese American businesses to explore the China market in the clean energy and fashion industries.

- In 2016, MBDA completed an exploratory Trade Mission to Chengdu and Shanghai in preparation for the June Trade Mission on Smart Cities and engage Chinese investors in support of minority businesses in the U.S.A.
4. International Trade Policy

- MBDA and WHIAAPI provided AAPI businesses input on trade policy and conducted outreach to the AAPI business community on trade policy such as the Trans-Pacific Partnership (TPP) agreement by working with the U.S. Trade Representative office.

- MBDA and WHIAAPI also led the first Asian Pacific Economic Cooperation (APEC) U.S. Delegation to the SME Summit to the Philippines in November of 2015.

Trade Missions

China & Philippines
11/11-11/20/15
MBDA & WHIAAPI Partnership – Historical Records

April 3, 2014 – Guam Community Summit
MBDA & WHIAAPI Partnership – Historical Records

May 6, 2014 – Business Summit – hosted by U.S. Department of Commerce - MBDA
May 29, 2014 – Asia Pacific Economic Forum @ White House EEOB
November 13, 2014 – WHIAAPI Team receiving National ACE Governmental ACE Award for AAPI Business Advocacy.
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MBDA & WHIAAPI Partnership – Historical Records

November 14, 2014 – ERG/BRG Summit @ White House EEOB
MBDA & WHIAAPI Partnership – Historical Records

December 8, 2015 – ERG/BRG Summit II @ MBDA
New American Business Bootcamp (NABB)

- In collaboration with WHIAAPI and agencies at federal, state, and local government, the 2\textsuperscript{nd} NABB will be held in Minneapolis, MN on 4/14/2016. It is hosted by the Minneapolis Economic Development Association.
- NABB being proposed for Los Angeles, CA in the second half of 2016.
Current Projects

National Export & Trade Seminar

In collaboration with WHIAAPI, ITA, and National ACE, MBDA will conduct National Export and Trade Policy (TPP) outreach programs across the nation:

- Los Angeles (4/19/2016)
- Chicago (4/21/2016)
- Atlanta (4/22/2016)
- Houston (4/29/2016)
National AAPI Business Summit (5/25/2015)

As part of the celebration of Asian Pacific American Heritage Month, MBDA will host the first National AAPI Summit of its kind at the U.S. Department Headquarter in Washington, DC on 5/25/2016 in collaboration with the WHIAAPI and National ACE.
Current Projects

➢ Trade Promotion mission in collaboration ITA, Asian American Businesses and strategic partners:

✓ China (Chengdu and Beijing – 6/13/2016 – 6/19/2016) – Smart-cities and Clean energy opportunities with McWong and California Center

✓ Certified Trade Mission to Vietnam (being Proposed)

✓ Certified Trade Mission to ASEAN (being Proposed)

✓ Certified Trade Mission to Korea (being Proposed)
I have provided you a better understanding of MBDA and our role in three priority markets: Africa, Latin America and Asia.

We have also discussed how Minority Businesses can leverage three Presidential Initiatives to expand their businesses globally with the main focus on “Doing Business in Asia”

Finally, you now have a better understanding of the MBDA Partnership with the White House Initiative on Asian American Pacific Islanders (WHIAAPI)