



# Pride 2021: Get Certified & Grow Internationally



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# OPENING REMARKS



## Chris Van Es

Senior Vice President for  
Communications & External  
Engagement

*EXIM*



# NGLCC MISSION & CERTIFICATION PROGRAM



## **Justin Nelson**

Co-Founder & President

*National LGBT Chamber of Commerce*



# NATIONAL LGBT CHAMBER OF COMMERCE



## **Jonathan D. Lovitz**

Special Advisor

*National LGBT Chamber of Commerce*





nglcc   
Celebrates Pride 2021

# The LGBT Economy Is America's Future



nglcc   
National LGBT  
Chamber of Commerce

**EXIM**  
EXPORT-IMPORT BANK  
OF THE UNITED STATES

June 29, 2021

- The **business voice of the LGBT community**
  - Direct link between LGBT business owners, corporations, and government
  - Leading national policy advocates for LGBT economic inclusion
  - 60+ NGLCC affiliates in the U.S. and internationally
  - Founded in 2002; NGLCC Global division established in 2014



- Exclusive **certifying body for LGBT Business Enterprises** (LGBTBEs)

- Hosts largest LGBT business event in the world: **NGLCC International Business & Leadership Conference**



Who is the



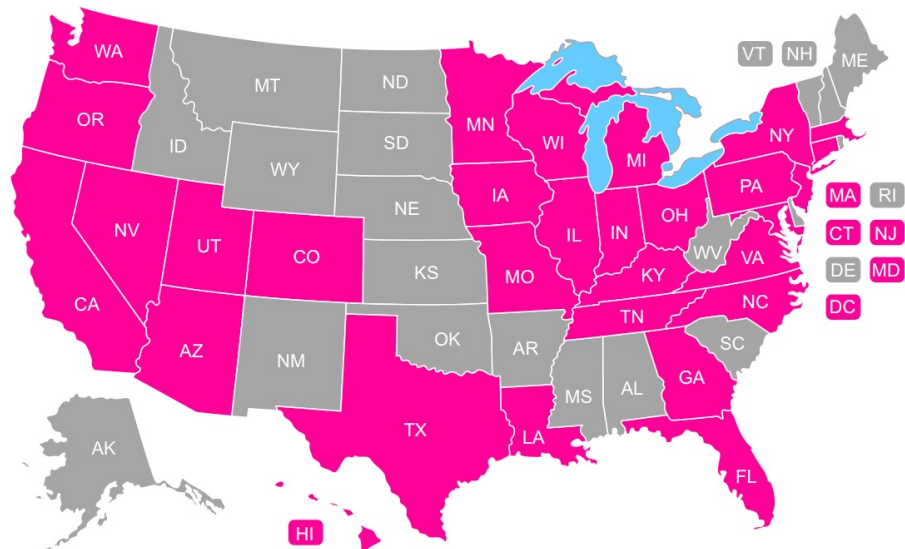
National LGBT Chamber of Commerce



**nglcc**   
Affiliate Chamber

## LGBT Chambers of Commerce

At home or traveling support those business supporting our community!



**nglcc**   
Global



**GLOBE**  
NETWORKING OUR COMMUNITY



**câmaraLGBT**



**EW**  
East meets West



**SGLCC**



**Other**  
THE OTHER FOUNDATION



**CCLGBTQ**  
CÁMARA DE COMERCIO LGBT DE LA REPÚBLICA DOMINICANA

**PLUS.**  
THE LGBTI+ BUSINESS NETWORK

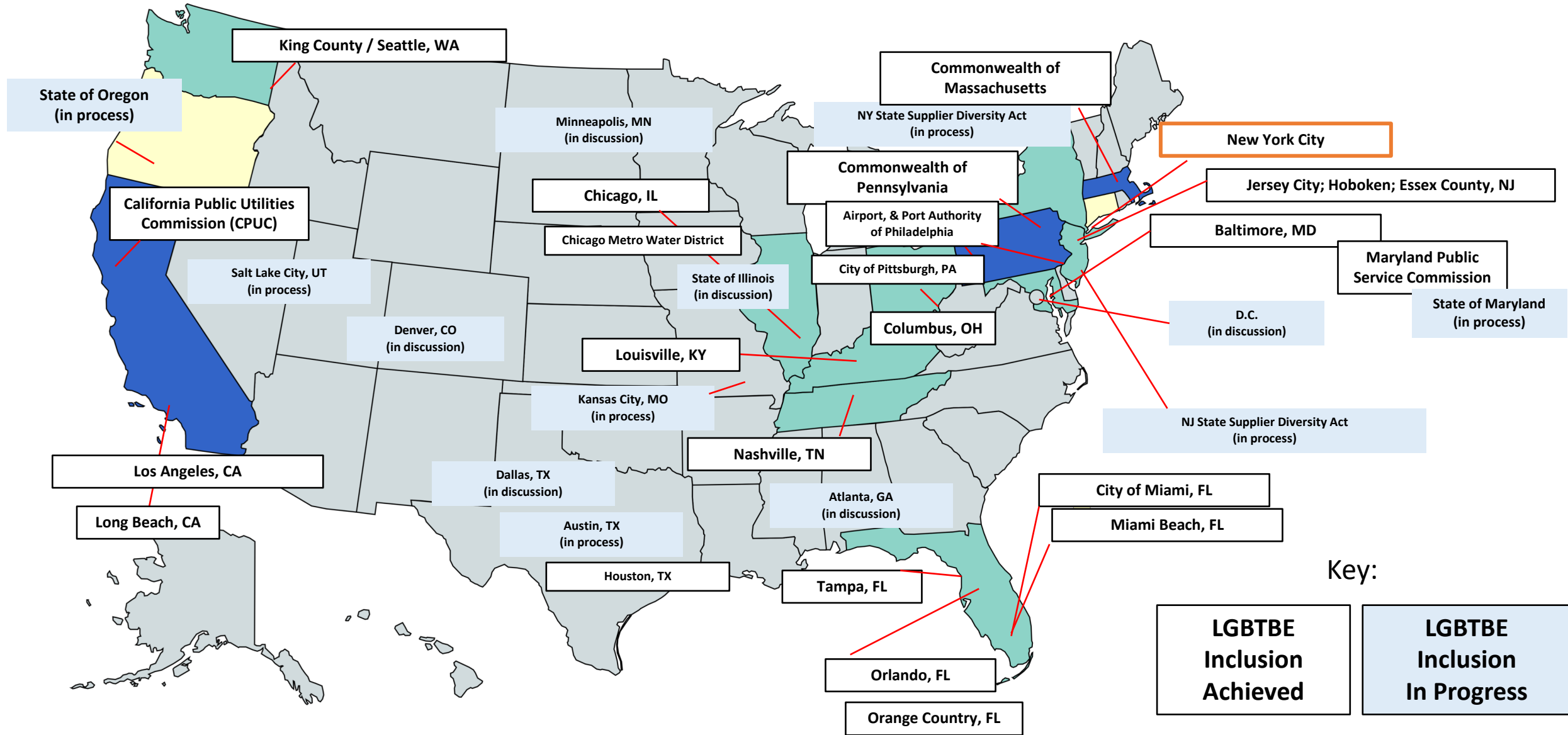
# Who is Already Working with LGBT-Owned Businesses?



**nglcc** Corporate Partner



# LGBTBE Inclusion in the Public Sector (As of May 2021)



# Tell Every LGBT Business Owner you Know to GET CERTIFIED



"The NGLCC certification creates visibility for LGBT businesses. Visibility creates awareness. Awareness leads to acceptance. And widespread acceptance ends discrimination. You can't change hearts, minds and attitudes, if you are invisible."

NIKKI BARUA  
Chief Executive Officer, BeyondCurious

Tell Every LGBT Business Owner you Know to GET CERTIFIED

Ready to Grow?  
HERE'S HOW!

- 1 Visit My.NGLCC.org to start your business profile**  
(Tell us more about you & your business)
- 2 Submit supporting documents**  
(Once you begin your business profile, an NGLCC team member will reach out to help you through this step)
- 3 Complete a site visit with an NGLCC trained site visitor**  
(The site visitor will corroborate the information in your application and learn more about your business in the process)
- 4 National Certification Committee review**  
(Our National Certification Committee meets monthly & will review your application to certify your business as an LGBTBE)

# LGBTBE CERTIFICATION?

## WHY SHOULD I GET CERTIFIED?

You work hard for your business, and NGLCC's exclusive LGBT Business Enterprise (LGBTBE) certification works hard for you, giving you a competitive advantage to succeed.

**Our Network Is Ready To Do Business** – As an LGBTBE, you'll have access to the full network of NGLCC, the National LGBT Chamber of Commerce, which features more than 200 corporate and government partners expressly looking to do business with certified LGBTBEs. Plus, our 1000+ LGBTBEs cut across all industries, from construction to apparel to technology to professional services, and are seeking B2B opportunities and strategic partnerships with other LGBTBEs like you!

**LGBTBEs Stay In Business Longer** - Thanks to increased resources and opportunities, certified LGBTBEs stay in business longer than the average American small business – over twice as long, according to NGLCC's "America's LGBT Economy" Report.

**LGBTBE Certification Scales With Your Business** - Certification can benefit your business at any size. Our LGBTBEs range from sole proprietors to multinational LGBT-owned corporations, with revenues in the hundreds of millions!

**The LGBT Consumer Is Looking for You** – The LGBT community spends more than \$917 billion every year on goods and services, and they are more than 75% likely to change brands when they know they are LGBT inclusive. Stand out as a go-to supplier in your community by advertising your LGBTBE certification.

# Tell Every LGBT Business Owner you Know to GET CERTIFIED

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Maximize your business opportunities by becoming a member of an NGLCC [affiliate chamber](#). As a member, you can network with local LGBT and allied business owners, have access to local programming and events, and can take advantage of local business opportunities.

**Become a member of your local affiliate chamber to not only leverage local membership benefits but also to take advantage of complementary national certification. NGLCC waives the certification fee for businesses that choose to join their local affiliate chamber.**

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Are you a **trans or gender non-binary (TGNC) business owner** looking to get LGBTBE certified? Click [here](#) to learn about NGLCC's Trans+ Inclusion Task Force and access additional resources for our trans/non-binary community members looking to get certified. Contact [transinclusion@nglcc.org](mailto:transinclusion@nglcc.org) to be connected with the NGLCC trans and non-binary business community.



Are you an **LGBT business owner of color** looking to get LGBTBE certified? Click [here](#) to learn about NGLCC's Communities of Color Initiative (CoCi) and access additional resources for intersectional community members looking to get certified. Contact [coci@nglcc.org](mailto:coci@nglcc.org) to be connected with the CoCi team.

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# Tell Every LGBT Business Owner you Know to GET CERTIFIED



*"We just landed a three-year contract totaling over \$21 million through the NGLCC's Supplier Diversity Initiative. The Corporate Partners were companies looking for vendors specifically like us. The NGLCC program works!"*

**Jackie Richter**

Co-founder, Heels and Hardhats Construction  
2018 NGLCC LGBT Business of the Year

*"Almost 80% of our business growth has come through our Partnership with the NGLCC. It has been an incredible ROI for our organization."*

**Sam Lehman**

Partner, Columbia Consulting Group



*"Certification and participation matters. It just does. It's one more that thing that gets you in front of another group, it catches purchasing executives' attention."*

**Helen Russell**

Co-Founder, Equator Coffee & Teas  
2016 US Small Business Association Business of the Year





# AMERICA'S LGBT ECONOMY

The Premiere Report on the Impact of LGBT-Owned Businesses

- Contributing Over \$1.7 Trillion to the U.S. Economy
- Creating Good Jobs & Innovating Industries
- Building Wealth & Expanding Diversity in the LGBT Community

Explore all the findings at  
[nlgcc.org/report](http://nlgcc.org/report)

# One Report Changed the National Dialogue on LGBT Businesses

**Bloomberg Business**  
**LGBT-Certified Suppliers Jump as Big Companies Seek New Sources**  
By Jeff Green  
January 18, 2017, 1:00 AM EST  
Number of registered businesses listed in five years  
Northern California among those seeking more sourcing diversity

**FORTUNE**  
**The 5 States Where LGBT-Owned Businesses Are Thriving**  
By Jeremy Outliner  
Jan 18, 2017  
It may come as no surprise that states where startups traditionally thrive are also good for LGBT-owned businesses. After all, such states typically have good business networks, access to venture capital, and other forms of financing that are all important to fostering business growth.

**The Washington Post**  
**There's green in being gay: LGBT businesses contribute \$1.7 trillion to the U.S. economy**  
If you're an LGBT business owner, you should get certified as one.  
WASHINGTONPOST.COM

**FiveThirtyEight**  
**\$1.7 trillion**  
Estimated total contribution to the U.S. economy from businesses, according to a report from the National of Commerce. That's based on an extrapolation from 900 certified businesses contributing \$1.15 billion [Now]

**ECONOMIC IMPACT OF LGBT-OWNED BUSINESSES**  
**\$1.7 TRILLION** CONTRIBUTED TO U.S. ECONOMY  
**33,000** JOBS CREATED  
**\$2.4 MILLION** AVERAGE REVENUE  
SOURCE: NATIONAL GAY AND LESBIAN CHAMBER OF COMMERCE

**Mashable**  
**The number of LGBTQ-certified businesses has tripled in the last five years**  
**365**

**LGBT Rights 2017: Big Companies Seek Inclusivity As Number Of LGBT-Certified Suppliers Sees A Spike, Report Shows**  
BY SEERAT CHABBA ON 01/19/17 AT 2:46 AM

**International Business Times**

**LGBT weekly**  
SAN DIEGO  
America's First Cable News Affiliated LGBT Media Company  
ONOWIRE

# One Report Changed the National Dialogue on LGBT Businesses

INVEST IN YOU: READY SET GROW

**LGBTQ small businesses confident about post-pandemic future but don't have succession plans in place**

LGBTQ small business owners are confident about their post-pandemic recovery, but more than 78% don't have a succession plan in place, according to a new ...



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## **Nearly Eighty Percent of LGBTQ Small Business Owners Expect to Make a Full Recovery in 2022, According to LGBTQ Small Business Owner Financial Health Survey**



# We Used to Only be Known for Consumer Power...

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**\$917 BILLION**

Spent by LGBT Americans on goods and services in 2016. Celebrating diversity is good for business!

**88% of gay men and 91% of lesbians** reported that their purchasing decisions are influenced by corporate sponsorship of LGBT events and participation in LGBT organizations.

**3 out of 4**

LGBT individuals have changed brands when a company has exhibited pro-LGBT support

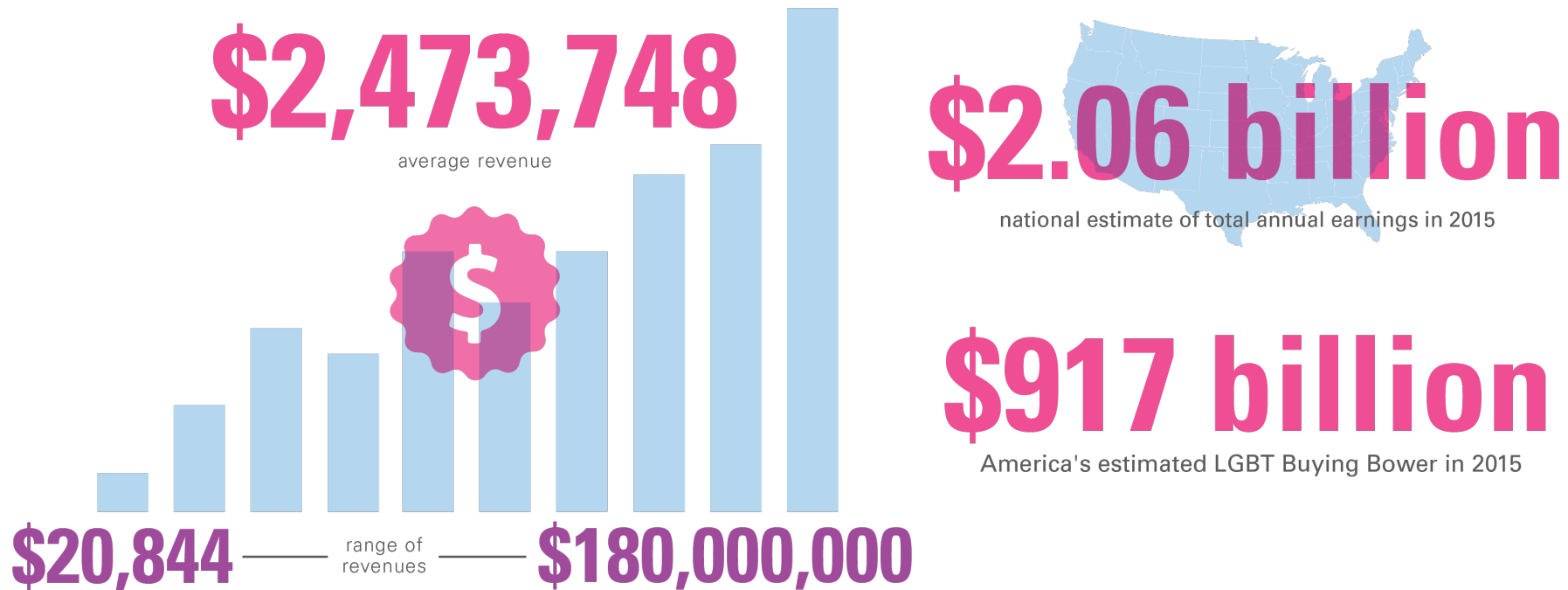
**Double the amount of Passports** are held by LGBT Americans than straight Americans, making LGBTQ travel incredibly valuable to the market



# American #LGBTBiz Would Be 10<sup>th</sup> Wealthiest Nation in the World

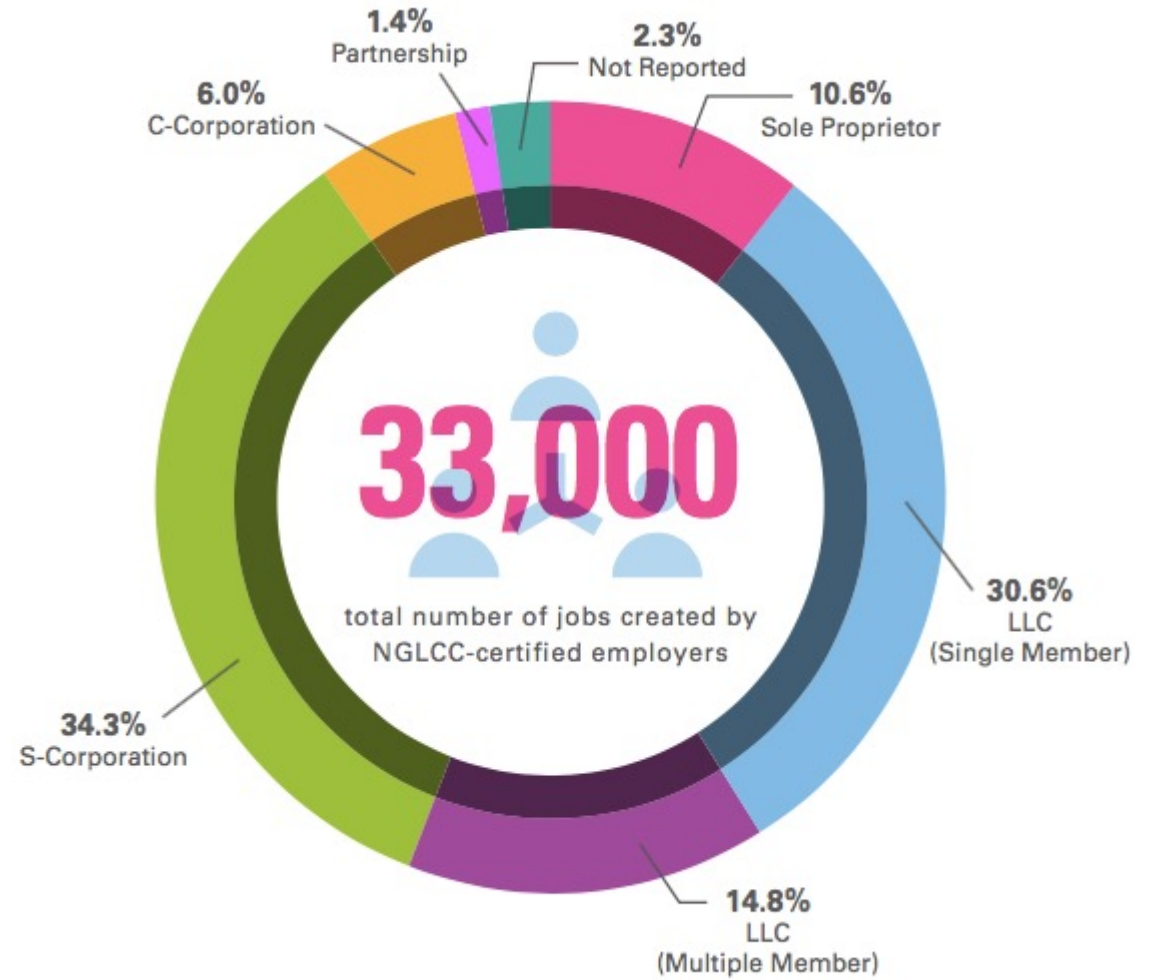
If all estimated LGBT-owned businesses in America are projected,  
their contribution to the economy exceeds

## \$1.7 Trillion



# Jobs, Jobs, Jobs

AGE OF LGBT BUSINESSES BY YEAR



# EXIM BANK FINANCING TOOLS & MWOB PROGRAM OVERVIEW



## Nicole Woods

MWOB Development & Client Care  
Manager

*EXIM*



OUR FINANCING

# Makes the Difference



Level the Playing Field



Minimize risk



Supplement Commercial Financing

**MWOB** Division



# What's Stopping Your Business from EXPORTING?

## Risk of Buyer Nonpayment

### You Need:



### Export Credit Insurance (ECI)

EXIM helps small business exporters mitigate financial risks to achieve success.



Protects & insures foreign accounts receivable



Covers up to 95% of invoice value



Can apply to single or multiple foreign buyers

### With ECI You Can:



Offer open account credit terms & win new sales contracts



Borrow against insured foreign accounts receivable



Expand your products to global markets

## Access to Cash Flow

### You Need:



### Working Capital Loan Guarantee (WCLG)

EXIM helps you secure a loan by providing your commercial lender with a guarantee.



Guarantees 90% of loan to the lender



Supports advances against export-related inventory & accounts receivable

### With WCLG You Can:



Use cash for materials, labor, & production



Borrow against work-in-progress for more capital



Lower collateral rates for performance & bid bonds [25% vs. 100%]

## Start Your Journey:

[exim.gov/who-we-serve/minority-women-owned-businesses/schedule-consultation](https://exim.gov/who-we-serve/minority-women-owned-businesses/schedule-consultation)

# ITA GLOBAL EXPORT DIVERSITY INITIATIVE



## **Nyamusi K. Igambi**

Regional Director, Southern Network  
*U.S. Commercial Service*





**U.S.  
COMMERCIAL  
SERVICE**

United States of America  
Department of Commerce

# The World is Open for Business

**Increasing Jobs at Home by  
Expanding U.S. Exports**



# Agenda

- Commercial Service
- Our Services
- Global Diversity Export Initiative
- Get Connected

A close-up photograph of two people shaking hands over a wooden desk. The person on the left is wearing a blue and white checkered shirt, and the person on the right is wearing a white shirt. In the background, a laptop is open on the desk, and there are some papers and a small orange object. The lighting is warm and focused on the hands.

# Our Mission

**Grow U.S. exports to increase U.S. jobs.**

U.S. Department of Commerce | International Trade Administration | U.S. Commercial Service

# Leverage the strength of the U.S. government

- Market access problems
- Unfair contract competition
- Meetings with the right partners
- Getting paid and more



## Let our global network work for you.

### Worldwide Recognition

As the U.S. government, we can open doors that no one else can in markets around the world.

### Global Network

Our unmatched global network with trade experts in more than 80 countries can provide you with on-the-ground knowledge and connections.

### Results Driven

Our expert, in-person counseling is unparalleled and designed to help you succeed in global markets.



# The world is open for your business.

Our global network of experienced trade professionals is located throughout the United States and in U.S. Embassies and Consulates worldwide. Whether you're looking to make your first export sale or expand to additional markets, we offer the expertise you need to connect with lucrative opportunities and increase your bottom line.

## Our Services



### Export Counseling

- Develop effective market entry and sales strategies.
- Understand export documentation requirements and import regulations of foreign markets.
- Navigate U.S. government export controls, compliance and trade financing options.



### Market Intelligence

- Analyze market potential and foreign competitors.
- Obtain useful information on best prospects, financing, laws, and cultural issues.
- Conduct background checks on potential buyers and distributors.



### Business Matchmaking

- Connect with pre-screened potential partners.
- Promote your product or service to prospective buyers at trade events worldwide.
- Meet with international industry and government decision makers in your target markets.



### Commercial Diplomacy

- Overcome trade obstacles to successfully enter international markets.
- Benefit from coordinated U.S. government engagement with foreign governments to protect U.S. business interests.



# Export Counseling

## **International Business Development**

The U.S. Commercial Service provides you with reliable information and personalized counseling at every step of your export journey—from strategy and planning, financing and logistics, market entry and expansion, to advocacy and dispute resolutions, and even eCommerce counseling. Our trade experts are here to address your concerns and guide you to success in the global marketplace.

## **eCommerce Innovation Lab**

The eCommerce Innovation Lab helps U.S. business by identifying export opportunities across the ecommerce sales channels, through concentration on client digital strategy development, use of Website Globalization Review gap analysis tools, and the online eCommerce Export Resource Center business library to help companies adapt and grow in the digital economy.





# Market Intelligence

## Country Commercial Guides

Prepared by trade and industry experts, Country Commercial Guides provide information on market conditions, opportunities, regulations and business customs for over 125 countries. Country Commercial Guides detail important factors to help you decide if a market is right for your product or service.

## Customized Market Research

Customized Market Research answers questions about an overseas market including; market trends & size, customary distribution and promotion practices, market entry requirements, product standards and registration, regulations, key competitors and potential agents, distributors, and strategic Partners.

## Initial Market Check

The Initial Market Check is an initial assessment of the market potential of your product or service in the targeted market. The service gauges the potential of a specific product or service in a market by gathering feedback from up to five industry participants and provides recommendations on whether to pursue the target market.

## International Company Profile

The International Company Profile provides U.S. companies and economic development organizations with a comprehensive background report and full analysis on a specific foreign company. Reports provide general business information, background and product information, key officials, references contacted by ITA, financial data/credit worthiness, reputation, results of site visits and interviews with principals; information sources consulted in preparing the report; and analysis of information collected.



# Business Matchmaking

## Single Company Promotion

Provides U.S. companies with promotional services to help increase the awareness of their product or service in a specific market. The promotional event may consist of a technical seminar, press conference, luncheon, dinner, or reception with targeted direct mail or email campaigns.

## International Partner Search (Virtual)

Provides U.S. firms with a list of up to five agents, distributors and partners that have expressed an interest in your product or service. Virtual introduction via teleconference to the identified contacts also available.

## Featured U.S. Exporter Listing

A listing in the directory of an overseas U.S. Commercial Service's website gives U.S. exporters targeted exposure to more effectively help them find foreign business partners in specific local markets. It allows local importers to find U.S. exporters interested in exporting to a specific local foreign market.

## Business Service Provider Listing

An online program to help U.S. exporters identify a professional export service provider to support them in the assessment, financing, or completion of an export transaction.



## Gold Key Service

Provides U.S. firms traveling to a foreign market with up to five pre-screened appointments to establish relationships with potential overseas agents, distributors, sales representatives, business partners and other local, in-country entities.



## Commercial Service Presented Events

### Discover Global Markets

Organized by the U.S. Commercial Service, these annual business development forums focus on an industry and/or world region. The conferences feature one-on-one meetings with U.S. Commercial Service diplomats visiting from abroad; panel discussions on the latest industry trends; export education; and extensive networking with U.S. trade officials and leading private sector experts.

### Trade Winds

Organized by the U.S. Commercial Service, Trade Winds is the largest, annual, U.S. Government-led trade mission. Each mission includes a business development forum in its host city, consisting of regional and industry specific conference sessions as well as pre-arranged consultations with U.S. Diplomats representing commercial markets throughout the region. Participating companies can customize a business matchmaking schedule with multiple stops, based on input from our in-country Commercial Specialists, and grow their international sales through meetings with pre-screened potential buyers, agents, distributors and joint-venture partners during the mission.



## Trade Events

### Certified Trade Missions (Virtual)

Organized with select trade organizations, missions are customized to meet the needs of groups of U.S. companies participating. Missions may include activities such as market briefings, Gold Key Service, receptions, site visits, and technical seminars.

### Trade Show Representation

The Trade Show Representation Service provides U.S. companies and economic development organizations with the ability to increase their marketing exposure at an overseas trade show when they are unable to attend in-person. Multiple clients' products and services may be showcased by the Commercial Service at the event.

### International Buyer Program

At major domestic industry trade shows, the U.S. Commercial Service provides services including on-site introductions to foreign buyers; networking; export counseling; market analysis; and business matchmaking.

### International Trade Fairs

Certified trade fairs feature a U.S. Pavilion and represent a U.S. Department of Commerce endorsement, ensuring a high-quality, multifaceted opportunity for American companies to successfully market their product/services overseas. Participating companies receive U.S. Commercial Service assistance with access to foreign buyers, agents, and industry representatives. Other services include pre-show industry/country market briefings, one-on-one export counseling, onsite promotion, and more.





# Commercial Diplomacy

## Advocacy Center

The Advocacy Center coordinates U.S. Government advocacy efforts for U.S. companies bidding on public-sector contracts with overseas governments and government agencies. The Center helps to ensure that sales of U.S. products and services have the best possible chance competing abroad. U.S. Government advocacy assistance can help U.S. companies overcome trade barriers, bureaucratic problems, and unfair trading practices; level the playing field to ensure that your company has the best possible chance to win foreign government contracts; and settle payment disputes with foreign companies.

## Report a Trade Barrier

File a complaint with the International Trade Administration's Trade Agreements Negotiations and Compliance Office. This office works with U.S. businesses to remove unfair foreign government-imposed trade barriers.

## Trade Dispute Resolution

We can help you resolve common trade disputes like customs issues. We engage directly with foreign governments to advance and protect your business interests and help your company overcome barriers to trade.





## **About GDEI**

The Global Diversity Export Initiative will create and execute export promotion solutions to reach underserved communities leveraging our global network of U.S. and overseas offices and the export assistance value chain of the International Trade Administration.

## **Our Focus:**

Minority and Women-owned businesses including (African American, Asian American, Hispanic American, and Native Americans).


LGBTQI+

Veteran & Service-Disabled Veteran Owned Businesses

# Our GDEI Plan

 **Tap new and existing USFCS resources to help diverse companies compete and win in global markets.**

 **Provide access to resources and tools to help diverse U.S. companies export faster and more profitably.**

 **Leverage strategic public private partnerships to amplify export solutions, identify new clients to serve.**

## Export Solutions

Export Solutions provides practical advice and business tools to help U.S. companies expand in global markets.



Learn How to Export



Research Foreign Markets



Network and Learn at Events



Find Buyers and Partners



Explore eCommerce Resources



Obtain Financing



Negotiate an Export Sale



Navigate Shipping and Logistics



Comply with U.S. and Foreign Regulations



Perform Due Diligence



Protect Intellectual Property



Resolve Export Problems



**U.S.  
COMMERCIAL  
SERVICE**

United States of America  
Department of Commerce

# CONTACT US to Connect to a World of Opportunity

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Questions?



# Closing Remarks