

International Trade Center

Delivering Results Globally.

2014 ANNUAL REPORT

A SPECIALTY CENTER OF THE SOUTH-WEST TEXAS BORDER SBDC NETWORK

TRADE ADVISING | MARKET RESEARCH | INNOVATIVE TRAINING | SBDCGLOBAL

www.texastrade.org



*We are proud of the groundbreaking work of the **International Trade Center**, leading the way for Texas companies to go global and expand their market reach. They directly assisted clients to expand global sales by \$490 million and create 909 new jobs during 2014. Cliff Paredes and his team also lead the expansion of the SBDC Network throughout much of Latin America and the Caribbean for the US Department of State, growing a valuable distribution network of trading partners.*

Robert McKinley,
Associate Vice President for Economic Development, UTSA

Institute for **Economic** Development
The University of Texas at San Antonio



*It is a great honor that the SBA awarded the **International Trade Center** the **SBDC Excellence and Innovation Award** for 2014. The professionals at the Center understand the challenges facing new-to-export firms, and are experienced and ready to help with critical country-specific market research and advice needed to enter new global markets. The greatest benefit to small businesses looking to export is their knowledgeable team of Certified Global Business Professionals that ensures success for clients by staying with them for the long term.*

Albert Salgado,
Director of the South-West Texas Border SBDC Network

South-West Texas Border
**Small Business
Development Center Network**
The University of Texas at San Antonio



LETTER FROM THE DIRECTOR

2014 can be seen as a year for progress. We built upon the successes of the past, and continued to innovate and compete in our areas of expertise. Highlights for the year include:

- Core services reached an all-time high for economic impact in the region with major increases in job creation and retention, global sales, and access to capital for our clients (*pages 6–7*);
- Leveraged partnerships with regional Small Business Development Centers (SBDCs) and assisted over 413 clients (*page 8*);
- Delivered industry-leading training to 457 business professionals at 24 events (*page 9*);
- Helped clients to become more successful and globally competitive through our core services (*pages 10–13*);
- Broke records in foreign direct investment job creation and access to capital through our Texas International Business Accelerator (TIBA) program (*page 14*);
- Advised and guided the governments of countries in Latin America, the Caribbean and North Africa in developing national SBDC networks (*pages 16–17*);
- Continued to improve SBDCGlobal, and trained SBDC professionals from around the country in best practices (*pages 18–19*);
- Facilitated international economic development through the growth of foreign SBDC Networks (*pages 20–23*).

We did not create these successes alone. Throughout our history we have enjoyed being part of the **University of Texas at San Antonio (UTSA) Institute for Economic Development** and the **South-West Texas Border SBDC Network**. This support has given us the freedom to create new programs and services which has allowed our center to grow into an internationally recognized trade assistance organization that assists clients in selling all over the world while advising foreign governments on how to do the same.



We've been able to accomplish a lot. We see 2015 as an opportunity to continue moving forward and innovating in a complex and growing market.

Cliff Paredes

Cliff Paredes, Director of the International Trade Center





HOW WE MADE OUR MARK IN 2014

It all begins with our staff. We continue to focus on hiring people who share our values of *Integrity, Service, Innovation* and *Excellence* and invest in their continued training and development. Having clarity of mission and vision as an organization and executing a simple plan based on our strategy allows the Center to exceed the expectations of clients, partners and funding agencies.

ABOUT THE CENTER

The **International Trade Center** is one of the largest and the most successful trade assistance organizations in Texas. Established in 1992, our mission is to provide businesses with trade advising services, market research and innovative training programs that deliver results. The Centers initiatives include:

- **International Trade Center Core Services:** customized trade advising, market research and training for small businesses in the **South-West Texas Border SBDC Network**;
- **The Texas International Business Accelerator Program:** assisting foreign-based businesses to successfully establish operations in Texas by helping them create comprehensive foreign investment plans;
- **SBDCGlobal:** provides training to SBDC professionals, and advises foreign governments on how to adapt and start their own SBDC networks. SBDCGlobal.com is also the first business to business platform for US and international Small Business Development Center (SBDC) networks that will connect millions of small business clients.

The *International Trade Center* is a strategic component of the **UTSA Institute for Economic Development** and the **South-West Texas Border SBDC Network** and serves 79 counties that includes the metro areas of San Antonio, Austin, El Paso, San Angelo, Corpus Christi, Laredo, Eagle Pass, Alpine, Victoria and the Rio Grande Valley.



2014 SBDC OF THE YEAR

At the annual National Small Business Awards week held in Washington D.C., the *International Trade Center* was awarded the **Small Business Development Center (SBDC) Excellence and Innovation Award** by the US Small Business Administration (SBA) which recognizes the best center in the 1,100 center Americas's SBDC network. The Center was selected because of ongoing professionalism, consistently impressive economic impact results, and for innovation within the business development profession. We are humbled and pleased to have received the award.



2014 CENTER PERFORMANCE

Throughout 2014 we continued to assist our clients in growing their export sales and creating new jobs, thus helping the Texas economy to recover and grow over the longterm. Client-generated economic impact does not happen overnight and is the result of our client advising efforts over many months. While many worried about the tough global economy, we focused our Center's efforts on providing our clients with high-value assistance so that they would be prepared to take advantage of opportunities and grow their global sales.

Customized advising and market research provided by experienced **Certified Global Business Professional (CGBP)** advisors over the longterm is the only way to help small businesses grow their global sales. Providing clients with real-world information, helping them build the technical skills to understand the mechanics of trade, and empowering them to act when global business opportunities arise requires many hours of assistance, patience and plenty of follow-up.

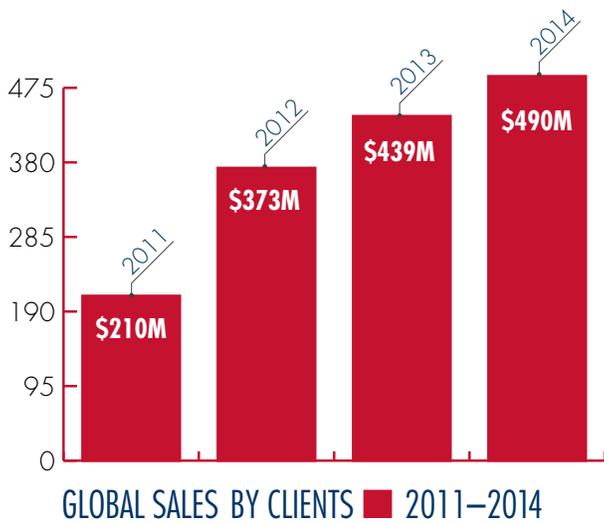
We have also been happy to share the secret of our success (including advising, market research and training best practices) with other SBDCs and trade assistance organizations throughout the US, Latin America, the Caribbean, and North Africa. This customized and effective approach is how we will continue to help our clients maximize their global trade potential and profitability in 2015.

*“Business insights are key to our decision making. The **International Trade Center** and our advisor Doug Smith have always been keen to share critical information with us. This approach is key to success in any initiatives and growth. We thank our advisor and his team for making that happen.”*

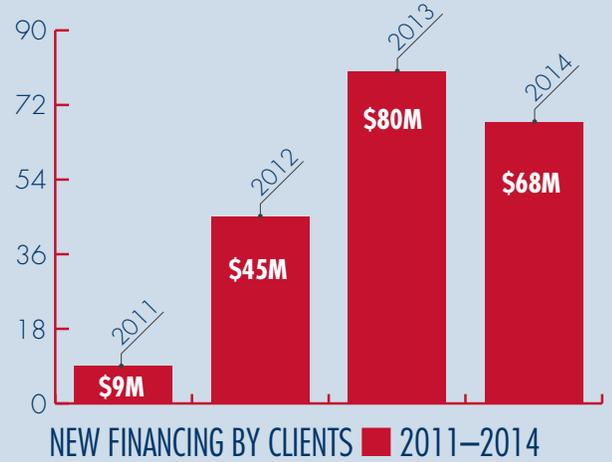
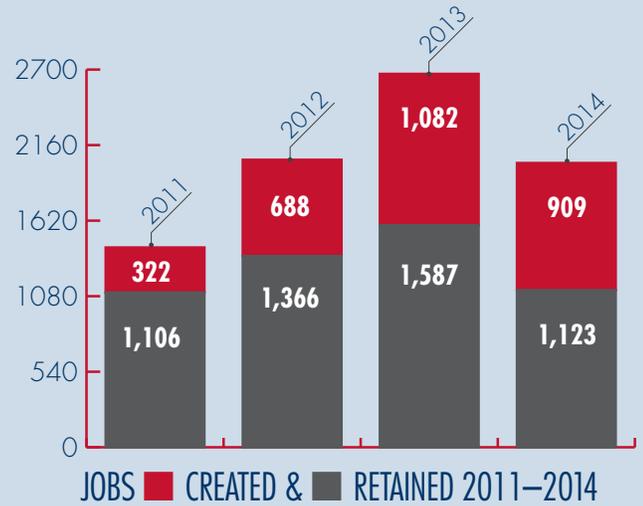
Divyesh Patel — Bespoke Group

ECONOMIC IMPACT

| | 2011 | 2012 | 2013 | 2014 |
|-------------------------------|--------|--------|--------|--------|
| Jobs Created | 322 | 688 | 1,082 | 909 |
| Jobs Retained | 1,106 | 1,367 | 1,587 | 1,123 |
| Global Sales* | \$210M | \$373M | \$439M | \$490M |
| New Financing | \$9M | \$45M | \$80M | \$68M |
| New Markets Entered | 145 | 151 | 158 | 174 |
| New Products to Market | 75 | 148 | 121 | 136 |



*Export and import sales generated through advising and market expansion assistance.



“Thanks to our advisor at the International Trade Center, Doug Smith, Drill King International has been able to reach new prospects in the down-the-hole drilling industries in Africa and Asia.”

Leo Goranov — Drill King International

BUILDING THE ECONOMY THROUGH IMPORT AND EXPORT ASSISTANCE

The **International Trade Center** provided **413 small business clients** in Texas with **9,454 hours of advising and market research assistance** in 2014. We attribute our impressive performance to the quality and focus of the advising and market research staff.

Another accomplishment in 2014 was the *International Trade Center's* ability to attract and serve clients throughout the 79 county South-West Texas Border SBDC Network. This was done by working with partners such as the San Antonio SBDC, Del Mar SBDC in Corpus Christi, the Texas State University SBDC in Austin, the Angelo State University SBDC in San Angelo, the El Paso SBDC and the Boerne Chamber of Commerce. The *International Trade Center* looks forward to continuing to expand its presence in the South-West Texas Border SBDC Network and helping more Texas companies start and expand their global sales.

In 2014, the *International Trade Center's* market research staff provided clients with the latest global information and competitive intelligence that helped them make better decisions and reduce risk. The team is staffed by experienced and skilled researchers that have fluency in English, Spanish, Portuguese, French and Mandarin and are equipped with the latest market research databases.



The international market research staff assisted advisors with critical information that helped clients enter new foreign markets.

During 2015, we will continue to grow the quality and scope of our advising and market research services so that we can better assist clients in expanding into new global markets. This will be accomplished by purchasing new market research resources, investing in professional development for our advising staff and by better leveraging our extensive network of international SBDC partners from across Latin America and the Caribbean. We will carry forward our efforts to identify and create new Texas exporters and strive to deliver exceptional advising services for all our clients.

| Advising Impact by Year: | 2011 | 2012 | 2013 | 2014 |
|---------------------------------|-------------|-------------|-------------|-------------|
| Total Advising Hours | 7,162 | 8,045 | 9,370 | 9,454 |
| Total Clients Assisted | 426 | 465 | 478 | 413 |



IDZ TECHNOLOGIES INC.

IDZ Technologies Inc., located in San Antonio, TX, is an industry leader in automatic Radio Frequency Identification (RFID) tool and asset related tracking and management solutions. The RFID products from *IDZ* perform fully automated functions in inventory management, provide real time tracking, and facilitate decision making which helps to remove human errors while increasing operational efficiency and maximizing the utilization of resources, assets and equipment. Their specific system allows users the ability to track items with GPS, RFID and other technologies, as well as control physical access to tools and inventory items and to create detailed reports with information from the RFID trackers. *IDZ's* RFID products are used by the US Air Force, and in diverse industries such as logistics, oil/gas/energy, and automotive.

IDZ came to the *International Trade Center* in 2012 when they were facing the challenge of exporting their RFID products. Since their products are used in the aerospace industry, export compliance is a special concern. Through several advising engagements, Senior International Business Advisor Monica Alcoz helped them to understand and comply with complicated US export control regulations and identify correct Export Control Classification Numbers (ECCN) for their products. Additional support for the company has been made through market research, marketing and promotion advising and training.

“When it comes to export control, there is always a



huge sense of responsibility, but at the same time, urgency,” said Adalberto Terán, CEO of *IDZ*. “Many questions arise and even more if you are innovating and creating new technologies for a very complex and controlled industry like aerospace. Monica Alcoz and the *International Trade Center* team were a professional, timely, and invaluable resource who worked quickly and with deep knowledge to support our decisions.”

As a result of the assistance received, *IDZ* has expanded into new markets and now exports to Canada, Europe and Oceania. Additionally, their products are being used in new ways, which include tracking miners, checking in/out weapons for police training facilities, as well as tracking for special equipment such as tablets and laptops.

“We anticipate continuous growth in exports of our products and the need of more support from our friends at the *International Trade Center*,” said Terán.

Moving ahead, the Center is continuing to assist *IDZ* through market research and training.

To learn more about *IDZ Technologies Inc.*, visit www.idztechnologies.com.

“Monica Alcoz and the International Trade Center team were a professional, timely, and invaluable resource who worked quickly and with deep knowledge to support our decisions.”

Adalberto Terán — IDZ Technologies Inc.

TWIN AVIATION INC.

Twin Aviation Inc., located in Jourdanton, TX, is an ASA-100 accredited independent distributor of aircraft parts and supplies. Their emphasis is on military aircraft equipment, in particular the Black Hawk helicopter, which is seeing rapid adoption in non-military applications throughout the world; they also stock and repair parts for a variety of other aircraft. *Twin Aviation Inc.* has developed a system that allows them to provide customers with parts much faster than many original equipment manufacturer (OEM) suppliers. Through advanced inventory management, deep market knowledge, and experience the company can make very accurate projections about the needs of their customers and be ready for a variety of part orders globally. Beyond distributing, rebuilding, and selling parts, they also have a team of mechanics that they send into the field to make repairs at a moments notice for their customers on site.

Twin Aviation Inc. Vice President Sergio Gonzalez first met with *International Trade Center* Senior International Business Advisor Berenice Carmona in 2007 to strengthen their overseas capacity. Through various engagements, *Twin Aviation Inc.* has gotten high-quality country and industry specific market research, analysis of potential buyers and sellers in target markets, guidance on expanding into new global markets, and assistance with export control compliance.

“Export compliance is tricky; there are a number of sets of rules to follow and the penalties for not getting it right can be severe,” said Gonzalez. “I came to the *International*

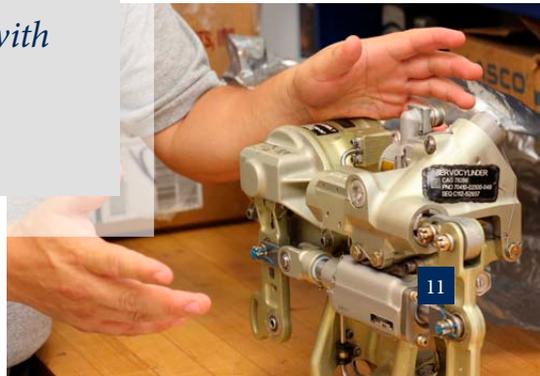


Trade Center for assistance in putting together a in-house export compliance program. Working with Berenice on that and other projects has helped us to get where we are today.”

As a result of the assistance received, *Twin Aviation Inc.* has been able to reach out into new countries and expand its existing business. This year they have had a 200% increase in sales, and now have major contracts in Colombia, Malaysia, Mexico, Turkey and very soon will be expanding into the Middle East. They have also developed their own in-house export compliance program based on the work that the *International Trade Center* provided.

Going forward, in addition to continued market research and export compliance assistance, the *International Trade Center* is investigating the possibility of an Export Import Bank loan for *Twin Aviation Inc.*

To learn more about *Twin Aviation Inc.*, visit www.taiglobal.com.



“We are very excited about our present and our future and we know the **International Trade Center** will be key to help with our market development.”

Sergio Gonzalez — Twin Aviation Inc.

CONCORD SUPPLY

Concord Supply, founded in 1991 and located in San Antonio, TX, is a manufacturer of packaging material, special laminations and extrusions. Some of *Concord Supply* products applications are metal and wood packaging, construction and agriculture.

The International Trade Center Senior International Business Advisor Alberto Rodriguez-Baez started assisting *Concord Supply* in 2013. Some of the services provided to the company's staff were international market research, trade advising and international business development training assistance. The most critical service provided was the international steel market analysis, identification of best markets to export *Concord Supply's* products and the identification of potential clients in the steel industry in specific markets abroad.

As a result, *Concord Supply* is poised to expand its presence to new markets in the Middle East, Europe and Australia. "The market research prepared for us by the *International Trade Center* was very informative and provided comprehensive and detailed information regarding potential customers abroad that we are looking to approach and do business with. We are already in the process of penetrating global markets with this information," said Victor Quiñones, *Concord Supply's* Owner and President. "The information is so relevant and useful that we are planning on hiring staff to act on it," Quiñones added.



Besides providing international trade advising, Rodriguez-Baez has been instrumental in connecting *Concord Supply* with other trade assistance agencies in the region and other departments within *UTSA's Institute for Economic Development*. As a result of this exposure, *Concord Supply* was visited this year by *US Trade Representative* Ambassador Michael Froman, who visited San Antonio to see first-hand the city's export-related economic development efforts.

To learn more about *Concord Supply*, visit www.concordsupply.com.



BLUE ORANGE POTTERY

Blue Orange Pottery, located in Laredo, TX, designs, manufactures, and distributes an expansive line of innovative home and garden décor products for a worldwide market. Their products include: clay pottery, ceramics, talavera, wooden décor, recycled metal art, along with other high quality products. *Blue Orange Pottery* started as a family owned business and takes pride in having some of the highest quality decorative garden decor products for their customers. Their operation is successful as evidenced by the fact that they are distributed and sold by small businesses as well as some of the largest retail stores.

In 2011 Jonathan Mercado, President of *Blue Orange Pottery* came to the *International Trade Center* to expand and strengthen his export preparedness and operation. Senior International Business Advisor Berenice Carmona worked with Mercado to lay the groundwork for new international business ventures for the company. Through a number of research and advising projects the *International Trade Center* provided trade data, on-going market intelligence, market research on countries including Canada, Netherlands, Switzerland, United Kingdom, Australia, Germany, Austria and New Zealand, complete with home and garden décor market information, and potential customers in each country.

“I came to the *International Trade Center* for help expanding into new markets as well as general export assistance,” said Mercado. “Berenice Carmona’s



personalized advising has proven to be highly valuable. I learned a lot from the *International Trade Center*.”

As a result of the assistance received, *Blue Orange Pottery* has been able to reach out into new countries and expand its existing business. They have had a 30% increase in sales, and now have distributors in Canada, Switzerland, Australia, and Germany.

“Based on my previous experience, I am looking forward to working with the *International Trade Center* again with my next international business project,” said Mercado.

To learn more about *Blue Orange Pottery*, visit www.blueorangepottery.com.



“Berenice Carmona’s personalized advising has proven to be highly valuable. I learned a lot from the **International Trade Center**.”

Jonathan Mercado — Blue Orange Pottery

FOSTERING FOREIGN DIRECT INVESTMENT IN TEXAS

2014 saw the **Texas International Business Accelerator (TIBA)** program continue to produce impressive economic impact through foreign direct investment (FDI) ventures. Since the mid-1990s the **International Trade Center** has been effectively assisting foreign entrepreneurs establish and expand their businesses in the US. We created The *TIBA* program because of a significant increase in demand for these services and the need for quality assistance available locally.

The *TIBA* program provides in-depth technical assistance and local market know-how so that foreign based businesses can structure their FDI projects and successfully establish operations in Texas. The *TIBA* program focuses on small and medium FDI clients, who are often overlooked by large consulting firms; this benefits the regional economy by attracting investment, creating jobs and promoting Texas as a global business hub.

The *TIBA* program's primary set of services is aimed at assisting foreign businesses in structuring their investment projects and includes:

- One-on-one confidential foreign direct investment business advising;
- Creation of a comprehensive investment plan that will result in a successful project in Texas;



- Development of financial projections that assist in securing project funding;
- Referrals for partner economic development organizations, immigration attorneys, accountants, commercial real estate agents and financial institutions in the region.

The *TIBA* program's FDI clients in 2014 came from *Brazil, China, France, India, Mexico, Spain* and *Venezuela*.

In 2015 the *International Trade Center* will continue to expand and invest in the *TIBA* program to meet the growing demand and to better leverage alliances with the international SBDC networks established throughout the Americas. The result of these efforts will be hundreds of international SBDCs throughout Latin America promoting the *TIBA* program as the best way for businesses to establish operations in the US.

To learn more about *TIBA*, visit www.texastrade.org/tiba.



| Advising Impact by Year: | 2012 | 2013 | 2014 |
|------------------------------------|-------|-------|-------|
| Foreign-Direct-Investment in Texas | \$17M | \$57M | \$62M |
| New Jobs Created | 426 | 769 | 639 |

Since *The TIBA program's* inception in 2011 it has been responsible for over **1,800 new direct jobs created** with over **\$136 million in foreign investment to Texas**. This economic impact included many small to medium-sized businesses started by foreign investors under \$500k.



INVEST IN TEXAS/INVIRTIENDO EN TEXAS

The TIBA program developed *Invirtiendo En Texas* as a regular training event to assist foreign business owners or entrepreneurs interested in making an investment in the State of Texas. In 2014, TIBA trained 25 professionals on the following topics:

- How to start a business in the United States;
- How to obtain visas for foreign investors and professionals;
- Business legal structures in the United States;
- Corporate taxes.

For more information about our *Invirtiendo En Texas* conference, please contact TIBA@utsa.edu.



CLIENT SNAPSHOT

COMPANY: Wings Army Restaurant

Foreign-direct-investment restaurant startup.
<http://wingsarmytx.com/>

ADVISOR: Jaime Martinez

ASSISTANCE PROVIDED: Foreign direct investment start-up assistance; market research; business plan.

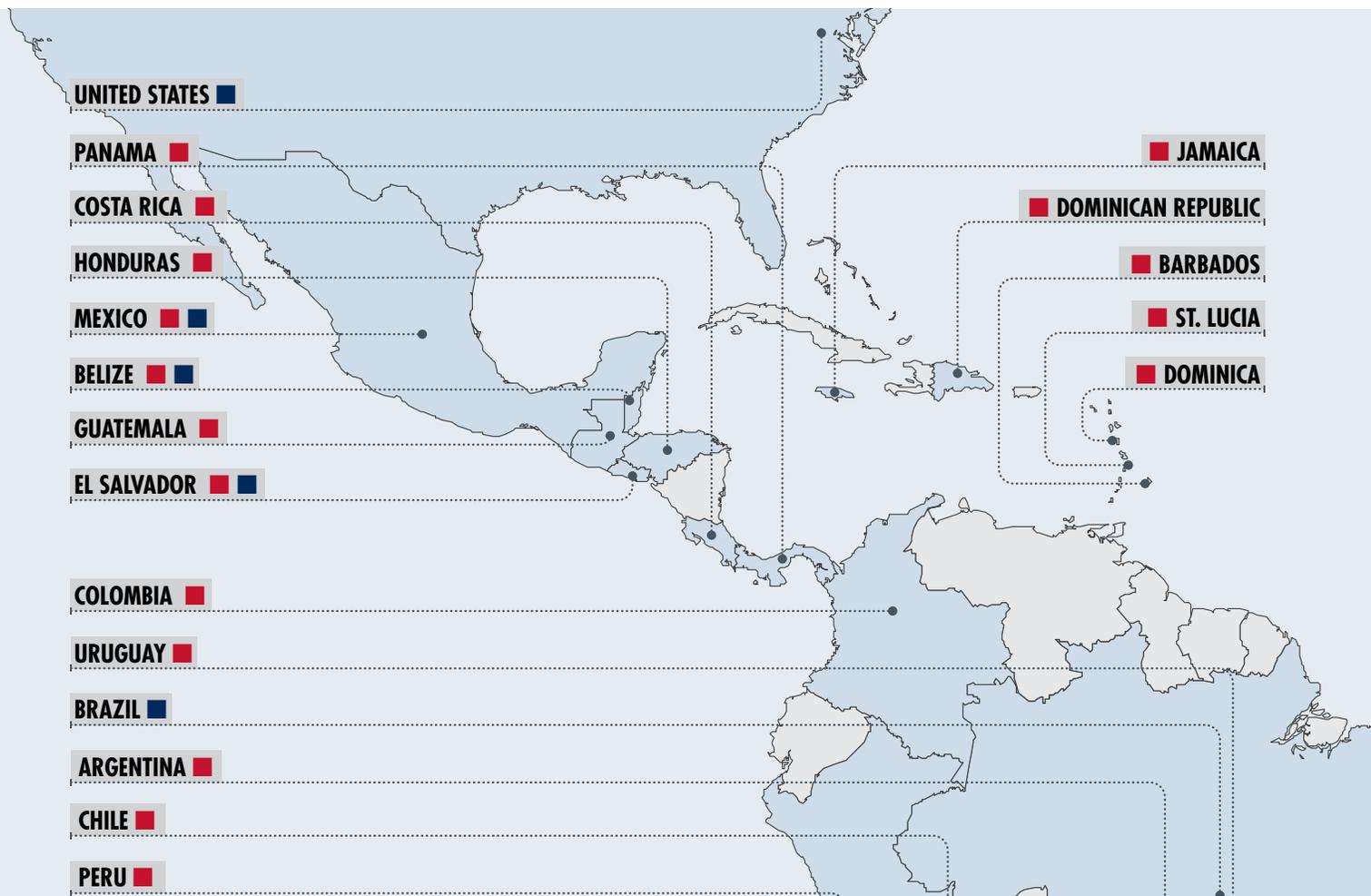
RESULTS OF OUR ASSISTANCE: Opened 3 new restaurants; 30+ jobs created; \$500k owner investment.



“Our TIBA program advisor at the International Trade Center, Jaime Martinez, has given us great business assistance and expert advice that will help us create a successful investment project.”

Nancy Kellum — Su Concierge, LLC

THE NATIONAL EXPORT INITIATIVE & THE SMALL BUSINESS NETWORK OF THE AMERICAS



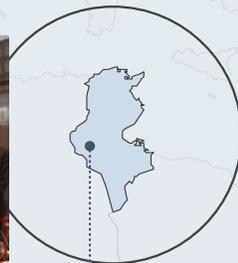
INCREASING EXPORTS & BUILDING BUSINESSES

In 2012 President Barack Obama announced his vision for a **Small Business Network of the Americas (SBNA)** that helps countries create their own national networks of Small Business Development Centers (SBDCs). The goal of the SBNA is to create a hemisphere-wide network of SBDC programs that would assist millions of small businesses in starting and growing their operations and would serve as a massive potential market for US small businesses.





MEXICO-US ENTREPRENEURSHIP AND INNOVATION COUNCIL (MUSEIC)



In 2014, the **UTSA Institute for Economic Development** hosted the first **Mexico-U.S. Entrepreneurship and Innovation Council (MUSEIC)** meeting in the United

States April 23-25. Established in 2013, MUSEIC was created as a part of the High-Level Economic Dialogue announced by President Barack Obama and Mexican President Enrique Peña Nieto to promote bi-national approaches to advance North American competitiveness, trade, and innovation in the entrepreneurial sector. San Antonio was selected as the council's first US meeting location to showcase the city's assets for bi-national entrepreneurship and as an ideal venue to address new development policies and initiatives.

The council is comprised of 24 entrepreneurship experts, 12 from each country. The members coordinate efforts to promote and develop bi-national entrepreneurship focusing on high-growth small- and medium-sized businesses, which are engines of economic development, job creation and a source of innovation for both countries. Robert McKinley, UTSA Associate Vice President for Economic Development, is a co-chair of the council's committee to link programs of the US Small Business Administration with its Mexican counterpart, the National Entrepreneurship Institute, led by its President Enrique Jacob Rocha.

SBDCGLOBAL

TUNISIA

The *International Trade Center* has played a central role in President Obama's SBNA initiative. Developed at the *UTSA Institute for Economic Development* and *International Trade Center*, SBDCGlobal focuses on three areas of activity: **1) training and advising foreign governments on how to develop their own SBDC network, 2) provide continued education for SBDC professionals located throughout the Americas, and 3) to provide an online B2B platform for SBDC clients in the US and internationally, so that they can access new trade opportunities within the international network of SBDCs in the Americas.**



Organization of American States

INTERNATIONAL SBDC EXPANSION COUNTRIES
COUNTRIES WITH AGREEMENTS TO USE SBDCGLOBAL.COM



“The SBDC Certificate Training was a learning space that allowed us to plan and structure how we want our Center. I hope this is the first step to consolidate and formalize a large enterprise network in Colombia, with a strong commitment from our small business stakeholders.”

Karen Cuéllar Lasprilla — Director, Alaya Center at the University of ICESI, Colombia

SBDCGLOBAL: BUILDING SBDC NETWORKS

SBDCGlobal advises and trains foreign governments on how to successfully launch their own Small Business Development Center (SBDC) networks by offering the **SBDC Advisor and Director Certificate Training Program**. With the support of the **US Department of State, USAID** and the **UTSA Institute for Economic Development**, *SBDCGlobal* has offered over 40 Certificate Training Programs in 18 countries since 2003.



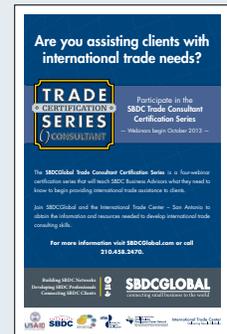
During 2014, UTSA conducted Certificate Training Programs in *Barbados, Chile, Colombia, Costa Rica Dominican Republic, Honduras, Mexico, and Peru*. The Certificate Training Program consists of four intensive modules that provide instruction on how to operate economic-impact-producing SBDC centers based on the US SBDC model.

SBDCGlobal will continue helping countries grow and consolidate their SBDC networks while assisting additional countries in starting and developing their own SBDC modeled programs. The ultimate goal is to connect all existing networks to SBDCGlobal.com to promote trade among small business clients.

To learn more about building SBDC networks, visit www.SBDCGlobal.com/index.php/us/international-sbdc/overview.html.

SBDCGLOBAL: DEVELOPING SBDC PROFESSIONALS

Based on best practices obtained from the **International Trade Center**, SBDCGlobal offered two Certification Courses during 2014. **The SBDCGlobal Director Certification Series** provided US SBDC professionals with the information and tools on how to manage an International Trade SBDC and offer high-value trade assistance services. The series consisted of six online modules and required the completion of a center strategic and operational plan. Since the series inauguration, SBDCGlobal has graduated over 155 SBDC professionals from 112 SBDCs located in 39 states.



SBDCGlobal also conducted a **Trade Advisor Certification Series** that was designed for US SBDC Business Advisors that want to better assist clients with their export projects. The series consisted of four online modules and provided



real experiences on how SBDC Business Advisors can provide high-value international trade advising services for their clients. In total SBDCGlobal provided training to 190 US SBDC professionals from 140 SBDCs located in 32 states.

For SBDC professionals located outside the US, SBDCGlobal offered the very successful **Online Training Program for Advisors** (*Programa de Capacitación Virtual Para Asesores*) series that featured the latest tools and techniques on how to help small business clients successfully start and grow their business. Offered in Spanish by small business experts, the series was a huge success and trained 714 professionals from SBDCs located throughout *Colombia, Costa Rica, Dominican Republic, El Salvador, Guatemala, Honduras, Mexico, and Panama.*

SBDCGLOBAL: CONNECTING SBDC CLIENTS

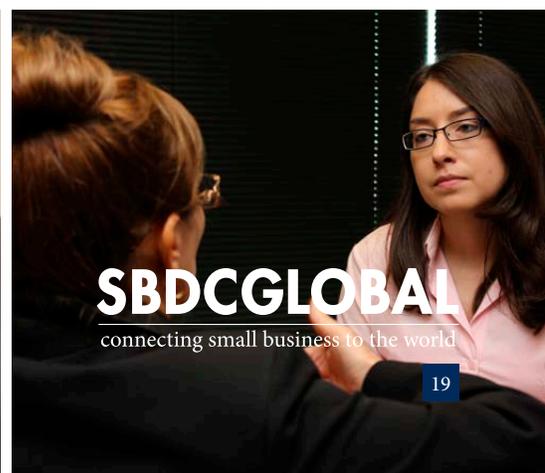
SBDCGlobal.com is a powerful and free online trade platform designed to provide business opportunities to SBDC clients in the US and other countries in the Americas where SBDC networks have been developed. Small businesses using SBDCGlobal.com have instant access to online buying and selling opportunities as well as extended one-on-one advising services provided by their local SBDC.



In 2014, SBDCGlobal.com was available to the SBDC Networks of Belize, El Salvador, Mexico and the United States. In order to continue the growth of the online platform, in 2014 SBDCGlobal.com provided advanced training to senior SBDC professionals at events in Belize, Brazil, Tennessee, and Texas. Additional training was also done in San Antonio for visiting delegations from Brazil and Mexico. By having access to the site, small businesses in these countries have the opportunity to locate domestic and international business opportunities in an effort to create growth. Collaboration with the Brazilian Micro and Small Business Support Service (SEBRAE) has also continued and in 2015 SBDCGlobal.com users will be able to engage in direct commerce with Brazilian small businesses.

As the SBDC model expands throughout the Americas and beyond, SBDCGlobal.com will continue to expand its reach and provide even greater opportunities for its users. 2015 will definitely be a year of continued growth for SBDCGlobal.com.

To learn more about the site, visit www.SBDCGlobal.com.



MEXICO

In 2003 the *International Trade Center* began working with stakeholders in Mexico to train business development professionals on small and medium size business advising and the adoption of the Small Business Development Center (SBDC) model.

Since beginning the process to adopt the SBDC model in Mexico, the *International Trade Center* has provided **14 SBDC Advisor and Director Certificate Training Programs** in various cities around the country. As a direct result of these training programs, there are now over **119 AMCDPE associated centers** helping businesses with services ranging from business plan development and market research, to international trade advising.

“The support and assistance **Julio** [*Garcia de las Mestas, the Mexico project lead*] has continued to provide the participants of the 14th round of **SBDC Advisor and Director Certificate Training in Mexico** has been fundamental to the development of more efficient centers, which focus its activities on providing high value to the clients, our Mexican SMEs,” said **Guillermo Amaya Parra**, *Universidad Autónoma de Baja California—Campus Ensenada*.

To support the adoption of the SBDC model, and as a result of the ongoing training and support from the *International Trade Center* over the past 11 years, Mexico has developed legislation to support small business development, and created technical SBDC operations manuals to formalize the processes and effectiveness of



their SBDC programs. They have also consolidated their centers into a national association of SBDCs through the creation of the *Asociación Mexicana de Centros para el Desarrollo de la Pequeña Empresa* (AMCDPE), developed SBDC accreditation standards, and have connected to the SBDCGlobal.com online platform.

“The *International Trade Center* team has been essential in the conception, creation, and growth of the Mexican Association of SBDCs,” said **Eugenio J. Reyes-Guzmán**, Director of the *World Trade Center Nuevo Leon*, and Director of the AMCDPE. “They have been committed from day one to offer Mexican SMEs more opportunities by means of the SBDC network.”

The training and other ongoing assistance in Mexico set the stage for the *International Trade Center* to expand the SBDC Network beyond the US.

For more information on the AMCDPE, visit www.amcdpe.org.



“The International Trade Center team has been essential in the conception, creation, and growth of the Mexican Association of SBDCs.”

Eugenio J. Reyes-Guzmán — Director, World Trade Center Nuevo Leon



BELIZE

The *International Trade Center* began working with Belize in 2012 to help with the adoption of the Small Business Development Center (SBDC) model. From May to August 2012, **20 professionals** participated in the **SBDC Advisor and Director Certificate Training Program** lead by the *International Trade Center*. Belize, through **BELTRAIDE** — the public/private agency charged with strengthening the Belize economy through promotion, trade, and SME development — has launched **one pilot SBDC**, as well as **one specialty center** focused on international trade, with others in the planning phase.

“UTSA’s continuous mentorship has been crucial in our successes over the last two years,” said **Nilda Riverol**, Manager of **SBDCBelize**. “As we have been the champion of our local small business, UTSA has been our champion throughout our journey.”

Belize has made great strides in adopting the SBDC model. Since their initial consultation, they have developed legislation to support small business development, and created SBDC operations manuals to formalize the processes and effectiveness of their SBDC programs. They have also completed a round of Certificate Training, and have connected their network to SBDCGlobal.com.

“UTSA has been instrumental in helping us build the foundation of our MSME assistance program and in establishing **SBDCBelize**, our first SBDC center,” said **Lejia Melanie Gideon**, General Manager, Innovation and Enterprise Division, BELTRAIDE. “We recently



launched **EXPORTBelize**, a specialty center, focused on international trade, and soon we will have a research facility that will provide market intelligence for our clients. We are excited about our continued growth, and look forward to further collaboration.”

The *International Trade Center* expects to continue supporting Belize in the development of its national SBDC network by providing additional support through training on various topics to assist them in maximizing the creation and capture of economic impact. This support will also include assistance to establish specialty centers and a research facility that will complement the existing work that is being done by the SBDCBelize.

For more information on BELTRAIDE, visit www.belizeinvest.org.bz.

“UTSA has been instrumental in helping us build the foundation of our MSME assistance program and in establishing SBDCBelize, our first SBDC center.”

Lejia Melanie Gideon — General Manager, Innovation and Enterprise Division, BELTRAIDE



HONDURAS

In 2012 the International Trade Center began working with the Honduran *Secretariat of Economic Development (SED)* to start the process of adopting the Small Business Development Center (SBDC) model. Three **SBDC Advisor and Director Certificate Training Programs** have been completed by 380 participants. The Honduran government has now launched six SBDC pilot centers in Golfo de Fonseca, Valles de Olancho, Región Occidente, Valle de Lean, Valle de Sula and Tegucigalpa.

Unique to the growing Honduras SBDC Network are *Unión de Socios*, which are legal entities operating regionally to promote relationships between government, university, and the private sector at a subnational level to participate in funding, decision-making, and Centers operations.

“It was challenging to be the first SBDC in Honduras without other active centers to collaborate with,” said **Ricardo Espinoza**, Director of the Golfo de Fonseca SBDC. “The training and the continuous guidance that we received from UTSA allowed us to understand the SBDC methodology of SME assistance, and adapt it to the business dynamic of Honduras to create economic impact.”

In support of the SBDC model, Honduras is developing legislation to support small business development and has formalized SBDC operations. Included in the results of their SBDC advising services, Honduras has created 1,611 new jobs, started 353 new businesses, and formalized 206 existing businesses.

“For the first time in Honduran history, representatives



from the public, private and, academic sector stakeholder groups have come together to plan a model of economic development that directly responds to the main constraints found in our economy,” said **Carlos Gunther Lainez**, MSME-SSE Sub-Secretary for Economic Development in Honduras. “As part of our design, we are adapting and implementing the SBDC model with the support and guidance of UTSA. To date our successes include forming ten SBDC *Unión de Socios* which are supported by 155 public, private, academic and other stakeholder partners; establishing six operating SBDCs; and maintaining a staff of 44 advisors that cover 46% of the national territory in 136 municipalities.”

In 2015 Honduras is planning to launch four new centers. Plans are also being made to connect their SBDCs to the SBDCGlobal.com online trade platform for international trade opportunities.

For more information on the Honduran *SED*, visit www.prohonduras.hn.



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Ricardo Espinoza — Director, Golfo de Fonseca SBDC



COLOMBIA

The *International Trade Center* began working with the *Ministerio de Comercio, Industria y Turismo* (MinCIT) in 2012 to begin the process of adapting the Small Business Development Center (SBDC) model. Five **SBDC Advisor and Director Certificate Training Programs** have been completed to date in Bogota, Cali, Medellin, and Barranquilla, training over 500 professionals.

“To Directors and Advisors of Centers, UTSA’s training was very useful in order to understand the importance of generating and capturing economic impact through high-value business assistance services,” said **Rita Mónica Jiménez**, Director of the *Centro de Desarrollo Empresarial-Prospera Agua Blanca*. “With the support of UTSA and MinCIT, we look forward to creating a network of centers throughout Colombia. Our clients are thrilled that our center is part of an international small business assistance network that will help them improve their businesses, promote trade, and improve economic success as a whole.”

Colombia is making great progress in adapting and implementing the SBDC model; they have finished developing the technical manual for running the centers, and are in the final stages of the request for proposal process that will lead to the creation of new centers. In 2014, included in the economic impact generated by the centers are 262 advising cases that reported business growth, over 100 new jobs created and 2,592 attendees at business training events.

“UTSA has given us the help we need to adapt and



implement the SBDC model and we are grateful for their assistance in strengthening the Colombian economy,” said **Doria Patricia Puerto Becerra**, Project leader and Consultant for MinCIT. “Over the last two years, more than 500 professionals from the public, private, and academic sectors have been trained in the SBDC model — a good sign of progress for this program. We look forward to continuing this collaboration, and to promoting domestic business as well as international trade through the SBDGlobal.com online platform.”

In 2015 Colombia is planning to launch 14 new pilot centers and continue developing the management, advising and technical capacity of their growing network through the SBDGlobal.com online trade platform. *The International Trade Center* will continue to advise and support them as they go forward.

For more information on the MinCIT, visit

<http://www.mincit.gov.co>.



“Monica Alcoz and Cliff Paredes shared compelling experience and insight that has helped us to improve our problem solving skills, and to better assist our clients on a daily basis by finding new opportunities to grow their business.”

Rita Mónica Jiménez — Director of the Centro de Desarrollo Empresarial-Prospera Agua Blanca





The SBDC International Trade Center was founded in 1992 and is funded by the US Small Business Administration, the State of Texas and is part of the Institute for Economic Development at the University of Texas at San Antonio. It serves the South-West Texas Border Small Business Development Center (SBDC) Network and is an accredited part of the 1,100 center America's SBDC Network.

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