



# CERTIFICATION

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**The benefits of MBE Certification really boil down to one word: ACCESS.** Most Fortune 1000 companies in America have supplier diversity programs to source products and services from minority owned businesses to keep their businesses in line with the shifting demographic profile of our country. These companies recognize that a diverse supply base offers a competitive advantage in today's multicultural business economy.

Certification gives MBEs access to contracts, markets, and capital as well as consulting services and technology programs which help to close the gap from 333 to 15 years to economic parity. Finally, the MMSDC team established the Gold Standard for certification and brings authentic certified MBEs to the marketplace, increasing wealth in underrepresented communities.

Certification leads to new business opportunities. Once a business is granted an MBE certification, its business contracts may be counted toward the minority spend goals set by each respective corporation. The distinction as a certified MBE gives minority-owned businesses a competitive advantage when seeking corporate partnerships and contracts.



## KEY BENEFITS FOR MBEs

- Attend the top business networking events in Michigan and personalized events like educational programs and professional development sessions
- Access to \$20 billion/year in corporate contracts
- Join a network of 1,200 Michigan-based MBEs, over 15,000 MBEs nationwide, and a network of 250 Michigan-based Corporate Members, 3,000 Corporate Members nationwide
- Get listed in national supplier databases including MMSDC's online B2B matchmaking tool, Matchmaker365, which corporations across the country and international buyers use to source MBEs for contracting opportunities
- Join the Minority Business Enterprise Input Committee (MBEIC), a standing committee of the MMSDC Board of Directors comprised of certified MBEs to foster input on issues affecting minority owned businesses, industry trends, and to create alliances among MBEs
- Grow your business with the help of the Minority Business Development Agency (MBDA)



## KEY BENEFITS FOR CORPORATIONS

- Companies who focus heavily on supplier diversity generate a 133% greater return on procurement investments than their counterparts, since MBEs tend to be leaner and more agile
- Receive personalized business matchmaking services
- Attract top MBEs to work with your corporation, and develop them to better serve your needs
- Build wealth and loyalty among your target customers



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## WHO

To qualify for MBE status, an applicant must demonstrate through documentation that their business is owned, operated and controlled by U.S. citizens, a majority (at least 51%) of whom are racial or ethnic minorities. The National Minority Supplier Development Council (NMSDC) establishes these standardized requirements. For the purposes of NMSDC's program, minority group members are United States citizens who are Asian-Indian, Asian-Pacific, Black, Hispanic and Native American. Learn more here.



## IMPACT

Based on data from 2020, Michigan Minority Supplier Development Council (MMSDC) plays a vital role helping hundreds of MBEs with the hiring and retention of 205,000 workers annually, which generates \$36 billion in economic output each year, and has annual associated tax revenue of more than \$1.3B to the state of Michigan. As the largest affiliate of the National Minority Supplier Development Council (NMSDC), MMSDC has access to global resources supported by 68% of the Fortune 1000.



## GET INVOLVED

Visit our site to learn more & attend a Pre-certification Briefing here

[CLICK HERE TO REGISTER](#)

The Pre-Certification Briefing is the first step towards becoming a Certified MBE. From there, you will gain access to the application and receive support from our Certification Staff to complete your application.

## QUESTIONS?

Please contact our Certification Team. [mgazzolo@minoritysupplier.org](mailto:mgazzolo@minoritysupplier.org)



## 2023 KEY DATES

Pre-Certification Briefings occur at 9:30am on the first Monday of every month.