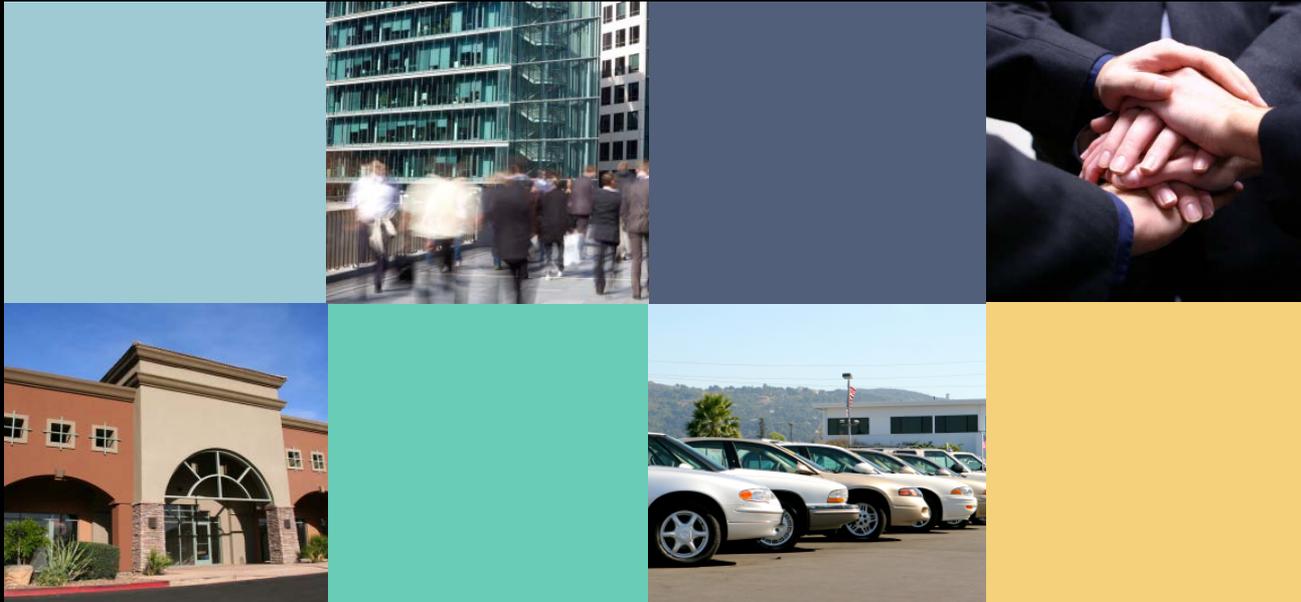


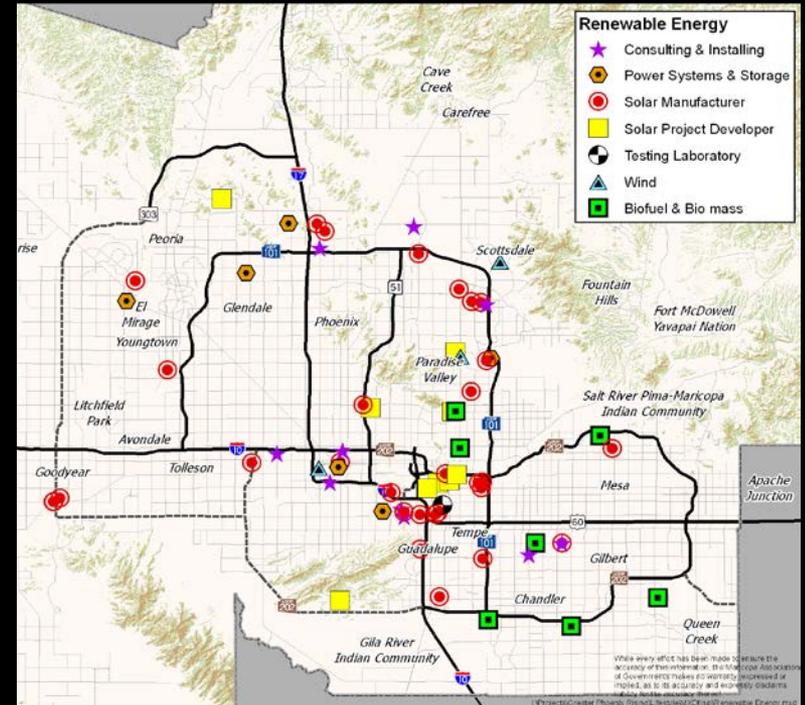
Building an International Economic Network (BIEN)



MAG Economic Development Committee
January 8, 2013

Business to Business network

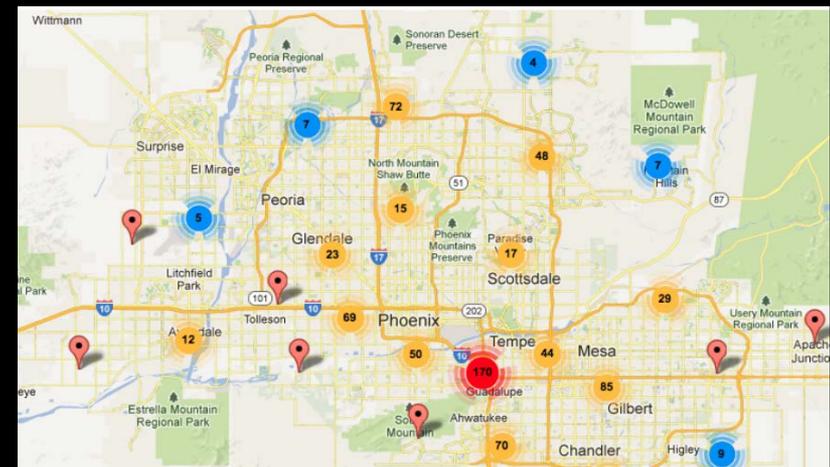
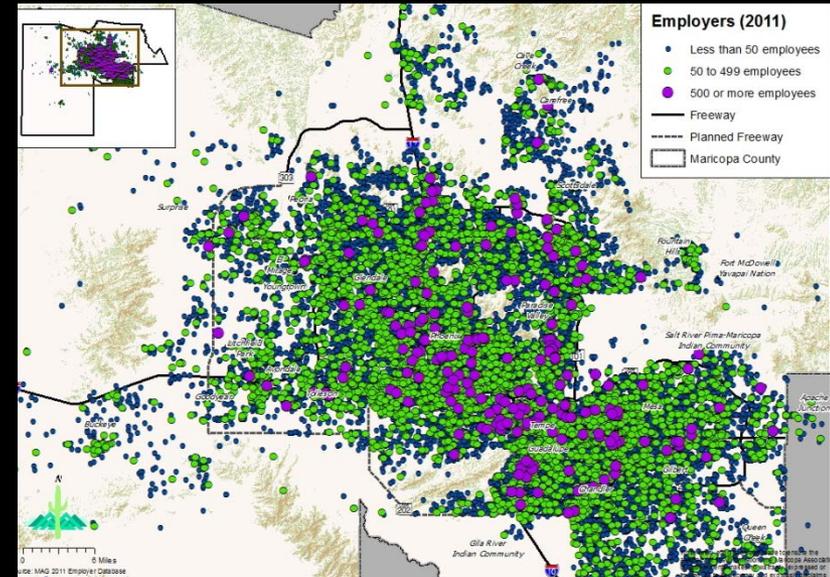
- **Arizona Mexico Small and Medium Sized Business Connections - Thunderbird School**
 - Leverage technology to inform MAG business community
 - Explore development of B2B Digital Platform
 - Encourage companies to upload content
 - High importance to small and medium sized businesses



Business to Business network

Existing B2B linkage implementations:

- Thomas Net
- Arizona Small Business Association
- azaerospace.com
- Alibaba.com & Tradekey.com
- inegi.org.mx
- Based upon National datasets
- Specific to manufacturing and supply associations
- Trade wholesale supplier directories
- Targeted to one business segment
- Usually membership fee based



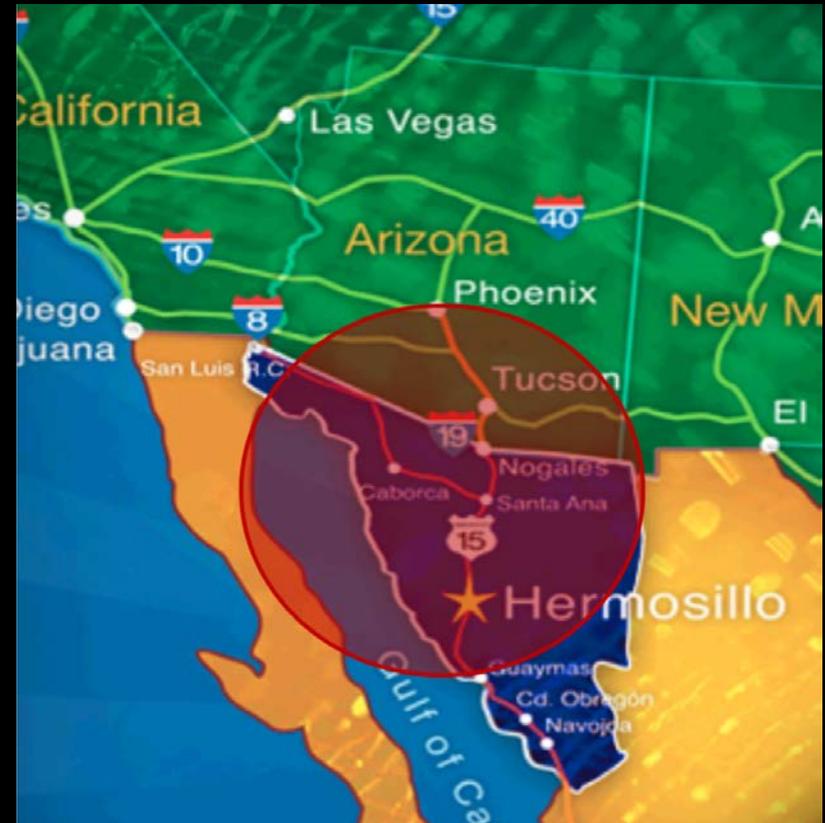
Business to Business network

- **Proposed Digital Platform :**
 - Self reported data base of businesses that operate in Arizona - Sonora - Canada
 - Regional business databases used to generate participation - Annual update to information
 - Data on – size, type of activity, scope of operations, contact
 - Customized search – spatial or parametric
 - Encourage direct connection to businesses
 - Similarities to Made in NY Digital Map (mappedinNY.com)



Business to Business network

- **Exploration Steps**
 - Do other tools exist that answer this need?
 - Continue to discuss with Economic Development and industry experts
 - Develop detailed design and implementation plan
 - Business engagement plan
 - Market test



Building an International Economic Network

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