

ConnectBIEN.com - Update & Marketing

BIEN
BUILDING AN INTERNATIONAL ECONOMIC NETWORK

LOGIN

Search For A Business | About Us | Resources | Partners

Promote Ideas and Best Practices

What is BIEN?
"BIEN" means "good" or "right" in Spanish and French. It is also an acronym for "Building an International Economic Network." The purpose of the site is to create a business-to-business platform to connect individual businesses across international boundaries. [Learn More](#)

Join
Support and grow your business by connecting with other companies throughout Arizona, Mexico and Canada. Membership is free and registration is simple. Join today and begin connecting with companies in the BIEN network.

Business Search
Search for businesses in the BIEN network. Search results can be filtered by a large variety of industry categories so you can find and connect with companies related to your industry. Membership is not required to search the BIEN network of companies.

ARIZONA COMMERCE AUTHORITY | ADOT | C.A.B.C. | MARICOPA ASSOCIATION of GOVERNMENTS | U.S. DEPARTMENT OF COMMERCE

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Economic Development Committee
January 6, 2015

Update

- Launched on October 21, 2014
 - Soft launch in March/April 2014
- Implemented in 3 languages :
 - English
 - Spanish
 - French
- Resources : from innovation-to-market
- Enhanced account creation process
- 35+ Partners

The image shows three screenshots of the BIEN website. The top two are in Spanish and French, showing the homepage with navigation menus and introductory text. The bottom screenshot is in English, showing a 'Business Resources' section with a navigation menu (Innovation, Development, Expansion, Market) and a list of resource categories such as Research and Development, Licensing and Commercialization, Incubators and Accelerators, University Technology Parks, Financing, Entrepreneur Resources, and Networks and Trade Associations. Below the list is a section for 'Arizona Technology Council (ATC)' and 'University of Arizona - Maricopa Arizona'.

The image displays a grid of partner logos and contact information for various organizations in Arizona. The partners listed include:

- ACCION**: 201 North Central Avenue, Suite 3300, Phoenix, Arizona 85004. Phone: 1-800-508-7624. Website: <http://www.accion.org>
- Arizona Biotechnology Association**: 107 S. Southgate Drive, Chandler, AZ 85225. Phone: 480-779-8101. Website: <http://www.abtaz.org>
- Arizona Commerce Authority**: 333 North Central Avenue, Suite 1900, Phoenix, Arizona 85004. Phone: 602-945-1200. Website: <http://www.azcommerce.com/>
- Arizona Chamber of Commerce and Industry**: 3200 North Central Avenue, Suite 1125, Phoenix, Arizona 85012. Phone: 602-248-9172. Website: <http://www.azchamber.com/>
- Arizona Department of Transportation (ADOT)**: 206 S. 17th Ave., Phoenix, Arizona 85007. Phone: 602-712-7355. Website: <http://www.azdot.gov/>
- Arizona Hispanic Chamber of Commerce**: 255 E. Osborn, Suite 201, Phoenix, Arizona 85012. Phone: 602-279-1000. Website: <http://www.azhcc.com/>
- Arizona-Mexico Commission**: 1700 W. Washington St., Ste. 301, Phoenix, Arizona 85007. Phone: 602-543-1345. Website: <http://www.azmex.com/>
- Arizona Small Business Association (ASBA)**: 4600 E. Washington Suite 340, Phoenix, Arizona 85024. Phone: 602-305-4000. Website: <http://www.asba.com/>
- Arizona Technology Council**: 2800 N Central Ave, Suite 1900, Phoenix, Arizona 85004. Phone: 602-243-8224. Website: <http://www.aztechcouncil.org/>
- Canada Arizona Business Council (C.A.B.C.)**: 3104 East Camelback Road, # 144, Phoenix, Arizona 85016. Phone: <http://www.cabc.net/>
- City of Glendale Office of Economic Development**: 5850 W. Grandville Avenue, Ste. 217, Glendale, AZ 85301. Phone: 623-930-3863. Website: <http://www.glendale.gov/EconomicDevelopment/index.cfm>
- City of Phoenix Community and Economic Development**: 200 W. Washington St., Phoenix, Arizona 85003

Accounts & Connections

- 668 Business Locations
 - Mexico: 43
 - Canada: 3
- 696 Users
- 45 Connection Requests

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English Español Français
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Search For A Business By Keyword enter a keyword

Show Map Filters [+]

Hide 654 Locations [-]

Showing Results (1-50)

Connie's Jewelry Gallery & Clock Shop
Main Site
1800 W Germann Rd #15
Chandler, AZ 85286 | United States
We create custom jewelry creations ,rings, pins,any item needed . We carry company gifts sets and personalize items by engraving . We also can create watches or clocks with your co... more
Map Company Profile Contact

Metalnia Metalwork Enterprises SA de CV
ubicación principal
Paseo Río Sonora Sur
Hermosillo, SON 83270 | Mexico
We are a group created to meet the needs of mechanical metal market and proactively identify needs that empower customers, partners and collaborators, created under values that und... more
Map Company Profile Contact

U Call It, We Haul It
U Call it, We Haul It
2340 N Ciardulli Pl
Nogales, AZ 85621 | United States
For all your tree removal, trimming, landscaping and handyman services. Want
Next >>>

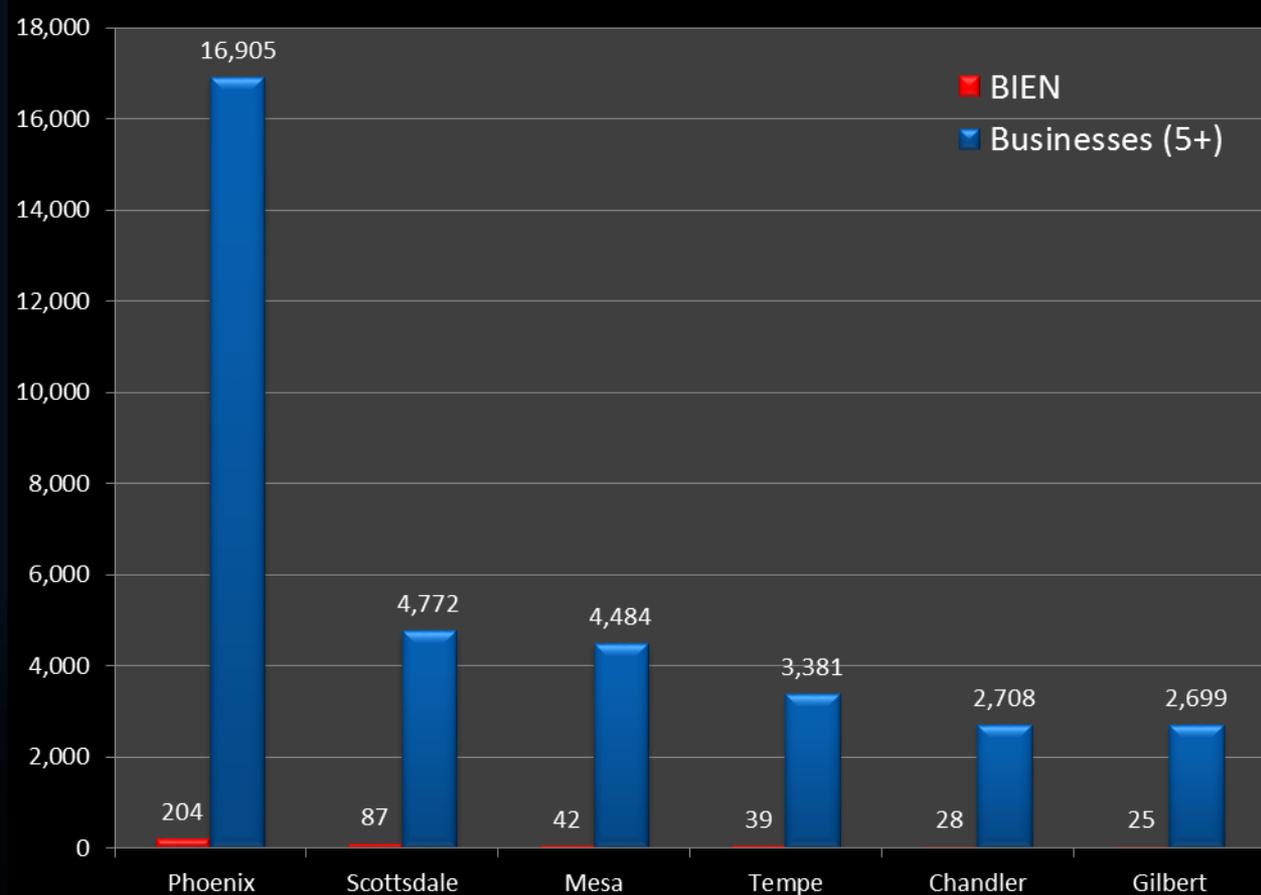
Map Satellite

Map data ©2014 Google, INEGI, ImagiProceptiones, SRI, Terms of Use

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United States of America
Department of Commerce

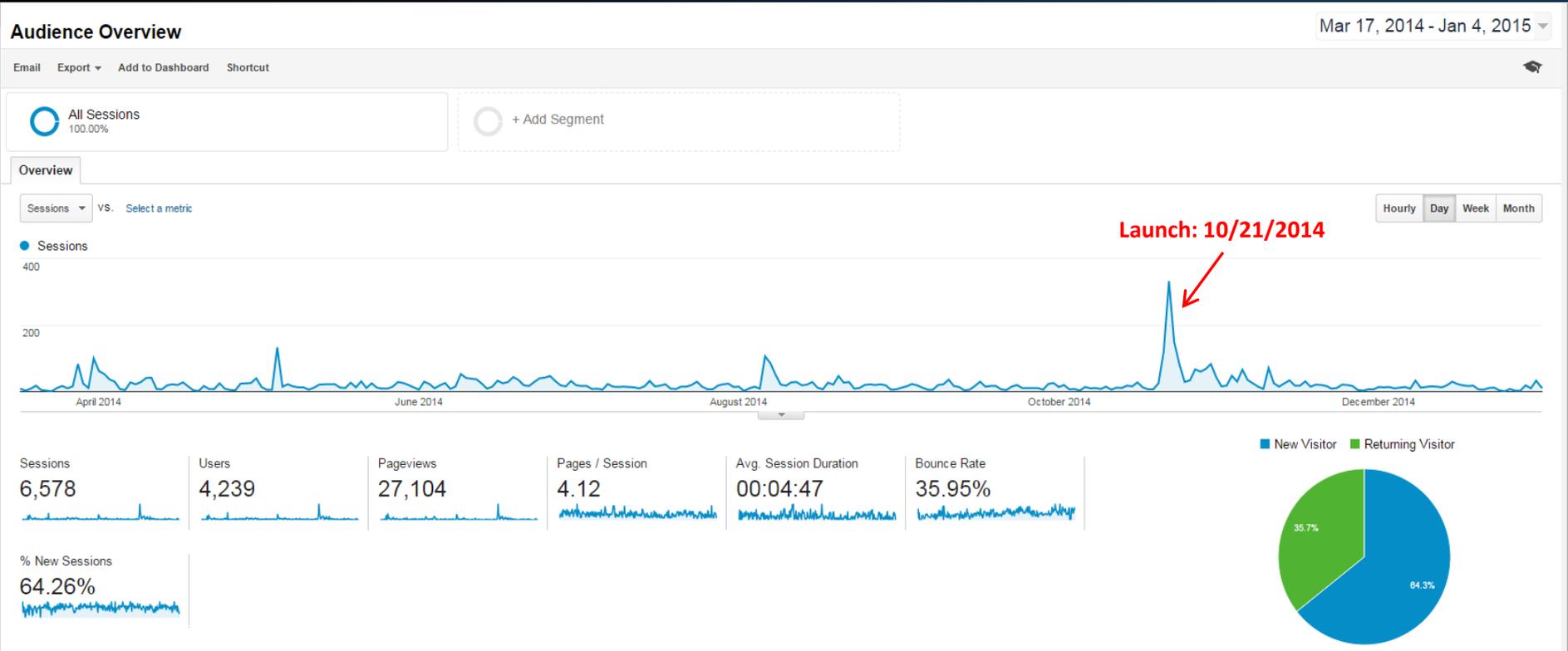
1.05% Participation Rate

- 471 registered business locations in Phoenix Metro
 - 45,000+ businesses in MAG Employer Db (5+)
- Account for 71% of total
- AZ Top 10 includes:
 - Tucson (59)
 - Nogales (30)
 - Bisbee (11)



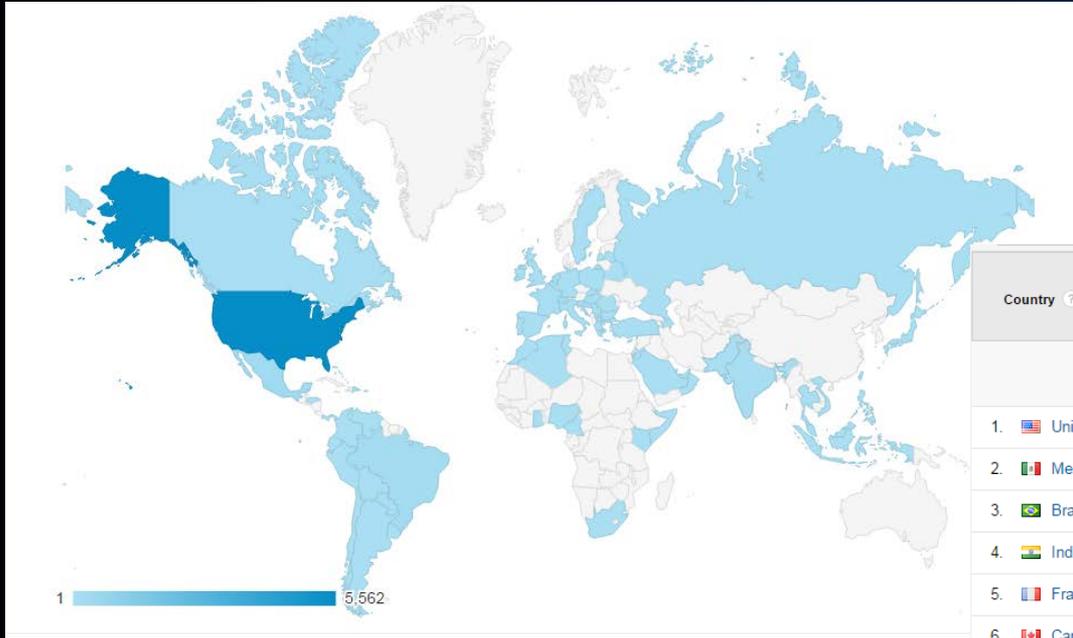
Site Usage

- Approx. 6,600 sessions: 4,200 Users & 27,000 page views
- 36% Return Rate
- Spikes with news and events



Site Usage

- Growth in International usage
- Mexico, Brazil, India, France
 - approx. 10% of sessions



Country ?	Acquisition		
	Sessions ? ↓	% New Sessions ?	New Users ?
	6,578 % of Total: 100.00% (6,578)	64.34% Site Avg: 64.26% (0.12%)	4,232 % of Total: 100.12% (4,227)
1. 🇺🇸 United States	5,627 (85.54%)	62.09%	3,494 (82.56%)
2. 🇲🇽 Mexico	294 (4.47%)	62.59%	184 (4.35%)
3. 🇧🇷 Brazil	204 (3.10%)	100.00%	204 (4.82%)
4. 🇮🇳 India	77 (1.17%)	19.48%	15 (0.35%)
5. 🇫🇷 France	55 (0.84%)	92.73%	51 (1.21%)
6. 🇨🇦 Canada	36 (0.55%)	83.33%	30 (0.71%)
7. 🇷🇺 Russia	22 (0.33%)	4.55%	1 (0.02%)
8. 🇮🇹 Italy	18 (0.27%)	100.00%	18 (0.43%)
9. 🇬🇧 United Kingdom	15 (0.23%)	80.00%	12 (0.28%)
10. 🇵🇭 Philippines	15 (0.23%)	73.33%	11 (0.26%)

Marketing Efforts – Engagement Essential to Success

- Media Partners:
 - Website Cross Marketing
 - Newsletters
 - Local Newspapers /Trade Publications
 - Municipal TV Channels / Arizona Horizon
- Business License:
 - Registration Webpage
 - Information Packet
 - Direct Email
- Utility Bill Inserts
- Economic Development:
 - Welcome Letter/Info Packet/BRE
 - Website / E-Newsletter
 - Industry Associations
 - Industry Trade Shows
 - Convention and Visitors Bureaus

Discussion/Suggestions

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