

ConnectBIEN.com - Site Usage & Marketing Outreach Update

BIEN
BUILDING AN INTERNATIONAL ECONOMIC NETWORK

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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 | CABC | MARICOPA ASSOCIATION OF GOVERNMENTS | U.S. DEPARTMENT OF COMMERCE

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Economic Development Committee
June 2, 2015

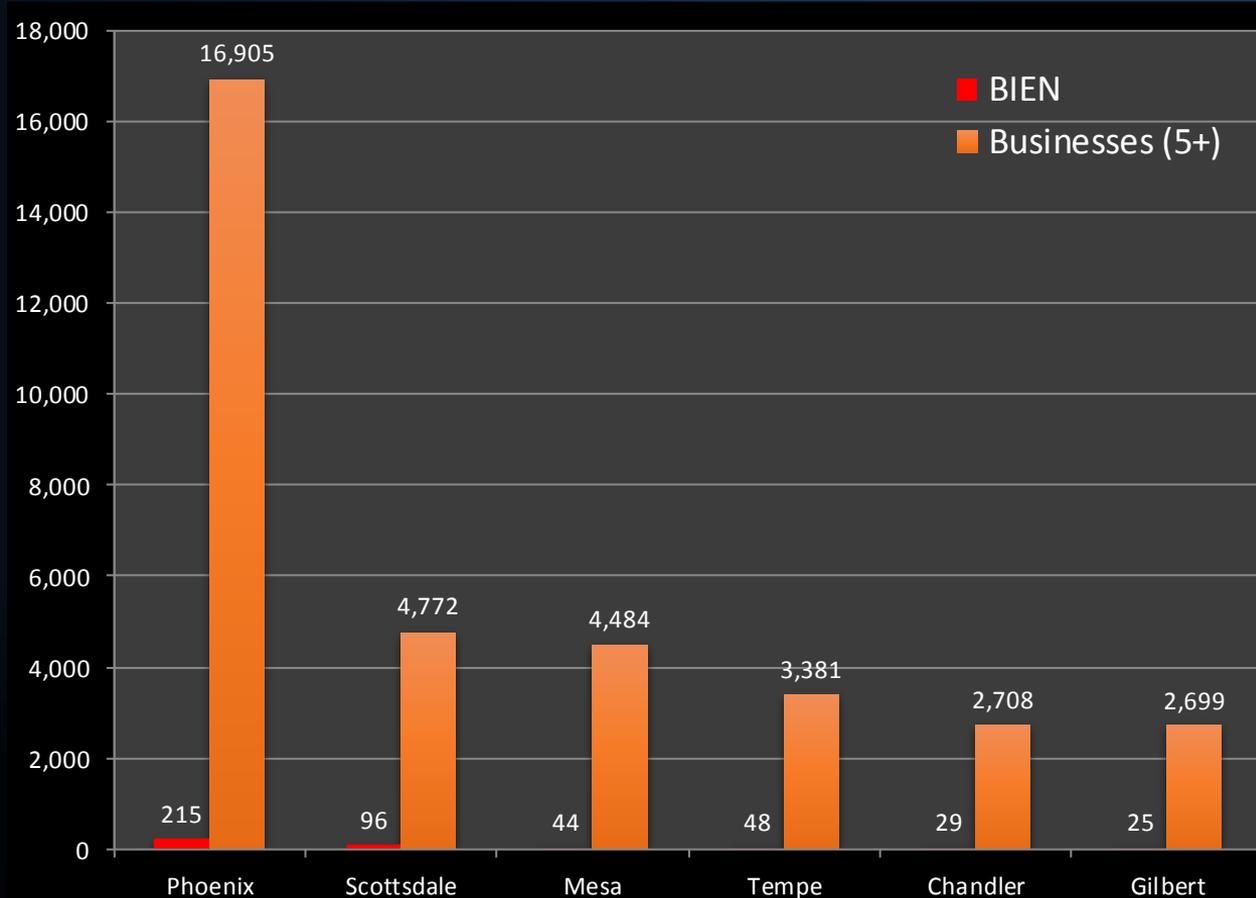
Site Registration and Partner Update

- 738 Business Locations
 - Arizona: 685
 - Mexico: 51
 - Canada: 2
- 819 Users
- 94 Connection Requests
- 48 Partners
 - Mexico National Outreach
 - Secretaría de Economía
 - INDEX
 - ProMéxico
 - Canada National Outreach
 - Aerospace Industries Association of Canada
 - Letters to Economic and Industry Organizations



AZ Top 10 BIEN Communities

- 505 registered business locations in Phoenix Metro
 - 45,000+ businesses in MAG Employer Db (5+)
- Account for 69% of total
- AZ Top 10 also includes:
 - Tucson (70)
 - Nogales (30)
 - Safford (12)
 - Bisbee (11)

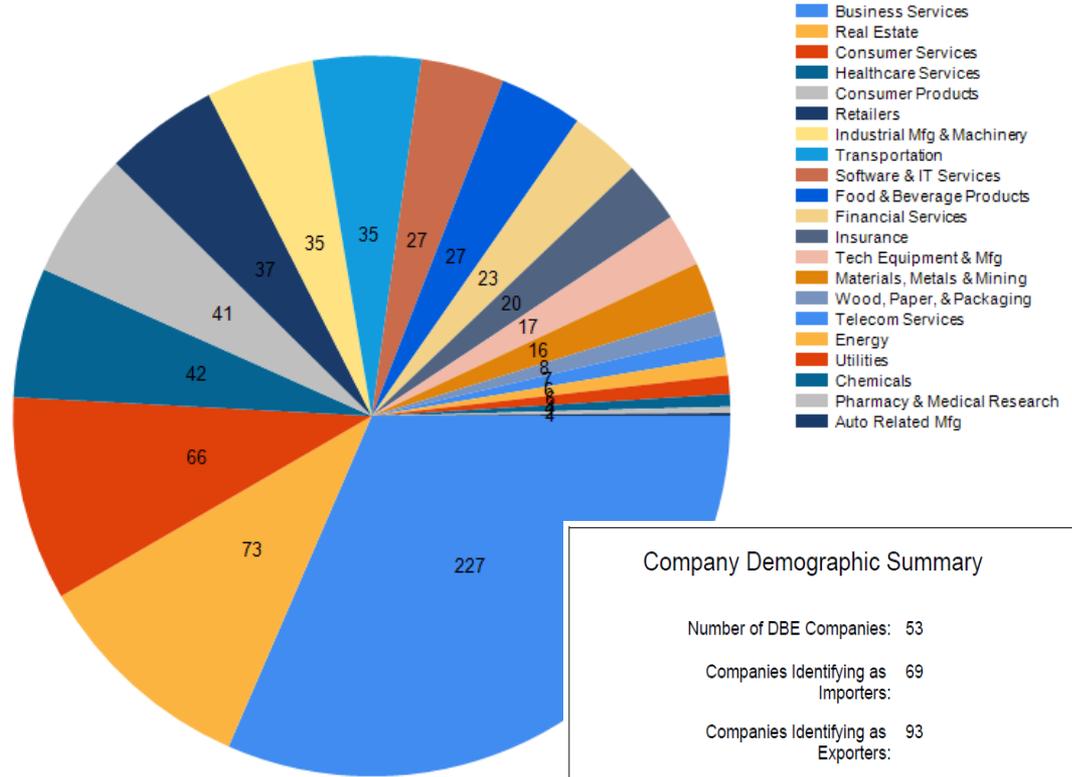


Business Activity Registrations

Top 25 Business Activities

Business Activity	Total Locations
Other Business Support Services	26
Management Consulting Services	26
Other Construction & Engineering	24
Other Healthcare Facilities & Services	24
Self-Storage REITs	17
Residential Real Estate Services	16
Commerical Real Estate Services	16
Civil Engineering	14
Other Ground Freight & Logistics	14
Legal Services	13
Other Professional Information Services	12
Other Leisure & Recreation	11
Other Aerospace & Defense	10
Outsourcing & Staffing Services	9
Environmental Consultancy Services	9
Hotels & Motels	9
Education & Training Information Providers	9
Security Services	8
Insurance Brokers	8
Hospitals	7
Educational Services	7
Other Commercial Printing Services	7
Specialized Printing Services	6
Other Environmental Services & Equipment	6
Legal & Tax Information Providers	6

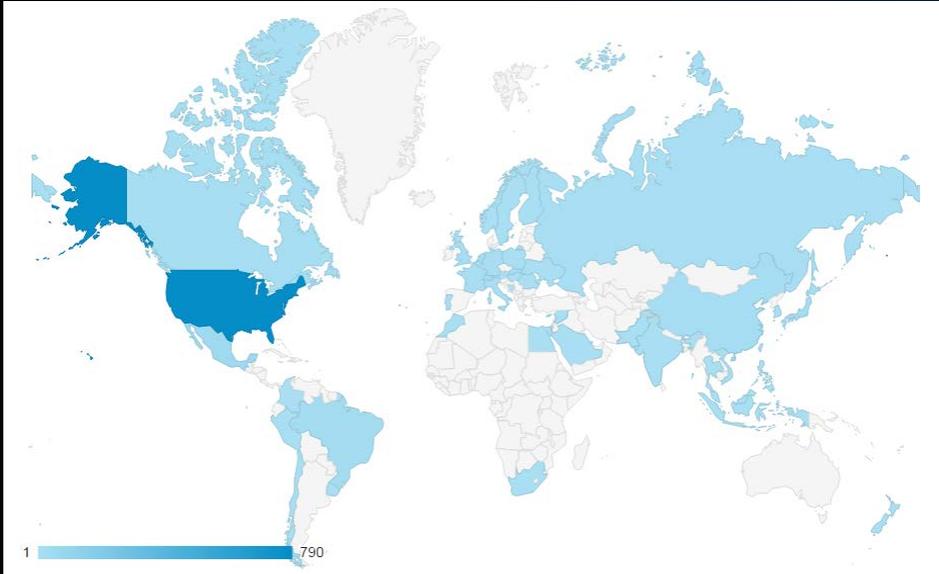
Breakdown of Companies In Trade Region By Industry



Company Demographic Summary

Number of DBE Companies: 53
 Companies Identifying as Importers: 69
 Companies Identifying as Exporters: 93

International Visits (Last 30 Days)



- International usage continues
- Top 5 visitors: Mexico, Brazil, Japan, China, Canada

Country ?	Acquisition		
	Sessions ? ↓	% New Sessions ?	New Users ?
	1,113 % of Total: 100.00% (1,113)	89.04% Avg for View: 89.04% (0.00%)	991 % of Total: 100.00% (991)
1. 🇺🇸 United States	790 (70.98%)	87.59%	692 (69.83%)
2. (not set)	82 (7.37%)	100.00%	82 (8.27%)
3. 🇲🇷 Mexico	52 (4.67%)	63.46%	33 (3.33%)
4. 🇧🇷 Brazil	29 (2.61%)	100.00%	29 (2.93%)
5. 🇯🇵 Japan	20 (1.80%)	100.00%	20 (2.02%)
6. 🇨🇳 China	18 (1.62%)	100.00%	18 (1.82%)
7. 🇨🇦 Canada	13 (1.17%)	92.31%	12 (1.21%)
8. 🇩🇪 Germany	11 (0.99%)	100.00%	11 (1.11%)
9. 🇫🇷 France	8 (0.72%)	100.00%	8 (0.81%)
10. 🇬🇧 United Kingdom	6 (0.54%)	100.00%	6 (0.61%)

SRP Commercial Customer Survey Regarding BIEN



- After reviewing the BIEN website about half, 53%, rated it valuable for their business.
- Comments were overall positive regarding the value to this service; they included being free and providing good company visibility. The less positive comments were mostly around their company being too small and locally focused for international business.
- Most, 97% had not heard of BIEN before the survey.
- About half, 49%, are likely to use it, 13% very likely and 36% somewhat likely to use it.
- Similarly, 52% are likely to add their business to the BIEN directory.
- Almost three-quarters, 72%, are interested in learning about exporting opportunities for their business
- Over eight in ten, 84% think it is good for SRP to provide this information to their business customers. In addition, 37% noted their perception of SRP would be better if SRP provided this type of resource, 56% noted their perception would not change and 7% would have a worse perception of SRP.

Marketing Efforts – Engagement Essential to Success

- Community Outreach:
 - Conference Calls (2) Held with 20 BIEN Partners on 4/24 and 4/27
 - Partnering Discussion Held 4/27 with Southwest Valley Area cities and chamber
 - BIEN Exhibit/Presentations
 - Carlos Slim Event 4/22
 - GPEC EDDT 5/20
 - ASBA Small Biz Expo 5/21 and 5/22
 - EVHCC Breakfast 6/3
 - AZ Trade Mission – Hermosillo/Guaymas 6/3-6/5
 - Scottsdale Chamber 6/9
 - City of Buckeye Small Business Event 6/13

Marketing Efforts – Engagement Essential to Success

- BIEN Partner Feedback/Ideas
 - Conduct Virtual Telethon/Online Web Competition Among Cities in AZ to Push Business Registrations
 - Scrolling Member Profile on Home Page
 - Targeted Industry Outreach Common to All Three Markets
 - Add Translation Feature on Connection Request
 - Allow Company Profile View During Searching Process
 - Collect Success Stories/Testimonials for Media
- BIEN Roadshow
 - Region
 - State

Discussion/Suggestions

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