

FOR IMMEDIATE RELEASE

November 14, 2018

America's SBDC awarded over \$570,000 in Grants from the U.S. Department of State's Bureau of Western Hemisphere Affairs for the Small Business Network of Americas (SBNA) Partnership Program

Burke, VA – America's SBDC is leading an international initiative to strengthen and connect over 4,000 small business service providers in countries throughout the Americas which together serve more than 2 million businesses. For the SBNA Partnership Program America's SBDC has partnered with the University of Texas at San Antonio (UTSA) Institute for Economic Development's International Trade Center, the International Business Innovation Association (InBIA), and the Central American Regional Center for the Promotion of Micro and Small Enterprises. (CENPROMYPE).

This third and final round of the SBNA grant will support micro-, small-, and medium-sized enterprises (MSMEs) and local and regional economic development centers in Central America through projects that cover technical assistance, exchange of methodologies and strengthening of their sustainability. Twelve organizations from 6 different countries received an award of \$48,000 to develop their projects over a period of 10 months. The grants were awarded to:

1. CDMYPE ADEL Morazán, El Salvador and Maryland Small Business Development Center of the United States

Countries: El Salvador & USA

Objectives: Strengthen the tourism chain in Morazan, El Salvador. Improve tourism capacity of at least 4 companies in the sector belonging to the 2 tourist circuits located in the northern area of the department so they can access new national and international markets, thus generating greater employment opportunities for women and young people.

Activities: transfer methodology in tourism businesses. Action plans will be drawn up for implementation with at least 4 companies, belonging to the 2 tourist circuits in the northern part of Morazan. Implementation of a pilot strategy with the four companies.

2. Inter-National Trade Center-SBDC of Oklahoma State University OSU ITC-SBDC of OKLAHOMA and CDMYPE UNICAES Santa Ana of El Salvador

Countries: El Salvador & USA

Objectives: Export strengthening project for entrepreneurs and business women with special emphasis on women-led companies.

Activities: transfer knowledge and experiences to 25 companies. After the project, continue supporting the companies with the equipment that will be purchased. • Adapt the image of the products of 12 companies to the demands of national and international markets.



3. Guatemala: PROMIPYMES San Marcos Region and Alta Verapaz Region, Honduras: Local Strategic Development Agency of Santa Rosa de Copán ADELSAR and El Salvador: ADEL La Unión, Municipality of Conchagua, La Unión

Countries: Guatemala, Honduras and El Salvador

Objectives: Strengthen the capacities of two PROMIPYME centers in Guatemala and the ADEL of Honduras and El Salvador, through the identification of local, regional and international market opportunities, training of actors and implementation of a pilot test of the marketing strategy.

Activities: Diagnosis of organizations, Identification of market opportunities, Identification of the offer of organizations and producers, Systematization of the export process, Training of actors in marketing and export processes, Identification of a successful marketing experience and exchange of managers and selected producers of the organizations, Strengthening of Mipymes.

4. Nevada SBDC (USA) and Business Development Center of the Sula Valley and Chamber of Commerce and Industries of Cortés (Honduras).

Countries: Honduras & USA

Objectives: Develop a business acceleration model based on innovation that generates a methodology that will help Honduran entrepreneurs and businesspeople to implement innovative business strategies and generate business opportunities as well as more jobs.

Activities: Public awareness campaign, launching and application, selection of companies, acceleration activities and dissemination.

5. "CDE MIPYME-Region West - Honduras and The New Jersey Small Business Development Center (SBDC) at Rutgers University Business School-New Brunswick

Countries: Honduras & USA

Objectives: To strengthen and specialized institutional skills of the CDEMIPYME-ROC in business planning, to improve advisory services in Honduras West region sector SMEs and to develop training for Counselors and Instructors to lead small, micro and established businesses in utilizing Lean Business Planning techniques designed improve small business success rates.

Activities: Technical training to the staff advisor of the CDEMIPYME-ROC in formulation, implementation and evaluation of business plans, Design and implementation of methodology for the (formulation, follow-up and evaluation of business plans). Technical advice to 100 SMEs to formulate and implement their business plans. Providing templates and instructors guides and toolkits to prepare current and future teams of business aspirants and owners.

6. CDMYPE UNICAES CRI, El Salvador and Pontificia Universidad Católica Madre y Maestra Dominican Republic

Countries: El Salvador & Dominican Republic



Objectives: Strengthen business services through the exchange of experiences in the implementation of the SBDC model by CDMYPE UNICAES, CRI to the Mipymes Center of the Pontificia Universidad Catolica Madre y Maestra.

Activities: Webinar on the construction of good practices in business services. Development of a face-to-face workshop to strengthen the priority economic sectors. Workshop on the exchange of advisory methodology in female entrepreneurship. Workshop on the exchange of development strategy and implementation of advisory in information technologies and communications in the MSEs, linked with the academic sector and promotion of the Center.

Exchange of advisers between Centers. Control and evaluation of the project. Preparation of memoir of project activities.

7. Fundación México Estados Unidos para la Ciencia A.C. (México) and CDE, MPYME Golfo de Fonseca (Honduras)

Countries: Mexico & Honduras

Objectives: In this sense, the Agribusiness Incubator project aims to strengthen the Micro, Small and Medium Enterprises of the Valles de Olancho Region through a similar SBDC model implement an agribusiness incubation program, where initiatives are developed in order to link the production of the Department of Olancho, with commercial companies with fair trade philosophy.

Activities: Transfer of Agribusiness Incubation methodology from FUMEC to CDE MIPYME Valles Region de Olancho. Implementation of the Agribusiness Incubation Methodology in the Region 8 of Honduras. Establishment of the microfinance program.

8. Center for Business Development of the MIPYME Santa Bárbara Region Honduras and MIPYME Center Pontificia Universidad Católica Madre y Maestra of Santiago de los Caballeros, Dominican Republic.

Countries: Honduras & Dominican Republic

Objectives: Promote female business associativity, productive innovation and marketing in the natural fiber chain in poor communities.

Activities: Supply of basic equipment and raw material for production. Training component. Marketing components. Organizational development activities (training for associates and female leaderships).

9. Centro América, El Salvador, Universidad de Oriente and America's SBDC Connecticut USA

Countries: El Salvador & USA

Objectives: The proposal seeks to strengthen the service model and the capabilities of the Development Center of Micro and Small Enterprises of Universidad de Oriente to provide effective



business development services to entrepreneurs, mainly young people and women, as well as micro and small entrepreneurs.

Activities: Development of a training plan for the technical team of CDMYPE and CENTRO EMPRENDEDOR. Socialization of terms of reference with Connecticut SBDC. Proposal for the transfer of methodology. Development of training at CDMYPE-UNIVO by the SBDC of the University of Connecticut. Internships of two advisors for specialization in issues of attention to entrepreneurs with a focus on technological innovation. Replica of methodological transfer to entrepreneurs and companies served by the center. Replica of methodological transfer of specialization of interns to technical personnel of CDMYPE-UNIVO and CENTRO EMPRENDEDOR. Dissemination of the project at territorial level

10. PROMIPYME PRODETUR SACATEPEQUEZ Guatemala CENTER and Centro de Competitividad de México and Entrepreneurs Manos Creativas A.C. de México

Countries: Guatemala & Mexico

Objectives: Strengthening of capacities for micro, small and medium-sized companies in Guatemala, belonging to the light industry for their expansion into the Mexican market.

Activities: Transfer to advisors of the Center of Guatemala by the Mexican Competitiveness Center about the minimum skills and abilities that Guatemalan companies in the project must have to enter the Mexican market. Transfer of knowledge and first filter of Guatemalan companies. Development and strengthening of skills and abilities of the entrepreneurs of the three clusters in the country of origin, speech and first filter of companies. With the pre-selected companies, a second and final filter of the business models will be carried out through mentoring and feedback, virtually with the Mexican Competitiveness Center and in coordination with the Center's advisors in Guatemala. Soft-landing and integration towards supply chains. With the six companies selected in component 2, as they are projects that present export quality, a delegation will be formed to travel to Mexico and fulfill an agenda with potential Mexican buyers. Documentation of success stories. Generation of contents of winners. Of those selected to participate in the soft landing, a report will be made, a document for the sale of the project and photographic material will be generated for dissemination in both countries.

11. Cámara de Comercio de Guatemala and Universidad ISA, Santiago, República Dominicana

Countries: Guatemala & Dominican Republic

Objectives: develop a business acceleration model based on internationalization and shared markets between businessmen in Guatemala and Dominican Republic to implement a strategy and generate business opportunities.

Activities: Selection criteria for the 30 companies. A team from each country will trip to the other in order to give training in local market, customs, and market research focused in the consultancy



team and in the businessmen selected in the program. Preparation to internationalize companies. Trade Mission Exchange and diffusion.

12. "Centro Promipyme Cámara de Comercio Filial Quetzaltenango (Guatemala) and CDE MIPYME Valle de Comayagua (Honduras)"

Countries: Guatemala & Honduras

Objectives: Create a platform to learn and exchange best practices and new knowledge between the cocoa smallholders and cocoa-based products small and medium entrepreneurs of Guatemala and Honduras to implement innovative business strategies and generate business opportunities as well as more jobs.

Activities: Convene and select cocoa producers and cocoa-based products from Guatemala and Honduras that participate in the program according to a profile to be defined for the participants. Develop a training, advisory and technical assistance program for the participants in the program, based on a business model strategy, market prospection, training in organic agriculture, good manufacturing practices and innovation in product development. Organize in double way between the two countries, a best practice exchange experience between Guatemala and Honduras entrepreneurs.

