



United States-Mexico-Canada (USMCA) Small and Medium-Sized Enterprise (SME) Dialogue

San Antonio, Texas
Friday, April 22, 2022



USMCA SME Dialogue Welcome Remarks

Emcee: **Karen Parker**, Acting Director, U.S. Commercial Service
Austin-San Antonio, International Trade Administration, U.S.
Department of Commerce

- **Dr. Lisa Montoya**, Vice Provost, the University of Texas at San Antonio
- **The Honorable Ron Nirenberg**, Mayor of San Antonio
- **Ambassador Jayme White**, Deputy United States Trade Representative
- **Dr. Luz María de la Mora**, Undersecretary of Foreign Trade, Ministry of Economic Affairs
- **David Morrison**, Deputy Minister of International Trade, Global Affairs Canada



USMCA SME Dialogue Questions & Answers

- **Gabriel Esparza**, SBA Associate Administrator for International Trade



USMCA SME Dialogue Panel: USMCA Exports

Moderator: **Tricia Van Orden**, Acting Director, Trade Promotion Coordination Committee Secretariat, International Trade Administration, U.S. Department of Commerce

- **Jeff Geiger**, Mexico Desk Officer, International Trade Administration, U.S. Department of Commerce (*virtual*)
- **Cliff Paredes**, Director, University of Texas San Antonio Small Business Development Center/ International Trade Center
- **Juan de Dios Vázquez Álvarez**, director general de atención aduanera y asuntos internacionales – Agencia Nacional de Aduanas de México (ANAM) (*virtual*)
- **Fernando Sepúlveda**, Chairman; Asociación de Empresarios Mexicanos en Estados Unidos (AMEUSA)
- **Robert McCubbing**, Director, Diversity, FTA Promotion, Trade Missions and Outreach, Global Affairs Canada
- **Nathalie Bradbury**, Co-President and member of the board, OWIT-Ottawa



INTERNATIONAL
TRADE
ADMINISTRATION

US-Mexico-Canada Agreement (USMCA)



SME Export Checklist

www.Trade.gov/USMCA

Jeff Geiger

International Trade Administration

U.S. Department of Commerce

SME Export Checklist

www.Trade.gov/USMCA



CHECK YOUR EXPORT READINESS

Exporting is a great strategy to grow a business, but to grow smartly and purposefully, you must dedicate time and resources. An initial assessment of your exporting needs and capabilities should be your first step.

ONLINE RESOURCES

Export readiness assessment:

<https://www.trade.gov/exporter-assessments>



DEVELOP AN EXPORT PLAN

Integrate exporting into your overall business plan. Once you've completed an assessment, an export plan helps you understand the opportunities, constraints, and goals around your international effort. Use it to create specific objectives, decide on implementation schedules, and mark milestones of your success. It can also motivate your team to reach goals. Free counseling services are available to help you develop an export plan.

ONLINE RESOURCES

Develop an export plan:

<https://www.trade.gov/develop-export-plan>

SME Export Checklist

www.Trade.gov/USMCA



CONDUCT MARKET RESEARCH AND PLAN YOUR MARKET ENTRY STRATEGY

Start by doing research on the Canadian and Mexican markets. Free market research is available through the Country Commercial Guides and Top Market Reports. To get a complete picture, look at both U.S. export statistics and Mexico and Canada's import statistics for the past few years. Researching trade flows of the products that you sell may help you assess demand.

ONLINE RESOURCES

Conducting Market Research:

<https://www.trade.gov/conducting-market-research>

Mexico Country Commercial Guide:

<https://www.trade.gov/knowledge-product/exporting-mexico-market-overview>

Canada Country Commercial Guide:

<https://www.trade.gov/knowledge-product/canada-market-overview>

Trade Data Tools:

<https://www.trade.gov/trade-stats-express>

Cluster Mapping:

<https://clustermapping.us/>

SME Export Checklist

www.Trade.gov/USMCA



RESEARCH TAXES AND TARIFFS

All products that had zero tariffs under NAFTA will remain at zero under USMCA. To determine eligibility for reduced tariff rates, you will need to know the Harmonized System (HS) code for your product. You can look up your HS code using the Census Bureau's Schedule B Search Engine. For additional information on tariffs, including USMCA and applied tariffs, visit the FTA Tariff Tool.

ONLINE RESOURCES

Harmonized System Codes:

<https://www.trade.gov/harmonized-system-hs-codes>

Schedule B Search Engine:

<https://uscensus.prod.3ceonline.com/>

FTA Tariff Tool:

<https://beta.trade.gov/fta>

SME Export Checklist

www.Trade.gov/USMCA



ENSURE COMPLIANCE AND EXPORT DOCUMENTATION

ONLINE RESOURCES

Certification of Origin Template:

<https://www.cbp.gov/document/guidance/certification-origin-template>

Canada Guide to Importing:

<https://www.chsa-asfc.gc.ca/import/guide-eng.html>

Mexico Guide to Importing:

<https://www.trade.gov/knowledge-product/mexico-import-requirements-and-documentation>

Comply with U.S. and Foreign Regulations:

<https://www.trade.gov/comply-us-and-foreign-regulations>

U.S. Export License:

<https://www.trade.gov/us-export-licenses-navigating-issues-and-resources>

SME Export Checklist

www.Trade.gov/USMCA



DETERMINE SHIPPING OPTIONS

ONLINE RESOURCES

Shipping and Logistics:

<https://www.trade.gov/navigate-shipping-and-logistics>

Incoterms:

<https://www.trade.gov/know-your-incoterms>



FIND FOREIGN BUYERS

ONLINE RESOURCES

Customized Services:

<https://www.trade.gov/services-current-exporters>

E-Commerce and Digital Strategy:

<https://www.trade.gov/ecommerce>

Trade Shows:

<https://www.trade.gov/trade-shows>

STEP Grants:

<https://www.sba.gov/funding-programs/grants/state-trade-expansion-program-step>

SME Export Checklist

www.Trade.gov/USMCA



GET PAID

ONLINE RESOURCES

Trade Financing:

<https://www.trade.gov/finance>

SBA Export Products:

<https://www.sba.gov/about-sba/sba-locations/headquarters-offices/office-international-trade/sba-export-products#section-header-0>

Ex-Im Export Solutions:

<https://www.exim.gov/what-we-do#by-need>

USDA Export Solutions:

<https://www.fas.usda.gov/programs/export-credit-guarantee-program-gsm-102>

SME Export Checklist

www.Trade.gov/USMCA



MINORITY SMALL BUSINESS RESOURCES AND USMCA EXPORT ASSISTANCE

ONLINE RESOURCES

The U.S. Small Business Administration's (SBA) Office of Women's Business Ownership (OWBO):

<https://www.sba.gov/business-guide/grow-your-business/women-owned-businesses>

Helps women entrepreneurs through a national network of Women's Business Centers (WBCs). WBCs seek to level the playing field for all women entrepreneurs by offering free business counseling and mentoring, and low-cost training.

Find your local WBC

<https://www.sba.gov/local-assistance>

ASCENT:

<https://ascent.sba.gov/>

ASCENT is SBA's latest free digital e-learning platform geared to help women entrepreneurs grow and expand their businesses, including preparing and recovering from disasters, strategic marketing and financial strategy development.

The Women's Global Trade Empowerment Program:

<https://www.trade.gov/womens-global-trade-empowerment>

The International Trade Administration (ITA) provides this platform to women businesses to help them gain the necessary skills to build an export strategy and develop international business connections.

Enterprising Women of Color Initiative:

<https://www.mbda.gov/enterprising-women-of-color>

The Minority Business Development Agency's (MBDA) Enterprising Women of Color (EWOC) focuses on supporting minority women entrepreneurs and increase employment opportunities.

SME Export Checklist

www.Trade.gov/USMCA



NATIVE AMERICAN SMALL BUSINESS RESOURCES AND USMCA EXPORT ASSISTANCE

ONLINE RESOURCES

SBA's Office of Native American Affairs (ONAA):

<https://www.sba.gov/about-sba/sba-locations/headquarters-offices/office-native-american-affairs>

Supports the prosperity of American Indians, Alaska Natives and Native Hawaiians entrepreneurs, offering training and technical assistance, including Entrepreneurial Empowerment Workshops through ONAA partners.

ONAA partners

<https://www.sba.gov/business-guide/grow-your-business/native-american-owned-businesses#section-header-2>



EXPORT ASSISTANCE FOR AMERICAN INDIAN, ALASKA NATIVE AND NATIVE HAWAIIAN EXPORTERS

Minority Business Development Agency (MBDA):

<https://www.mbda.gov/>

The U.S. Department of Commerce's MBDA's national network of MBDA Business Centers, Specialty Centers, and Grantees offer customized business development and industry-focused services for minority business enterprises. MBDA also has Grantee American Indian Alaska Native/Native Hawaiian (AIANNH) Projects.



One-Stop Website for Information on Exporting and Importing for Small Businesses. Learn about:

- Resources to build and advance your export plan.
- Federal, State and local resources available to help small businesses in their trade journeys, including financing, counseling, and other support.
- Identifying markets, including information about U.S. trade agreements, such as USMCA, and the opportunities created for small businesses.
- Laws and regulations that impact trade, including customs, licensing, tariffs, intellectual property, and e-commerce.

Information is available in **English** and **Spanish**.

For additional help, contact **SBA International Trade Hotline:**
855-722-4877 or international@sba.gov



INTERNATIONAL
TRADE
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US-Mexico-Canada Agreement (USMCA)



SME Export Checklist

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Jeff Geiger

International Trade Administration

U.S. Department of Commerce



INTERNATIONAL
TRADE CENTER

USMCA SME Dialogue Exports Panel

Five Tips for Export Success

Cliff Paredes, Director
UTSA SBDC International Trade Center



Tip #1 – Get Help!

- SBDCs can assist both new-to-export and experienced exporters
- Training & advising so you understand the mechanics of trade
- Provide market research and guidance that will help you formulate & execute a sound export plan
- Avoid costly mistakes, lower risk & accelerate export growth
- <https://americassbdc.org/find-your-sbdc/>

Tip #2a – Utilize Available Research

- Foreign Agricultural Service:
 - <https://www.fas.usda.gov/regions/canada>
 - <https://www.fas.usda.gov/regions/mexico>
- U.S. Census Global Market Finder
 - <https://www.census.gov/library/visualizations/interactive/export-markets.html>

Tip #2b – Utilize Available Research

- Canadian importers database
 - <https://www.ic.gc.ca/eic/site/cid-dic.nsf/eng/Home>
- Government of Mexico SIAVI database
 - <http://siavi.economia.gob.mx>
- DENUÉ – Directorio Estadística Nacional de Unidades Económicas
 - <https://www.inegi.org.mx/app/mapa/denue/default.aspx>
- Events Eye - U.S. & foreign trade shows
 - www.eventseye.com

Tip #3 – SBA Trade Tools

Trade tools for international sales

Nearly 96% of consumers live outside the United States, and two-thirds of the world's purchasing power is in foreign countries.

This content is also available [in Spanish](#).



SBA export products

SBA has several export finance programs to help you get started on your international sales journey. >

[Find finance programs](#)



Develop your export plan

It may be easier than you think to expand your market. Even small businesses can reap the advantages of international sales, and we can help. >

[Develop an export plan](#)



Identify your market

Trade agreements can make your small business more cost competitive. Learn about U.S. agreements with trading partners. >

[Find your market](#)

www.sba.gov/tradetools

Tip #4 – Get Certified!

- NASBITE Certified Global Business Professional (CGBP)
- CGBP designation confirms knowledge in international trade
 - Covers global business management, global marketing, supply chain management and trade finance
 - Shows an individual is proficient in global business and capable of working with the level of expertise and professionalism that is required in today's competitive environment
- <https://nasbite.org/cgbp/about/>

Tip #5 – Act!

- Small businesses that export are more profitable, competitive & sustainable
- Businesses learn while competing in the global marketplace
- Exporters are better able to deal with change & disruption
- Exporting drives product/service & process innovative
- Usually, taking that first step is the hardest!



INTERNATIONAL
TRADE CENTER

Thank you

Contact Information

Cliff Paredes

Director, UTSA SBDC International Trade Center

cliff.paredes@utsa.edu & www.texastrade.org



Pequeñas Empresas, Grandes Logros

Small businesses, Big results

ANAM

April 2022



Problematic

International trade

The participation of the Small and Medium-Sized Enterprises (SMEs) represents **7.6%** of the **total sales of manufacturing products** in developing countries.



54% of Mexican SMEs seek to **export products**, mainly to the U.S. and Canada.



The main reason for not doing so is due to an **information gap**.



Small businesses, Big results



Pequeñas Empresas, Grandes Logros

Is the program of the Mexican National Customs Agency (ANAM), framed within the international trade policy adopted by the Government of Mexico.

It enables the **integration of Small and Medium-Sized Mexican Enterprises into international trade**, through 3 main axes:



INFORMATIVE



- Media resources (Digital, print, and multimedia)
- An informative section on the ANAM website

TRAINING



- Seminars
- Forums

CUSTOMS GUIDANCE



- Customized service meetings
- E-mail



Objectives



- ▶ Achieve success in importations and exportations.



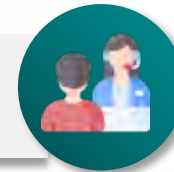
- ▶ Greater competitiveness of companies.

- ▶ Contribute to strengthening national and international security, with a focus on prevention.



- ▶ Facilitate the voluntary accomplishment of taxes and customs obligations.

- ▶ Simplificate customs procedures, by giving appropriate assistance service to customs users with customized service.



Brief



USMCA



Chapter 7

Customs
Administration
and Trade
Facilitation

Chapter 25

Small and Medium-
Sized Enterprises

The **ANAM** establishes this program in which small and medium enterprises register to have **guidance in customs**.

MAY	JUNE	JULY	AUGUST	SEPTEMBER
Invitation to participate will be published on ANAM web site.	The process of the selection will be handled. 50 enterprises will be selected.	The selected participant will receive their training plan.	The Seminars will start .	Beginning of customized service meetings.



General Direction of Customs Facilitation and International Affairs

Juan de Dios Vázquez Álvarez, Ph.D.
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ADUANAS

AGENCIA NACIONAL DE ADUANAS DE MÉXICO





Asociación de Empresarios Mexicanos

US - MX Business Association

Who we are:

The Asociación de Empresarios Mexicanos (AEM) encourages economic competitiveness by helping to promote business between companies from both countries, strengthening ties, and developing programs that support and guide binational entrepreneurs to become world leaders for growth development and success of their companies.

AEM also provides the public and private sectors with binational dialogue forums that bring together high-level business executives and political leaders to promote bilateral and global competitiveness.

AEM was established in 1996 by a group of Mexican entrepreneurs, and today it's integrated by a Board of Directors with 28 influential businesspeople and opinion leaders in USA and Mexico, 11 Chapters, six representation offices, more than 800 members, and 5,000 associates.

"We are recognized as the "model" for regional and bi-national cooperation due to the proven success. AEM provides the public and private sectors a cross-border forum for dialogue that brings together business leaders and elected officials working to advance bilateral and global competitiveness"



AEM-USA PRIORITIES 2020-2022

1. **Support Mexican business-people and professionals to promote recovery** from the 2019 and 2020 lock down and achieve success in USA market.
2. **Strengthen AEMUSA as a binational institution** with better internal communication.
3. **Increase the number of membership** through better and more efficient communication and events.
4. **Offer binational high-quality events**
5. Consolidate as the **linking bridge between México and USA**

AEM CHAPTERS & REPRESENTATION OFFICES

AEM

TEXAS:

Austin
Dallas
McAllen
Houston
San Antonio
The Woodlands

CALIFORNIA:

Los Angeles
San Francisco

OTHER REGIONS:

Chicago
Arizona
Miami
New York
Washington DC

MEXICO:

CDMX
Monterrey
Guanajuato
Baja California Norte
Aguaascalientes



25,000 businesspeople



600 members



31 Board of Directors

GOVERNANCE BOARD OF DIRECTORS






Officers

VICTOR REYNA
Treasurer

FERNANDO SEPÚLVEDA
Chairman AEM USA

ANDRÉS ÁLVAREZ
Secretary

Vice Chairman



JAVIER MARTÍNEZ
California

CARLOS ELIZALDE
Texas

SALOMÓN SACAL
Mexico

President Chapter



ANA CASANUEVA
Chicago

JAVIER LÓPEZ DE OBESO
San Antonio

JOSÉ MEDINA
Guanajuato

SALOMÓN SACAL
México city

CLAUDIA TORRESCANO
Dallas



Guillermo Ammann
Houston

FRANCISCO PEÑA
Mc Allen

DANIEL CAMPOS
Los Angeles

GABRIEL DÍAZ
Austin

EMILIO ARAGÓN
The Woodlands

Independent Director



CLAUDIA CORONA

ALEJANDRO DELGADO

RAFAEL HERRERA
Ex President AEM USA

MOISÉS KALACH
Consejero

MICHAEL C. CAMUÑEZ
Consejero

GERÓNIMO GUTIÉRREZ
Representante AEM DC Washington



PATRICK HAGEMEISTER

VALERIA MOY

EMILIO GÚZMAN
Consejero

JORGE LÓPEZ
Consejero

JOHN WILLIAMS
Consejero

PATRICIA STOUT



VERÓNICA YÉPEZ

FRANCISCO ZORRILLA
Consejero

ROSENDO VILLARREAL
Consejero

NATHAN WOLF

OUR SPECIAL ATTENTION TO:



ENERGY



DIGITAL
COMMERCE



HEALTH



AEROSPACE/
ADVANCED
MANUFACTURING



AGRIBUSINESS



SUPPLY CHAIN



TOURISM



BORDER ISSUES

Binational Events



Softlanding & Expansion Program



Annual Summit



Texas - Mexico Business Leadership Forum D



California - Mexico Business Leadership Forum March 16th.



Washington Fly in - October



Video Conference series



®

**Fernando
Sepulveda**

Chairman AEM-USA
chairman@aem-usa.org

Thank you

Ileana López
Executive Director
executivedirector@aem-usa.org



Gouvernement
of Canada

Trade Commissioner
Service

Gouvernement
du Canada

Service des
délégés commerciaux

Canada

You're ready to grow. We're ready to help.

SME Trade Resources & Tools for CUSMA

CUSMA SME Dialogue

April 22, 2022

Robert McCubbing, Director, FTA Promotion,
Trade Missions and Outreach, Global Affairs Canada



Canada's Trade Toolkit



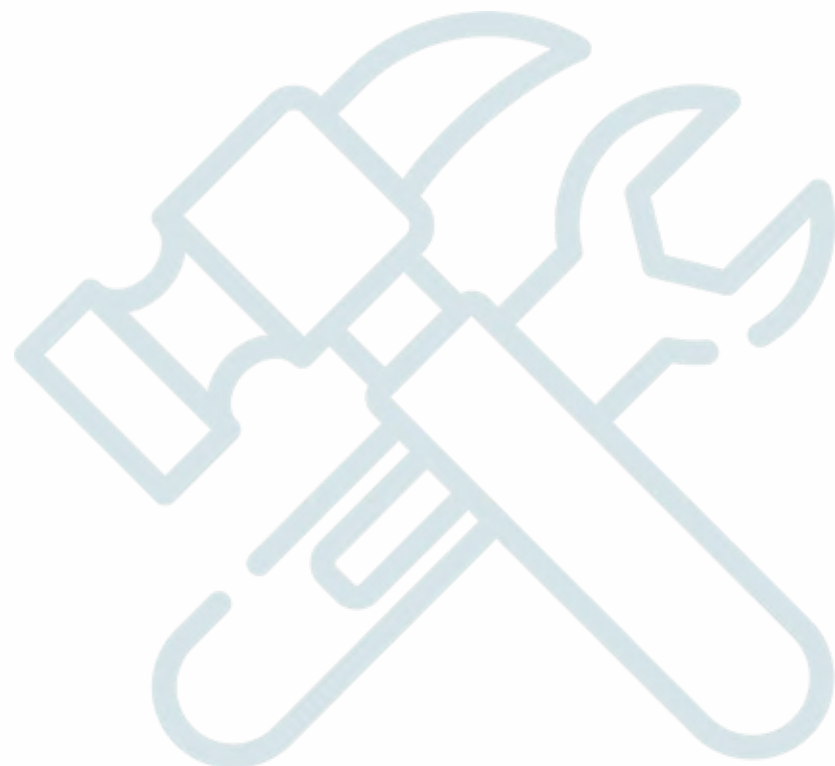
Government
of Canada
Trade Commissioner
Service

Gouvernement
du Canada
Service des
délégués commerciaux

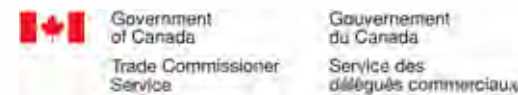


EDC

bdc 



The TCS Offer



Key Services



- Preparation for International Markets
- Market Potential Assessment
- Qualified Contacts
- Problem Solving

Key Resources



- TCS and CUSMA Website
- TCS Facebook, LinkedIn, Twitter
- CUSMA events and Trade Missions to the US or Mexico
- Canada Tariff Finder
- The Federal FTA Promotion Hub (coming soon)

Key Programs



- CanExport SMEs
- Helps Canadian SMEs break into new international markets
- Up to \$50,000 in funding



The BDC Offer



Financing Solutions

- Up to \$100,000 for each entrepreneur
- Xpansion Loan
- Purchase Order Financing
- US Dollar Loans



Advisory Solutions

- Leadership and Management
- Business Strategy
- Human Resources
- Operational Efficiency
- Sales and Marketing
- Certifications
- Digital Technology
- E-Commerce
- Financial Management



The EDC Offer



Key Services

- Introductions to new customer prospects in select sectors and markets
- Market knowledge so you can research new business opportunities
- Political Risk Insurance to protect assets in foreign markets such as equipment and manufacturing facilities
- Foreign investment and foreign affiliate support to help you invest in new markets



Key Programs

- Export Guarantee Program
- Inclusive Trade Investment Program



Questions?

Trade Commissioner Service (TCS)

www.tradecommissioner.gc.ca/contact-us-contactez-nous.aspx?lang=eng

Export Development Canada (EDC)

www.edc.ca/en/contact-us

Business Development Bank of Canada (BDC)

www.bdc.ca/en/contact-us





SMALL BUSINESS TRADE RESOURCES: EXPORTS

SAN ANTONIO TX

APRIL 22, 2022

ORGANIZATION OF WOMEN IN INTERNATIONAL TRADE (OWIT) - OTTAWA

Nathalie Bradbury
Co-President, Ottawa chapter



CHALLENGES FACED BY WOMEN IN INTERNATIONAL TRADE

- Ø Surveys show that Canadian women entrepreneurs are ambitious, confident and interested in exporting
- Ø They understand that exporting increases business opportunities and diversifies their markets
- Ø Yet women often cite obstacles to expanding to global markets:
 - Ø Need greater knowledge of foreign markets and of benefits of FTAs
 - Ø Need more inclusive business networks
 - Ø Expand access to financing and expert advice
- Ø Supply-side barriers:
 - Ø Women in business are most often sole proprietors or micro/small enterprises
 - Ø Women are often in business sectors which face higher tariffs
 - Ø Business and financial services often target incorporated businesses, and especially large corporations
- Ø Related challenges: balancing unpaid work at home
- Ø Impact of the Covid “She-cession”
 - Ø Disproportionately affected women and women-dominated sectors (retail, services, hospitality)

Beckton C & McDonald J, Grow Global: Women entrepreneurs and export (2020)



MORE WOMEN IN TRADE MEANS WIN – WIN FOR ALL

More women in trade means:

Trade



is more diverse



can respond to
diverse markets



includes more
productive firms

Women



expand their
businesses



work in sectors
and firms with
higher wages



work in more
productive firms

Economies



decrease
inequality



increase
economic growth



make better use
of their labour
force

Source: Korinek et al. (2021), World Bank and World Trade Organisation (2020), International Trade Centre (2020). Author's elaboration.

WHAT OWIT PROVIDES FOR WOMEN IN TRADE

- Events for networking and professional development
 - Partnering with OWIT Toronto, NY, Mexico City, Orange County, Brussels, DC
- Partnerships with universities/colleges
 - Student bursaries for international business competitions
 - Young women's mentorship program
 - Skills training: Foundation for International Trade Training
- Connections in the National Capital
 - Women Ambassadors of Ottawa, Canadian International Trade Tribunal
 - Canada's Trade Commissioner Service, Export Development Canada
 - Parliamentary Standing Committees on International Trade
- A growing community of organizations supporting women in international trade and business.
- Challenging perceptions of what it means to be an entrepreneur:
 - the WEKH See It. Be It. Campaign promoting successful women entrepreneurs



OWIT-OTTAWA PARTNERS AND SPONSORS



Trade Commissioner Service



Carleton
University

Sprett
School of Business



See it. Be it.



Nathalie Bradbury and Tamaika Jumelle
Co-Presidents
OWIT Ottawa

president@owit-ottawa.ca

info@owit-ottawa.ca

www.owit-ottawa.ca

<https://owit.org/>

*United around the globe to foster international trade and
the advancement of women in business.*

ORGANIZATION OF WOMEN IN INTERNATIONAL TRADE (OWIT)
OTTAWA CHAPTER





USMCA SME Dialogue Panel: USMCA Imports

Moderator: **Leah Liston**, Director, Customs & Trade Affairs,
Office of the U.S. Trade Representative

- **Mariana Alonso**, Praxis Logistica
- **Patrick Toole**, Acting Branch Chief, USMCA Center, U.S. Customs and Border Protection
- **Vladimir Omazic**, Regional Subject Matter Expert, CARM Stakeholder Engagement, Canada Border Services Agency (*virtual*)
- **Richard Lepage**, Senior Program Advisor, Canada Border Services Agency (*virtual*)



1st United States-Mexico-Canada (USMCA) Small and Medium Enterprise Dialogue

Small business trade resources for USMCA Imports

Panelist:
Mariana Alonso
CEO Praxis Logística.



“Opening a business shouldn’t be an act of faith. Keeping the business running shouldn’t be a miracle”

APS

Agenda

1. Importance of the SMEs in the economy
2. Average Life span of the SMEs
3. Importers SMEs support general requirements.
4. Agreed fundamentals SMEs based on USMCA Chapter 25 for imports .
5. Challenges in the import processes.
6. ABC Import process in Mexico.
7. Digital web bases trade tools available to SMEs by country.
8. Conclusions: Opportunity areas for improvement of the current state of digital tools vs Chapter 23 provisions.

Panelist:
Mariana Alonso
CEO Praxis Logística.

1. The SMEs in the USMCA Economies

Mexico INEGI

- 4 million SMEs
- 99.7% of all private enterprises.
- Employs 35.4 millions people / 62.6% of labor force.
- Produce 52% of GDP.

Canada ISED

- 1.23 million SMEs
- 99.8% of all private enterprises.
- Employs 8.4 million people / 68.8% of labor force.
- Produce 55.3% of GDP.

USA USSBA

- 28 million SMEs
- 99.9% of all private enterprises.
- Employs 60.6 million people / 47.1% of labor force.
- Produce 43.5% of GDP.

2. Average life span

In the USA.

About two-thirds of businesses with employees survive at least 2 years and about half survive at least **5 years**. As one would expect, after the first few years, survival rates flatten out.

In Canada.

On average, 98 percent of new firms survived the first year, 63% survived after five years, and 43% survived **after 10 years**.

In Mexico.

The average life expectancy of a new created SME in Mexico is **7.8 years**.

In anyway the first 3 to 5 years are critical for its survival.

3. Importers SMEs general requirements in Mexico



Strategic objectives for survival:

Value creation.
Cost efficiency.
and Differentiators.

All of them must be achieved in less than 3 years.

4. Fundamentals SMEs based on USMCA Ch. 25 for imports.

Article 25.3 Information Sharing

- Enable information sharing by access on a web-based platform with free access directly by any SME in any country.

Paragraph 2. Websites link connection

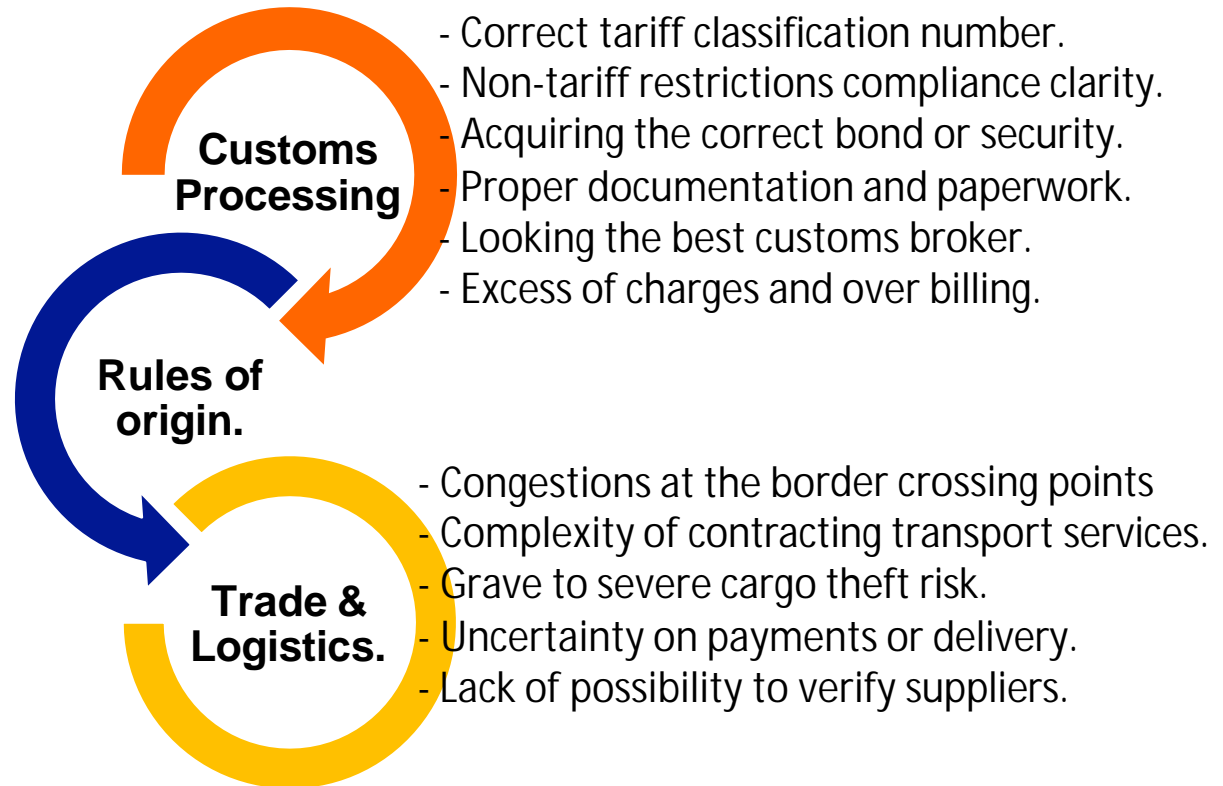
- Each Party shall include in its website links or information through automated electronic transfer to:

Paragraph 2.b Import related information.

- (a) customs regulations, procedures, or enquiry points; (b) regulations or procedures concerning intellectual property rights; (c) technical regulations, standards, or conformity assessment procedures; (d) sanitary or phytosanitary measures relating to importation or exportation.

5. Challenges in the import processes.

- Knowledge on Chapter 4 of USMCA and other related origin aspects.
- Better understanding on the subject of specific rules of origin in annex 4A.
- Bill Of Materials analytics for tariff classification change, integration of Transaction Value or Net Cost for Regional Value Content compliance.



6. ABC for Importing in Mexico

Tax obligations always by the book: 100% compliance

Imports license
(Padrón)

Appoint and designate
Customs Broker
(Encargo Conferido)

Documents processing:

Invoice
Certificate of origin
Transport document
Insurance
Others

To comply and present
the customs declaration
for clearance and
modulation.

If certificate of origin is not available at the moment of import, no preference tariff could be granted, but further rectifications are in order once this document becomes available and a refund could be claim under customs operations rule 6.1.4 (RGCE 2022)

7. Digital web bases trade tools available to SMEs by country.

There are web-based platforms that supports SMEs in their import operations sponsored by the US, Mexican and Canadian Governments.

Such web services are:

U.S.A, U.S. SBA and the International Trade Administration (ITA) of the U.S. Department of Commerce worked together to fulfill Article 25.3. This platform provides detailed and specific information of outmost interest for SMEs, it is available at <https://www.trade.gov/usmca-resources>

Canada, The Innovation, Science and Economic Development Canada, SME Research and Statistics platform provides services and information to SMEs available at <https://www.ic.gc.ca/eic/site/061.nsf/eng/Home>

Mexico, The SE (Secretaria de Economia) sponsors the “MIPYMES MX”, for all micro, small and medium enterprises in Mexico, with with a lot of valuable information and resources for entrepreneurs, available at <https://mipymes.economia.gob.mx/>

8. Conclusion: Opportunity Areas.

1. Integrate a link in each platform in terms of Art 25.3 for all the countries.

2. Multi language information access (En, Fr, Sp)

3. Involve Fortune 500 Companies in a foster – incubation program in support of SMEs.

4. Accompany the Further Dialogues with a B2B virtual meeting week (prior or after).

5. Stablish a Non-Tariff Measures data base with online processing, if possible, of the USMCA

6. Encourage SMEs to use 4PL services, so that they should worry only in running the business...



Thank you!

Mariana Alonso
CEO Praxis Logística.



United States – Mexico – Canada Agreement (USMCA)

Small and Medium Enterprise Dialogue

April 2022

The following presentation is non-binding and any information contained herein is offered for informational purposes only.

Links to all these resources are available on the [USMCA webpage on CBP.gov](#)

You may contact the Center directly: USMCA@cbp.dhs.gov



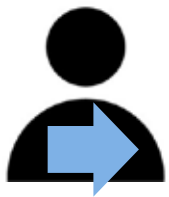
Advantages of USMCA



The importer may **self-certify** the good or submit a certification of origin completed by an exporter or producer. The importer is responsible for **exercising reasonable care and accuracy** in completing the certification of origin.

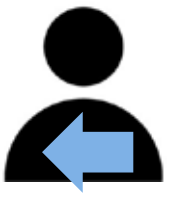
A USMCA claim must be based on a **certification of origin** for the purposes of certifying that a good **qualifies as an originating good**. A certification of origin is **NOT REQUIRED** for importations valued at \$2500 or less, provided that the importation is not a part of a series that may reasonably be considered to have been undertaken or arranged for purpose of evading laws, regulations or procedures.

This certification can be completed by the importer, exporter, or producer:



Exporter (that is not the Producer)

Can complete certification if (1) they have the information demonstrating origination; or (2) they have reasonable reliance on the producer's written representation that the good is originating.



Importer or Producer

Can complete certification if they have the information and knowledge to demonstrate the goods origination.

USMCA Entry Procedures Overview



Below are some notable USMCA entry procedures—



Creation of new SPI of “S” for USMCA claims, which will be reflected in the “Special” subcolumn of Column 1 of the HTSUS. **A SPI of “S+”** also available for certain agricultural goods subject to TRQs and textile goods subject to TPLs



USMCA allows the certification of origin to be completed by the importer, exporter, or producer – CBP can engage the importer directly for the Certification of Origin and any supporting documentation



Merchandise Processing Fee (MPF) can be refunded on post-importation claims and reconciliation filings retroactive to July 1, 2020 – see CAMS [#3101](#) or CSMS [#45309245](#) for more information



There are **no changes in requirements for post-importation claims** related to effective period, responsible party, and eligibility. There only needs to be **one USMCA 1520(d) claim filed for a post-importation claim**

Key USMCA Provisions



Below are some notable USMCA provisions –



10%

De Minimis (Non-Textiles) – allows goods to qualify as originating if it contains **no more than 10%** of non-originating materials, including those subject to RVC requirements



Transit and Transshipment (Imported Directly) – retains status if transported without passing through non-Party **OR** (1) **remains under customs control** AND (2) does not undergo operation other than those necessary to **preserve condition** or **transport good**



Treatment of Sets – This is new to USMCA – a set classified pursuant to GRI 3 is originating if (1) **each good in set** is originating; **OR** (2) total value of non-originating goods **does not exceed 10% of value of set**; and both the set and goods meet **all other requirements**

USMCA Preference Criteria



An originating good is one that meets the RoO guidelines set forth in **GN 11** and **all other requirements of the agreement**

The **HTSUS was amended** to include GN 11, which includes both general and product-specific RoO, definitions, and related provisions for determining origination

NAFTA featured **six (6) criteria** while the USMCA has **five (5)** – in general, a good is originating when **one** of the following criteria applies:

A

Wholly obtained or produced entirely in territory of 1+ Parties, as defined in Article 4.3 of the agreement

Produced entirely in territory of 1+ Parties using non-originating materials, provided good satisfies **product-specific RoO**

B

C

Produced entirely in the territory of 1+ Parties, exclusively from originating materials

Produced entirely; classified with its materials or satisfies “unassembled goods”; and **meets RVC thresholds**

D

Exception: Chapter 61 to 63

Schedule II Goods

Provided for under the tariff provision set out in **Chapter 2 – Table 2.10.1, Table 2.10.2, and Table 2.10.3** or **Schedule II** of the USMCA RoO Uniform Regulations (19 CFR 182)

Certification of Origin Example



Certification of Origin

(Importer, Producer, or Exporter)



Producer (If Different)

(Name, Title, Address, Phone, Email)



Origin Criteria



Certifier

(Name, Title, Address, Phone, Email)



Importer

(Name, Title, Address, Phone, Email)



Blanket Period

(Per Article 5.2)



Exporter (If Different)

(Name, Title, Address, Phone, Email)



HTS Classification

Description and Invoice Number (If Single)



Authorized Signature and Date

USMCA Certification of Origin						
✓ 1. EXPORTER	Name:	ABC Exporter		✓ 2. BLANKET PERIOD	From: 2020/07/01	
	Address:	123 Sesame Street Victoria, BC Canada			To: 2021/07/01	
	Telephone:	888-888-8888				
	Fax:					
	E-mail:	example@abcexporter.com				
✓ 3. PRODUCER	Name:	ABC Producer		✓ 4. IMPORTER	Name: ABC Importer	
	Address:	222 Production Way Toronto, CA			Address: 333 Import Trail Plymouth, RI 02870 United States	
	Telephone:	999-999-9999			Telephone: 000-000-0000	
	Fax:				Fax:	
	E-mail:	example@abcproducer.com			E-mail: example@abcimporter.com	
✓ 5. LIST OF PRODUCT(S) SUBJECT TO PROOF OF ORIGIN						
Serial No.	Description of Good(s)	Quantity & Unit	HS No. (6 Digits)	Preference Criterion	Country of Origin	
1	Toothbrushes	800,000 pcs	✓ 9603.21	B	✓ CA	
✓ 6. OBSERVATIONS - Blanket Certification						
I certify that:						
I certify that the goods described in this document qualify as originating and the information contained in this document is true and accurate. I assume responsibility for proving such representations and agree to maintain and present upon request or to make available during a verification visit, documentation necessary to support this certification.						
✓ Authorized Signature:			Company: ABC Exporter		Role:	
Diana D. Grouch					Exporter [x] Producer [] Importer []	
Name: Diana D. Grouch			✓ Title: PRESIDENT			
Date: 2020/07/01			Telephone: 888-888-8888			

USMCA Recordkeeping Requirements



In general, USMCA recordkeeping requirements **are the same as in NAFTA**

An importer must maintain records and documentation related to the following areas and render them available upon request for a period **no less than five (5) years from date of importation of the good:**

Importation

(i.e. Entry Docs,
Certification of Origin)

Origin of Good

(i.e. Docs to
Support Origination)

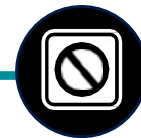
Compliance

(Transit and
Transshipment)

Below are the **key changes from NAFTA:**



Recordkeeping documents can be maintained in **any format, including electronic**, provided that they can be readily available upon request



Requirements apply even if the importing Party **does not require a certification of origin** or if the requirement is **waived**



Binding Advance Rulings

- § There are binding advance rulings and other legal decisions issued by CBP in connection with the importation of merchandise into the United States, including under special programs like trade agreements and special trade legislation (www.cbp.gov/trade/rulings).
- § Advance rulings provide the trade community with a transparent and efficient means of understanding how CBP will treat a prospective import or carrier transaction



Express Consignment Operator or Carrier

- § Imports under \$2500 have a simplified clearance process, whether shipped via express courier or not
- § Imports under \$800 are not charged duties or taxes.
- § The importer of record is usually the carrier.
- § Each shipment is identified by its own shipment number.



Canada Border
Services Agency

Agence des services
frontaliers du Canada



Canada Border Services Agency (CBSA) CUSMA SME Dialogue April 22, 2022

PROTECTION SERVICE INTEGRITY
TY **PROTECTION** SERVICE INT
EGRITÉ PROTECTION **SERVICE**
INTEGRITY PROTECTION SERVI
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TEGRITY PROTECTION **SERVICE**
INTÉGRITÉ PROTECTION SERVI
CE INTEGRITY PROTECTION SE



PROTECTION • SERVICE • INTEGRITY

Canada



Chapter 5 : Origin Procedures

- *Claims for preferential tariff treatment and proof of origin*
 - The minimum data elements are set out in [Annex 5-A](#) (*Minimum Data Elements*), and include:
 - Identification and address of the certifier
 - Exporter
 - Producer
 - Importer
 - Description of the good
 - Origin criteria
 - Blanket period
 - Certifier signature, date and certifying statement



Chapter 5 : Origin Procedures

- *Exceptions to providing a certification of origin*
 - With regards to Article 5.5 and exceptions to providing a certification of origin, the threshold for low value shipments (LVS) has been increased to **CAD\$ 3,300**, effective July 1, 2020.
 - A **certification of origin is not required** for commercial goods with an estimated value for duty not exceeding CAD \$3,300 and for which preferential tariff treatment is claimed under CUSMA, or under any of Canada's other free trade agreements currently in force.



Chapter 5 : Origin Procedures

- *Refunds*

- In Canada, with regards to refunds and claims for preferential tariff treatment under Article 5.11, an application for a refund of duties that were overpaid can now be made within **four years** from the date the goods were accounted for.



Canada Border
Services Agency

Agence des services
frontaliers du Canada

CBSA Assessment and Revenue Management (CARM)

Canada

CARM | CBSA Assessment and
Revenue Management

CARM | CBSA Assessment and
Revenue Management

CBSA Assessment and Revenue Management (CARM)

The CBSA CARM project is a multi-year initiative that will modernize and streamline the process of importing commercial goods. The CARM solution – an online portal – will give importers access to border services 24 hours a day, seven days a week.

CARM Benefits for Importers

- **Self-Service** - Ability to complete registration including delegation of authority, program enrolment, payment, adjustments, and submit and track rulings and appeal requests online
- **Visibility** - Ability to view account information and accounting transactions , receive automated billing and payment notifications, and monitor financial security
- **Efficiency** - Helps to eliminate burdensome manual, paper-based processes. Ability to submit supporting documentation online
- **Support** - Access to information and support to assist with accurately completing import accounting declarations.

CARM's Phased Release Approach

Release 1

Released May 2021 - Basic portal introduction

Key Functionality:

- CARM Client Portal is accessible to Importers, Customs Brokers, and Trade Consultants
- Ability to manage account data and delegate authority to customs brokers
- Ability to view statements of account and make electronic payments (pre-authorized debit, credit card, etc.)
- Tool to help classify goods
- Ability to request advance rulings

Release 2

Release TBD - Full portal functionality

Key Changes:

- All commercial importers will require a Business Number
- Importers must delegate authority to third parties whom conduct business on their behalf
- Electronic submission of corrections and adjustments
- Harmonized billing cycle that aligns payment due dates and provides more time to make interest-free corrections
- Importers will be required to maintain their own financial security for the purposes of participating in the Release Prior to Payment (RPP) program – they will no longer be permitted to use their broker's security.

Financial Security Formula

Security for RPP can be provided in the form of a financial security instrument or cash deposit.

An importer's requirements for each are as follows:

- Post a financial security instrument (for example a bond) for 50% of their highest monthly accounts receivable (AR) with a minimum of \$25,000/ Importer RM. For example,
 - If an importer's highest monthly* AR is \$100,000, they will be required to post a bond for \$50,000; or,
 - If an importer's highest monthly* AR is \$20,000, they will be required to post a bond for \$25,000.
- Post a **cash deposit** for 100% of their highest monthly* AR. For example,
 - If an importer's highest monthly AR is \$5,000 or \$30,000, they will be required to post a cash deposit for \$5,000 or \$30,000, respectively.

**The CBSA is committed to ensuring a smooth transition and that there are no negative impacts on the importing community. Additional details on the transition plans will be shared in the upcoming months.

Thank You!

For more information:

- Visit the [CARM section of the CBSA website](#)
- Visit the [CARM Client Portal](#)
- Visit the [CARM Google Drive](#) for resources
- Join the [CARM LinkedIn Group](#) for the latest news
- Questions? Email: CBSA.CARM_Engagement-Engagement_de_la_GCRA.ASFC@cbsa-asfc.gc.ca
- Join the email distribution list by emailing CBSA.CARM_Engagement-Engagement_de_la_GCRA.ASFC@cbsa-asfc.gc.ca



USMCA SME Dialogue

Panel: Small businesses trading across the U.S. Mexico and Canada

Moderator: **Ana Bárbara Mungaray Moctezuma**, Head of the Productive Development Unit, Ministry of Economic Affairs

- **Dr. Gerardo Tajonar Castro**, Presidente de la Asociación Nacional de Importadores y Exportadores de la República Mexicana (ANIERM)
- **Carlos Elizalde**, Secretario Asociación de Empresarios Mexicanos en Estados Unidos (AMEUSA)
- **Dr. Eugenio Reyes**, Presidente, Asociación Mexicana de Centros de Desarrollo para la Pequeña Empresa (AMCPDE)
- **Sabine Le Névéannau**, Présidente, Concept GEEBEE (*virtual*)
- **Barry Payne**, President, OnNation (*virtual*)
- **Mike Cameron**, Co-Founder and President, Devils River Whiskey
- **Leonor Houston**, International Sales Director, Rainbow Play Systems, San Antonio, Texas



anierm

ASOCIACIÓN NACIONAL DE IMPORTADORES Y
EXPORTADORES DE LA REPÚBLICA MEXICANA

“

Small business trading across the
U.S. – México and Canada
Sharing success stories, challenges,
and best practices.

”

PhD. José Gerardo Tajonar Castro
National President of ANIERM
April 22nd – San Antonio City, Texas state, U.S.



The National Association of Importers and Exporters of the Mexican Republic is a non-profit civil association that was born in 1944 due to the need to support companies in their foreign trade operations, we are focused on promoting the development and strengthening of bilateral relations between Mexico and its commercial partners in the world.

SERVICES to SME



Management International Legal International Training Economic data Lobbying

in procedures trade advice advice 18 information oices in the core business cities in Mexico





3 steps to export



Create and detail the business plan, follow the next aspects:

- 1) Market description
- 2) Economic indicators
- 3) Main products exported to the target market
- 4) Main products for the target market
- 5) General data on the target market
- 6) Commercialization channels
- 7) Marketing plan
- 8) Market penetration strategy

Determine your target market:

- 1) Search for the potential Clients
- 2) Do product market research
- 3) Create opportunities
- 4) Business agendas

Market consolidation

- 1) Brand positioning campaigns
- 2) Marketing programs
- 3) Promotional material
- 4) Trademark registration
- 5) Social media
- 6) Trade fairs and trade missions



Digital marketing

and cross-border / e-commerce

The ANIERM has worked hard to identify the main problems in marketing processes at the international level, for which, on September 9th, 2020, it began work to create the EC1285 Labor Competencies Standard – “Digital marketing and cross-border marketing”, with the aim to train SMEs in the sale of their products to other markets using digital platforms and paying attention to the benefits that this way of “doing business” has.

Digital marketing and cross-border / e-commerce

1
Development of the business
plan for the cross border
digital marketing.

2
Implement the operation
processes for the cross border
digital marketing.

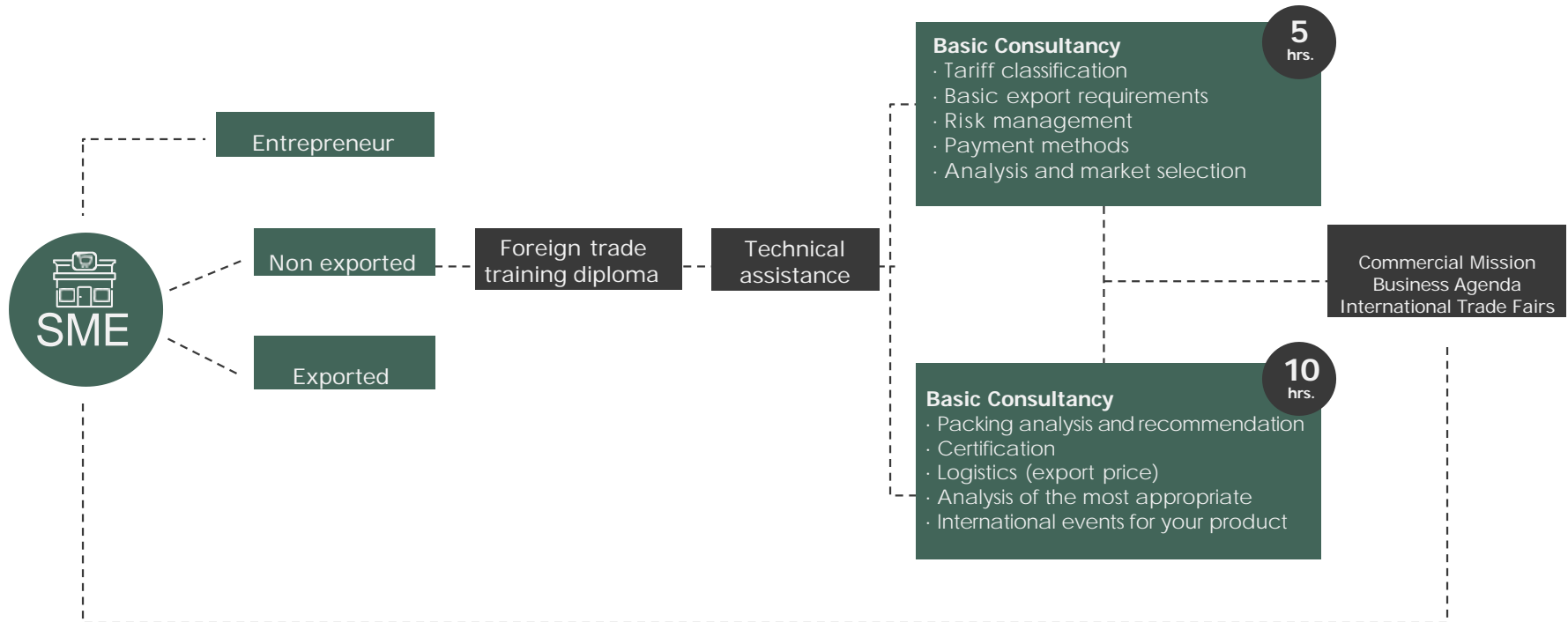
3
Use of the right technology
to develop cross-border
digital strategy.

4
Development of the international
digital marketing strategies.





International promotion model of anierm



Commercial Missions

calendar 2022



 Mission	 Countries	 Dates
Central America	Guatemala and Costa Rica with possible extension to El Salvador and Panama	August 2022
USA	Texas, California, Illinois	October 2022
South America	Ecuador with possible extension to Peru, Colombia, Chile and Bolivia	November 2022
Arab Emirates	Dubai, Abu Dhabi, Qatar	December 2022



Success Stories



Emmy Toys

Emmy Toys is a small Mexican company, dedicated to the production and marketing of unique personalized stuffed animals.

After a series of virtual business appointments in February 2021, Emmy Toys is a Mexican export company with great potential and growing.

Success Stories



Ceimaya

Ceimaya is a marketer of Mexican honey, organic & monofloral.

1. In March 2021, Ceimaya made a trade mission to the USA.
2. In August 2021, "Central Market" asked some merchandise samples.
3. In September 2021, Central Market made the first product order.
4. In September 2021, the merchandise arrives and is displayed for sale in "Central Market".

Thank you

for your attention, let's
keep in touch!



/Gerardo Tajonar



@jgtajonar



/Gerardo Tajonar



jgtajonar@anierm.org.mx
jgtajonar@gmail.com



(+1)52-55-91-98-44-72



CACHEAUX CAVAZOS & NEWTON
ATTORNEYS | ABOGADOS



Historias de Éxito del Tratado Internacional de Comercio

México – Estados Unidos – Canadá

Cacheaux, Cavazos & Newton, LLP

CCN

Attorneys/Abogados

Presentado por: Francisco J. Peña-Valdés

Socio

22 de abril de 2022



Socios Fundadores

§ Rene Cacheaux

N



Daniel Cavazos



Joseph





Donde todo empezó





Cronología

El despacho fue fundado por René Cacheaux, Daniel Cavazos y Joseph B. Newton en enero de 1994, con oficinas en San Antonio, McAllen y Ciudad de México. Los socios fundadores contaban con años de experiencia representando a clientes globales en complejas transacciones comerciales y asuntos legales relacionados con México y Estados Unidos.

Actualmente, CCN asesora a empresas líderes en los sectores automotriz, electrónico, inmobiliario, textil, energético, agrícola, así como de manufactura en general.



Cronología

- § **1994** - El Tratado de Libre Comercio de América del Norte (TLCAN) entra en vigor el 1 de enero. Tres semanas después, el 24 de enero de 1994, **René Cacheaux, Joseph (Joe) Newton y Daniel Cavazos** fundan CCN. El despacho establece oficinas en **San Antonio y McAllen, Texas**, y en la **Ciudad de México**. (6 abogados)
- § **1997** - CCN abre su **oficina de Reynosa** en el Estado de Tamaulipas, México.
- § **1998** - Por el crecimiento de los clientes CCN abre oficinas en **Querétaro y Matamoros**, México.
- § **2000** - CCN se expande al centro industrial de México en el estado de Nuevo León con una oficina en **Monterrey**.



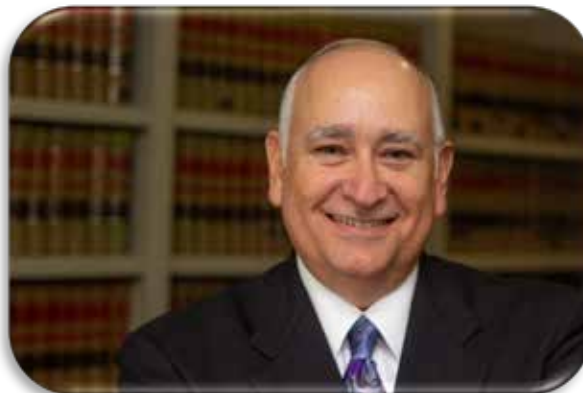
Cronología

- § **2004** - Se publica el primer número del **CCN MexicoReport™**.
- § **2005** - CCN abre su oficina en **Ciudad Juárez, Chihuahua**.
- § **2008** - El Centro Corporativo de CCN se establece en la oficina de CCN en **Querétaro**, México.
- § **2011** - El despacho abre su tercera oficina en Texas, en la ciudad de **Austin**.
- § **2013** - Buscando ampliar su cobertura en la frontera entre Estados Unidos y México, CCN abre su oficina en **Tijuana**, Baja California.



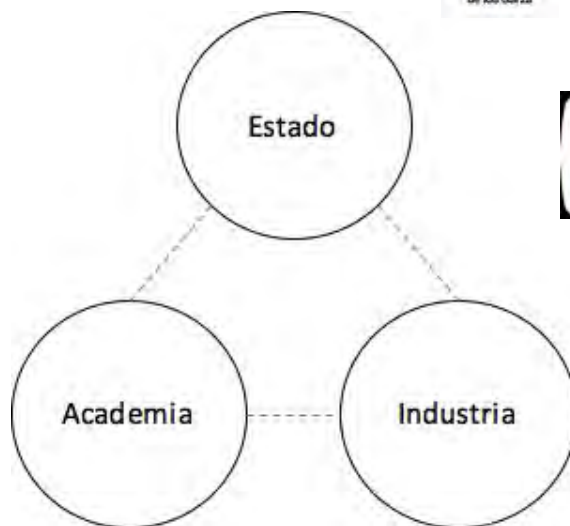
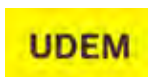
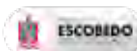
Cronología

- § **2015** - En respuesta al crecimiento de los sectores tecnológico, agrícola e inmobiliario, CCN abre su oficina en **Guadalajara**, Jalisco, dando a la firma presencia en los tres centros urbanos más grandes e importantes de México. (86 abogados)
- § **2020** - El Acuerdo entre los Estados Unidos de América, México y Canadá (T-MEC) entra en vigor el 1 de julio de 2020. CCN publica la Guía sobre el T-MEC
- § **2022** - Se publica la primera edición del CCN MexicoReport™ Podcast.



**Francisco J. Peña-Valdés,
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www.ccn-law.com



99% ROI 3% s/n
MXN828 millones



5,750 Empleos
MXN1.15 millones



MXN\$23 millones
1,150 PYMES
23,000 horas asesoría
120 horas capacitación



Programa de Asesoría y Capacitación

Te apoyamos sin costo a
fortalecer y mejorar la
competitividad de tu empresa.

- Diagnóstico personalizado
- Hasta 20 hrs. de asesoría y 120 hrs. de capacitación por consultores expertos
- Tiene que estar constituida en Nuevo León
- Antigüedad mínima de dos años como empresa formal
- Contar con 10 empleados como mínimo
- Utilizando el modelo Small Business Development Center (SBDC)





USMCA SME Dialogue

Panel: Small business and Covid-19 recovery resources

Moderator: **Étienne-René Massie**, Director General, Small Business Branch, Innovation, Science and Economic Development (moderator) (virtual)

- **Erandi Motte Cortés**, Directrice principale, Marchés internationaux, entrepreneuriat et information d'affaires, Chambre de commerce du Montréal métropolitain
- **Darrell Schuurman**, Co-Founder and CEO, Canada's LGBT+ Chamber of Commerce (*virtual*)
- **Amy Amoroso**, Director, Veterans Business Outreach Center, SBA Region II (New York, New Jersey, Puerto Rico, and U.S. Virgin Islands)
- **Veronica Maturino**, Chief Executive Officer, ONABEN, Tulsa, Oklahoma
- **Jael Durán**, Managing Director; Canadian Chambers of Commerce in Mexico (*virtual*)
- **Sofía Pérez Gasque Muslera**, Presidenta, Consejo Coordinador de Mujeres Empresarias (*virtual*)

Small business and Covid-19 recovery resources

USMCA Small and Medium-Sized Enterprise Dialogue

San Antonio, Texas

April 22, 2022

ABOUT US

THE CCMM AT A GLANCE

The Chamber of Commerce of Metropolitan Montreal's mission is to act as the voice of Montréal's business community and to promote the prosperity of the city and its businesses.

The CCMM is:

- ▶ 200 years of history (1822-2022)
- ▶ Over 200 business activities and workshops per year
- ▶ An engaged full-time team of 120+

The largest business community in Greater Montreal:

- ▶ 8 000 members
- ▶ 3 000 businesses



Source : Chamber of commerce of Metropolitan Montreal, April 2022

INTERVENTION AND SERVICES FOR OUR BUSINESS COMMUNITY



The voice of Montreal's business community

Priority issues

1. Economic, fiscal and regulatory agility
2. Availability of skilled labour
3. Transition to a low-carbon economy
4. Internationalization of local businesses
5. Innovation and disruptive technology
6. Modern, efficient infrastructures



ACCLR
services

Business Services aiming to accelerate the creation and growth of our companies

Business services

- § Networking and business development
- § Export support activities and services
- § Business information
- § Assistance for the research of funding
- § Talent and Diversity (recruitment support)
- § Collective insurance for SMEs

EXPORT SUPPORT FOR SMEs

In order to support companies that wish to develop internationally, we offer **+80 export focused activities per year**.

In 2020-2021, **+1500 companies (representing +4,000 participations)** benefited from the activities and services provided by our export experts.



We count on an exceptional network as:

- ▶ Members of the International Network of Chambers of Commerce and of the World Trade Centers Association
- ▶ Private Sector Liaison Officer (PSLO) of the World Bank
- ▶ A trusted partner of a large number of private and public organizations

Awareness
Learning

Assessment
Reflection

Market Search
Evaluation

Export Plan
Planning

Strategy Implementation
Activation

Market Exploration
Action

International Sales
*Action/
Consolidation*

Market Growth
Expansion

Business opportunities seminars

TAP (program)

Trade Missions / International buyers meetings

Business visit to US Customs

International trade workshops and webinars

Export consulting Services (market identification and validation, strategic planning...)

With the financial support of:

Canada Québec

QUEBEC

A FEW FACTS

- ▶ Around **257 700 SMEs** (99.8%)
- ▶ The largest of the 10 Canadian provinces
- ▶ French is the official language
- ▶ The economy of Quebec represents ~20% of the GDP of Canada
- ▶ Québec's GDP in 2022 is expected to grow by 7.2% after growing by 10.8% in 2021.

GOVERNMENTAL SUPPORT PROGRAMS

- ▶ +100 measures
- ▶ **1.87 G\$ (2.36 G\$CAD) in economic support measures for 2022-2023**

MAIN EXPORTS OF THE PROVINCE (Feb 2022)

- ▶ Aircrafts
- ▶ Aluminum and aluminum alloys
- ▶ Iron ore
- ▶ Coniferous lumber
- ▶ Refined copper wire
- ▶ Electric power (hydro)

GREATER MONTREAL

A FEW FACTS

- ▶ Around **129 000 SMEs** (99.7%)
- ▶ Montréal accounts for over **56% of the Quebec economy**, and this share is growing.
- ▶ In 2018 just over 50% of Quebec's population lived in Montreal
- ▶ Located **close to major urban centers** as Boston, Toronto, New York, Philadelphia and Detroit (all less than 2 hours away by plane)
- ▶ Montreal's international airport (YUL) is recognized as one of the best airports in North America.

GOVERNMENTAL SUPPORT PROGRAMS

- ▶ +30 measures
- ▶ **31.8 M\$ (40 M\$CAD) in emergency funds for 2022-2023**



Main sources:

- Statistique Canada. Avril 2022.
- Rolland, Stéphane. 2022. Budget du Québec : la COVID 19 aura coûté 24,1G\$. [Budget du Québec: la COVID 19 aura coûté 24,1G\\$](#) | [LesAffaires.com](#) [8 avril 2022].

Montréal is one of North America's innovative large cities, mainly due to an abundance of universities and

THE STRATEGIC IMPORTANCE OF GREATER MONTREAL FOR QUEBEC

EXAMPLES OF KEY SECTORS OF THE MONTREAL ECONOMY

Artificial intelligence 	Aerospace 	Video games 
<ul style="list-style-type: none"> • The world's largest deep learning university community • World leaders like Google, Microsoft and Facebook • The world's largest university-based research laboratory for deep and structured learning, the Mila. 	<p>an enviable position in many promising emerging industries.</p> <ul style="list-style-type: none"> • One of the world's major aerospace capitals • A cluster of world leaders based in the Greater Montréal area, including Bombardier, Bell Helicopter, CAE, Pratt & Whitney, Airbus • A cutting-edge technology research centre supported by organizations such as the CRICQ, CDCQ, NRC, CSA, CTA and IICAP • The presence of international organizations such as ICAO, IATA and AOL. 	<ul style="list-style-type: none"> • Among the five largest video game production centres in the world • A complete ecosystem of companies providing tools and services, from academia to tool development and animation specialists, as well as production and post-production studios • World leaders such as Ubisoft, EA, WB Games, Eidos-Montréal, Epica Games, Gameloft, etc.
Life sciences and health Technologies 	Electric/smart transportation 	Financial technologies 
<p>Sources:</p> <ul style="list-style-type: none"> - Chamber of commerce of Metropolitan Montreal and KMPG. Relaunch MTL, Mobilizing to successfully relaunch Montreal's Economy. Summary of the proposed courses of action in the 11 sector plans produced as part of the Relaunch MTL movement. February 5, 2021. - Montréal International. 2020 (1), (2), (3), (4). <ul style="list-style-type: none"> • An expanding sector with world-class scientific excellence and a growing network of innovative pharmaceutical, biotech and medical technology companies • Major hubs to stimulate innovation and partnerships: Quartier de l'innovation, Technoparc Montréal, The Biotech City, NEOMED Institute, etc. • The presence of international organizations such as the World 	<ul style="list-style-type: none"> • A growing electric/smart transportation hub • World-renowned research centres recognized for their expertise in batteries and R&D (IREQ, InnovÉE, CIRRELT, IVI, etc.) • Collaborative clusters to support businesses and investors: CargoM, Propulsion Québec, Écotech Québec, Numana, etc. 	<ul style="list-style-type: none"> • North America's leading financial centre for sustainable finance • A major FinTech player, backed by a large financial sector with 50 international financial centres. • 150 foreign financial institutions and FinTech companies • Presence of international organizations such as FastCompany.

COVID-19 RESPONSE : OUR INITIATIVES



Launched in August 2020

A **major economic movement** launch with the support of multiple partners including the three levels of government, to mobilize all players in the Greater Montreal economic ecosystem to relaunch the city's strategic sectors.

The goals

- ▶ Acquire a detailed understanding of the issues
- ▶ Highlight actions to achieve a sustainable recovery
- ▶ Propose solutions and help businesses and governments make the best decisions

The results

- ▶ **11 sector action plans** drawn up
- ▶ **Collaboration with 17 clusters** and other players
- ▶ **110 priority courses of actions** mapped out
- ▶ 6,000 participants in the consultation forums

Learn more: <https://www.cmm.ca/en/relaunchmtl/>



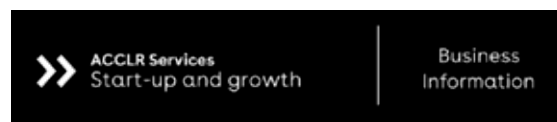
Phase 1 - Launched in March 2021¹

Phase 2 - Launched in March 2022¹

This effort is designed to rapidly **deploy efforts to facilitate the return of workers downtown and increase traffic** in the area, to benefit the entire commercial fabric of downtown.

- ▶ Workspace solution (tool)
- ▶ Creative projects
- ▶ Impact studies...

Learn more: <https://www.cmm.ca/en/i-love-working-downtown/>



Continuous service²

- ▶ **Active customer contact center (direct response)**
- ▶ Creation and daily updating of 6 directories of resources related to the COVID-19 pandemic
- ▶ Help with strategic reorientation (export support)
- ▶ Help accelerating connections within the ecosystem

Learn more: <https://www.infoentrepreneurs.org>



Active from March-September 2021²

The goals

- ▶ **Support Montréal SMEs in crisis** by providing services to help them keep operating and ease immediate financial pressures
- ▶ Increase resilience and competitiveness

Main targeted sectors

- ▶ Accommodation and food services
- ▶ Retail trade
- ▶ Tourism services

Examples of services offered

- ▶ Free tailored emergency assistance
- ▶ A cash management plan
- ▶ Support for submitting funding applications

The results

- 540 interventions
- 4800+ hours of services
- **Special projects with accelerators helping the tourism and creative industries.**

IMPACT OF THE CRISIS ON SECTORS AND COMPANIES

Level of impact of the sectors affected by the crisis

Snapshot from early 2021

GROWTH MAINTAINED (Despite the crisis)	<ul style="list-style-type: none">• ICT• Video games• Retail trade (e-commerce)
SOME CHALLENGES (Opportunities for growth)	<ul style="list-style-type: none">• Cleantech• LSHT• Construction (public infrastructure)• Transportation (freight and logistics)• Transportation (electric/smart vehicles)
LOW IMPACT	<ul style="list-style-type: none">• Financial services
MODERATE IMPACT (Recovery under way)	<ul style="list-style-type: none">• Retail trade (bricks and mortar)• Construction (commercial and residential)
HEAVY IMPACT (Very slow recovery)	<ul style="list-style-type: none">• Tourism• Aerospace and air transportation• Cultural and creative industries• Transportation (of people)• Restaurants and accommodation• Downtown

8 determinants helped some companies do better

Snapshot from early 2021

- 1

Work methods
- 2

Online sales
- 3

Supply chain and manufacturing
- 4

Development stage and financial health
- 5

Exposure to foreign markets
- 6

Innovation and Automation
- 7

Distribution channels
- 8

Diversification

THE CROSS-DISCIPLINARY ISSUES EMERGING* FROM THE CRISIS



GROWTH AND TRANSITION TO A GREEN ECONOMY. The pandemic has awakened people and governments to "the other crisis": the climate crisis. All sectors will have to contribute to the effort to reduce GHGs and embark on environmentally responsible practices. The importance of sustainable development as part of the recovery is generating opportunities for some sectors.



FINANCING. Some sectors are struggling to meet their financing needs to start or grow their businesses. The crisis has exacerbated this issue for many companies by increasing the perceived risk.



ATTRACTION, RETENTION AND RETRAINING OF THE WORKFORCE. By transforming the way work is organized, the pandemic has had a major impact on some labour issues and has provoked new ones. Coupled with the labour shortage, the need for skills upgrading and matching skills profiles to demand are important challenges. The retraining of workers creates a problem for some sectors, since it could accentuate labour shortages during the recovery.



VALUATION AND MARKETING. Particularly for emerging sectors with a large number of small businesses, the challenges of marketing and valuing assets (including intellectual property) hinder the development of successful companies and limit value creation. The pandemic has reaffirmed the importance of putting more stock in the potential value of Montréal's creativity and expertise.



DEVELOPMENT OF EXTERNAL MARKETS AND INTERNATIONAL COMPETITION. Several sectors of Montréal's economy rely on foreign markets and exports. The current challenges of accessing external markets and maintaining local market share are having a significant impact on the development of local businesses.



DIGITAL SHIFT, NEW TECHNOLOGIES AND CYBERSECURITY. In the long term, the competitive edge of businesses here and elsewhere depends on their ability to adopt new technologies, go digital and manage the risks associated with cybersecurity. The pandemic has highlighted the significant disparities in how businesses are equipped to make the shift and increase their productivity.

OUR VISION: A MORE PROSPERUS, SUSTAINABLE AND RESILIENT METROPOLIS

START WITH WHO WE ARE

Our **Montréal DNA**, is characterized by a unique economic, social and cultural **diversity** :



- A **diversified multi-sector economy**
- A **diversity in our creativity**
- A unique **cultural diversity**

AND BUILD ON OUR CROSS-CUTTING PRIORITIES

1. **Economic, tax and regulatory agility**
2. **Availability of skilled labour**
3. **Internationalization of companies**
4. **Innovation and disruptive technologies**
5. **Transitioning to a low-carbon economy**

Businesses	Ecosystem Stakeholders	Governments
<ul style="list-style-type: none"> • Transform business models, especially by adopting new technologies 	<ul style="list-style-type: none"> • Act as catalysts for mobilizing and promising initiatives 	<ul style="list-style-type: none"> • Capitalize on innovation through adapted and flexible public policies and initiatives
<ul style="list-style-type: none"> • Speed up the transition to a greener and more sustainable economy 	<ul style="list-style-type: none"> • Reinforce networking and support structures to promote growth and make businesses more competitive 	<ul style="list-style-type: none"> • Support and stimulate demand in some promising niches and/or those hard hit by the crisis
<ul style="list-style-type: none"> • Focus on collaboration within and between sectors as a lever for growth and internationalization 	<ul style="list-style-type: none"> • Accelerate efforts to provide an adequate labour pool with skills that meet the needs of the market 	<ul style="list-style-type: none"> • Provide adequate financing for businesses in times of crisis and recovery
<ul style="list-style-type: none"> • Support the development of a labour pool that matches market needs 		<ul style="list-style-type: none"> • Rework regulatory frameworks to promote business agility and competition
		<ul style="list-style-type: none"> • Support the private sector in its efforts to recruit, retain and train the workforce

Source : Chamber of commerce of Metropolitan Montreal and KMPG. Relaunch MTL, Mobilizing to successfully relaunch Montreal's Economy. Summary of the proposed courses of action in the 11 sector plans produced as part of the Relaunch MTL movement. February 5, 2021.

MERCI / THANK YOU

- ▶ « Relaunch MTL » full documentation: [Publications - Chamber of Commerce of Montreal | CCMM](#)
- ▶ More about:
 - ▶ Our Business services: [Acclr – Business Services | CCMM](#)
 - ▶ Our Export support services: [International Trade Services | CCMM](#)
 - ▶ Our « I love working downtown » initiative: [Relaunching downtown Montréal | CCMM](#)

Follow us on social media :



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About CGLCC

CGLCC is Canada's national advocate for the LGBT+ business community, and the certifying organization for LGBTQ business enterprises.

In collaboration with our corporate members, industry and government partners, and regional affiliates, we work to elevate the opportunities and successes of Canada's LGBT+ business community.

8%

Of businesses are
owned operated and
controlled by a
member of the LGBT+
community



100,000 LGBT+ businesses in
Canada.



\$22 billion in gross corporate
revenue - or 1% of Canada's
total.



435,000 employees.

1 in 5

LGBT+ business owners have experienced challenges in starting or scaling their business due to being part of the LGBT+ community

1 in 4

LGBT+ business owners believe they have lost sales after identifying as LGBT+

1 in 3

LGBT+ business owners have purposely hidden the fact that their company has LGBT+ ownership



Supplier Diversity

CGLCC certifies Canadian businesses that are 51% owned, operated and controlled by the LGBTQ community and then **connects** these LGBTQ certified suppliers with corporate and government members who are actively looking to **diversify** their supply chains.

Out For Business Program

CGLCC's Youth Entrepreneurship Program, *OUT for Business*, **supports** the development of the skills and knowledge LGBTQ+ youth require to become successful entrepreneurs. Through **mentorship, resources, access, and capital**, this program allows the youth to realize their full potential.

Global Program

CGLCC's Global Program connects Canada's LGBTQ+ enterprises with international business opportunities. With a **global network** of LGBTQ+ Chambers of Commerce, the program provides practical information on doing business abroad, and opportunities to do so via **Trade Missions**.

CGLCC Additional

- Delivering programming virtually
 - CGLCC's annual LGBTQ+ Global Business Summit and Supplier Diversity Forum
 - First Virtual Trade Mission (Colombia 2021)
- Expanded Global supports
 - Global Export Readiness Program
 - 'Market ready workshops' for certified suppliers
- Advocacy
- Rainbow Registered Accreditation
- Addressing intersectionality
- Market research

U.S. SMALL BUSINESS ADMINISTRATION

VBOC

VETERANS BUSINESS OUTREACH CENTERS

VETERANS BUSINESS OUTREACH CENTERS

*Empowering Veteran Entrepreneurship
from Transition to Small Business Success*



The Veterans Business Outreach Center (VBOC) program is a one-stop shop for transitioning service members, veterans, and military spouses looking to start, purchase, or grow a business.

Top reasons to connect to a VBOC:

- ★ You are thinking about small business ownership as a post-service career
- ★ You could benefit from additional management expertise, mentorship, and access to market opportunities and capital
- ★ You are preparing to apply for a Small Business Administration (SBA) backed loan or a federal contracting certification
- ★ You are developing or improving your business plan



You are eligible for
**VBOC small business development
assistance if you are a:**



Transitioning or active duty service member



Veteran of any era



National Guard or Reserve member



Military spouse

VBOC RECOVERY RESOURCES

* Transition Assistance Programs

- Boots to Business- the entrepreneurship track of the Department of Defense's Transition Assistance Program offered on military installations worldwide.
- Boots to Business Reboot- an extension of Boots to Business, delivering the same information and benefits to veterans, members of the National Guard and Reserves, and military spouses in a more accessible, flexible format.



* Business Tools and Resource Referrals

- Connection to Mentors
- Referrals to other partners and programs
- SDVOSB Certifications
- Preparation to engage SBA lending institutions
- Access to market research databases
- Application assistance for federal contracting certification program

* Tailored business counseling and mentoring in-person, over the phone or online.



RESOURCES PARTNERS COVID 19 TRENDS-PIVOTS

- Resources for Business Growth and Stability :
- SBA.GOV
- Small Business Development Center-SBDC
 - <https://www.sba.gov/local-assistance/resource-partners/small-business-development-centers-sbdc>
- Service Corps of Retired Executives- SCORE
 - <https://www.score.org/>
- Women Business Centers-WBC
 - <https://www.sba.gov/local-assistance/resource-partners/womens-business-centers>
- Veteran Business Outreach Center-VBOC
 - <https://www.sba.gov/local-assistance/resource-partners/veterans-business-outreach-center-vboc-program>
- Checklists, trends, pivots
- Transitioning is hard enough.
 - Checklist-start up: growth: procurement
 - Mimic the military lifestyle
 - Start up businesses trend. Problem + Solution=Opportunity
 - BAIL + HR
 - Webinars= survey results, client needs
 - Discuss counseling through COVID 19



FOR MORE INFORMATION CONTACT:

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VERONICA MATURINO

CEO, ONABEN



Cherokee Nation

Appointed to CUC
(Council on Underserved
Communities)





ONABEN



ABOUT US

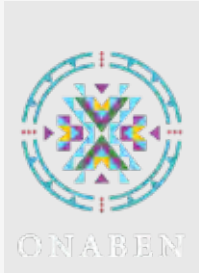
National 501(c)(3) organization created in 1991.

MISSION: to advance economic development of minority-owned small businesses through:

- Financial empowerment
- Organizational development
- Community asset building

PROGRAMS

- Portland Empower
- Beyond the Boots
- RealChange Youth Empowerment Initiative
- Artist and Culture Accelerators
- Girl Talk
- Bridge to Success
- Entrepreneurship



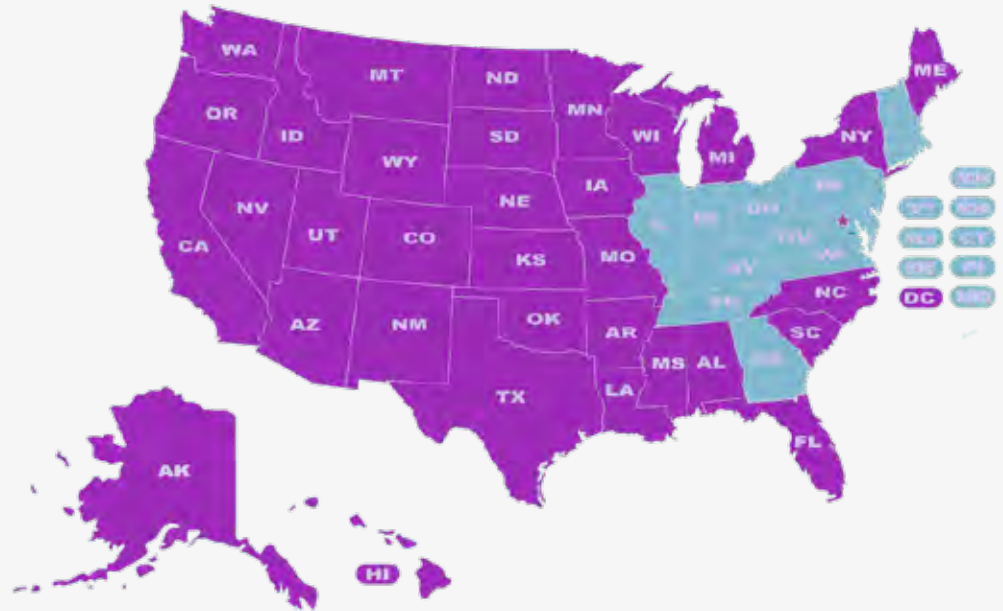
WHO WE SERVE

- States in purple
- All minorities
- Underserved communities
- Rural and urban

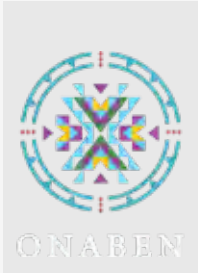


HELPFUL LINKS

- ONABEN (onaben.org)
- Arizona MBDA Export Center (mbda.gov)
- Covid-19 Recovery and Global Trade (sba.gov)



Team ONABEN pledges to create and maintain an environment that respects diverse traditions, heritages and experiences.



SWEET SUCCESS

Laura Corn, of the Cherokee Nation, left her corporate job during the pandemic and started an in-home bakery.

ONABEN helped her get an EIN plus funding through the Cherokee Nation Economic Development Trust Authority.



EIN

Her dream got real:
Sugar Momma's Bakery
in Tahlequah, Okla.

Food Truck

Laura got funding
to build business ...
& buy a **PINK** food truck.





FOR MORE INFO

ONABEN.ORG 趙 VERONICA@ONABEN.ORG





USMCA SME Dialogue Concluding remarks

- **Dr. Christina Sevilla**, Deputy Assistant U.S. Trade Representative for Small Business
- **Eric Walsh**, Director General for North America, Global Affairs Canada
- **Ana Bárbara Mungaray**, Head of the Productive Development Unit, Ministry of Economy



United States- Mexico-Canada (USMCA) Small and Medium-Sized Enterprise (SME) Dialogue

San Antonio, Texas
Friday, April 22, 2022