



PRESS RELEASE

February 9, 2011

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Minority Business Certification Connects Hawaii Suppliers with Corporate America Non-profit seeks qualified local minority suppliers for certification

HONOLULU, Hawaii – Hawaii’s businesses face numerous challenges, from fewer job opportunities to the outsourcing of local opportunities to mainland firms, and many often explore non-traditional avenues to maximize their competitive advantage. Hawaii Minority Supplier Certification (HawaiiMSC) and its parent non-profit, the Northern California Minority Supplier Development Council, have been working to provide local suppliers with just such an edge through their certification, the only nationally-recognized Ethnic Minority Business Certification available in Hawaii and Northern California.

HawaiiMSC’s certification provides local Minority-owned Business Enterprises (MBEs) with the opportunity to connect with the organization’s Corporate Members, including many of America’s largest publicly-owned, privately-owned, and foreign-owned companies, as well as universities, hospitals, and other buying institutions. However, there is a caveat. Explains President Scott A. Vowels, “Not all companies who qualify for certification should apply for certification. At minimum, Hawaii businesses must be for-profit companies that are 51% or more ethnic minority-owned, operated, and controlled by a U.S. citizen. However, to truly *benefit* from certification, MBEs should have the capacity to provide goods and services to Fortune 500 corporations or their prime suppliers. This means MBEs should have broad geographic coverage, experience working with major corporations, and possess the capacity for growth, among other variables. In short, we want to avoid selling a dream. We’re here to help local businesses and keep business opportunities in Hawaii, but the MBEs we can most effectively assist have the scope and capacity to leverage their certification with our Corporate Members and their primes.”

In addition to providing Ethnic Minority Business Certification, HawaiiMSC also shares its industry expertise in minority business enrichment, development, and impact through technical trainings, such as their free February 24th seminar, “Do You Have What it Takes to Break into the Corporate Supply Chain?” followed by a Business-to-Business Buying & Selling Session. The seminar and B2B will be open to all local businesses and will be held at the ING DIRECT Café from 5:30pm to 8:00pm.

To learn more about HawaiiMSC’s Ethnic Minority Business Certification or to register for the February 2011 seminar, please visit www.hawaiimsc.org.

About Hawaii Minority Supplier Certification

Our mission is to create economic wealth in Hawaii’s minority business community by promoting minority participation in the procurement process. Through its non-profit parent organization, NCMSDC, HawaiiMSC provides the only nationally-recognized Ethnic Minority Business Certification in Hawaii, connects certified Minority-owned Business Enterprises with Corporate Members, and offers minority businesses support from certification to technical trainings. Visit us online at www.hawaiimsc.org.

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