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Diversity Expo to Connect Minority Businesses with Fortune 500 Corporate Buyers

August 2, 2011 Expo Challenges Minority Suppliers to Conduct Business without Boundaries

OAKLAND, Calif. – As the host of Northern California’s most successful, largest, and longest-running Minority Business Opportunity Expo, the Northern California Minority Supplier Development Council (NCMSDC) will be providing Minority-owned Business Enterprises (MBEs) with the opportunity to directly engage with corporate buyers at its 33rd Minority Business Opportunity Expo, “Business Without Boundaries,” from 8:00am to 1:30pm on Tuesday, August 2, 2011, at the Santa Clara Convention Center. All MBEs looking to do business with major corporations, corporations seeking diverse suppliers, and members of the general public are welcome to participate in this year’s Expo, which boasts quality face time with both buyers and suppliers, a suite of drop-in educational trainings, and one-on-one matchmaking opportunities.

During this year’s Expo, NCMSDC will be introducing its new supplier strategy of how to do business without boundaries, a strategy that will impact the way that MBEs market themselves, connect with potential buyers, and approach viable contracting opportunities. This strategy will assist MBE suppliers in pushing past traditional obstacles, such as company scope, industry, revenue, and footprint, and offer alternate avenues for growth and business opportunities with corporations and other minority firms. Additionally, through in-booth sourcing/seller sessions and matchmaking sessions, the Expo will offer supplier attendees access to over 300 business opportunities from some of the most celebrated Supplier Diversity champions both in Northern California and the nation, including Union Bank, Kaiser Permanente, Pacific Gas and Electric Company, AT&T, Brocade, Chevron Corporation, Cisco, Lockheed Martin Corporation, Wells Fargo, Apple Inc., Hewlett-Packard Company, Robert Half International, Virgin America, EBMUD, and IBM, among others. Throughout the day, attendees will also have the opportunity to learn how to polish their business plan, elevator pitch, meeting prep strategies, and marketing materials, as well as gain expert instruction on positioning themselves for success during the Expo.

“I believe there is a true business paradigm shift taking place within the Supplier Diversity community,” says Scott A. Vowels, NCMSDC President. “We are definitely in the ‘competitiveness’ era and true opportunities exist for those who understand that everyone within the NCMSDC network is a potential supplier, strategic partner or customer. There is a perfect storm brewing as our Corporate Members are so hungry to do business with MBEs, but they have to be the *right* MBEs. Our MBEs are so talented and so capable that they are limited solely by their preparation for different opportunities, and if success is where preparation and opportunity meet—and I truly believe this—then for those who come ready to seize the moment, there really are no boundaries.”

2011 Business Without Boundaries Expo tickets are available for purchase until July 22 at www.ncmsdc.org.

About NCMSDC

Founded in 1978, NCMSDC is a non-profit dedicated to promoting minority participation in the procurement process to create economic wealth in minority business communities in Northern California, Hawaii, and the nation.