

The International Business Accelerator

Transforming New Mexico's Economy
by Connecting it to the World



NMIBA

INTERNATIONAL BUSINESS ACCELERATOR
New Mexico Small Business Development Center Network

The New Mexico International Business Accelerator (or IBA) is part of the NM Small Business Development Center Network and administered by Western NM University.



Although part of the NMSBDC network, the IBA is 100% funded by the state and therefore can help businesses of all sizes in the state. As a state funded program, the IBA's services are provided free of charge.



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Transforming New Mexico's Economy by Connecting it to the World

- In support of the mission above, the IBA is charged by the state to:
 - **Grow New Mexico's Exports**
 - **Be NM's International Trade and Border Expert**

Grow New Mexico's Exports

the IBA does **5** things:

- 1. Recruit**
export industries to NM.
- 2. Counsel**
our clients on international trade.
- 3. Assist**
our clients with navigating federal, state, and local governments and agencies.
- 4. Build**
a statewide supply chain through the Supply the Supplier program.
- 5. Grow**
and identify international markets for NM industry and businesses through research and trade missions.



New Mexico's International Trade and Border Expert

- **Policy-Makers**

The IBA keeps federal and state policy-makers updated on international trade and border issues.

- **Local Officials**

The IBA informs counties and municipalities of economic opportunities related to the border with Mexico.

- **Unofficial Mexican Embassy**

1. The IBA has become NM's unofficial embassy with Mexico. We provide information to New Mexicans wanting to visit Mexico and vice versa.
2. The IBA works closely with the states of Chihuahua and Sonora on bi-national issues.
3. The IBA has close relationships with industry in Chihuahua to identify opportunities for NM businesses.



New Mexico's International Trade and Border Expert (cont.)

- **Business and Industry**

- International Trade Counseling
- Trade Leads
- Trade Missions
- Foreign Businesses Assistance
- Supply the Supplier Program

Are you Ready for International Trade?

- ✓ Do you have an established business?
 - ✓ Is the business is registered?
 - ✓ Do you have a business plan?
 - ✓ Do you have a strong understanding of your local market?
- ✓ Are you ready and willing to dedicate the resources necessary?
 - ✓ Do you have access to financing or equity?
 - ✓ Do you have time to meet with us, brokers, potential clients, etc?

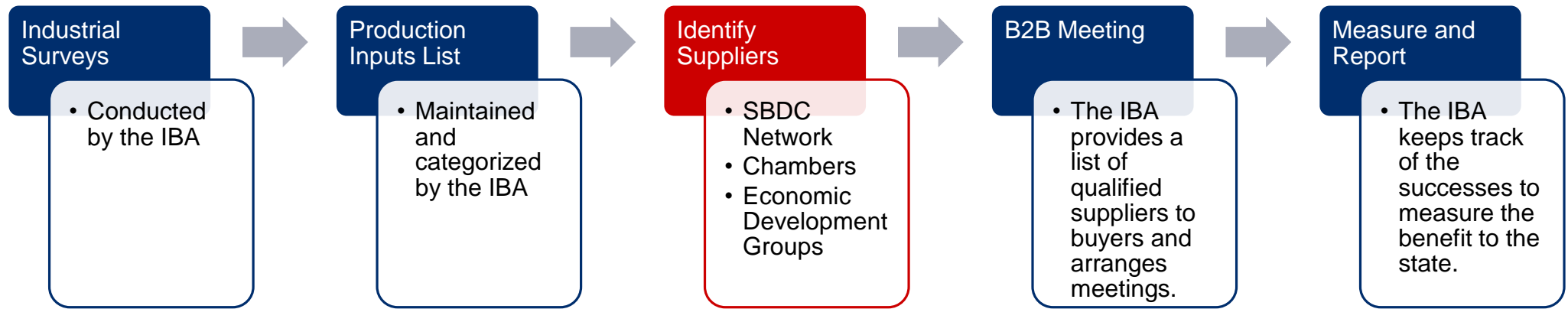
If you can answer **yes** to these questions, the IBA can help you with entering the international marketplace.



Supply the Supplier Program

- NM is ideally located close to the large industrial base of Chihuahua, Mexico. This has resulted in the growth of Santa Teresa through the recruitment of industry that supply maquiladoras, south of the border. As a result, Santa Teresa has become responsible for half of all NM exports.
- However, not all businesses are ready to directly supply Mexican maquiladoras nor or they able to pick up and move to the border. However, they may be able to sell to the companies already exporting to Mexico.
- This led to the development of the **Supply the Supplier** program.

Supply the Supplier Program



Through this program, the IBA accomplishes 3 things:

1. More communities directly benefit from the growth occurring in Santa Teresa.
2. NM exports increase through the growth of indirect exports.
3. As more NM businesses supply a supplier, more businesses will be comfortable exporting directly.

In three years, the Supply the Supplier program has generated \$27 million in new revenue for businesses across NM.

Supply the Supplier Program

Requested Production Inputs:

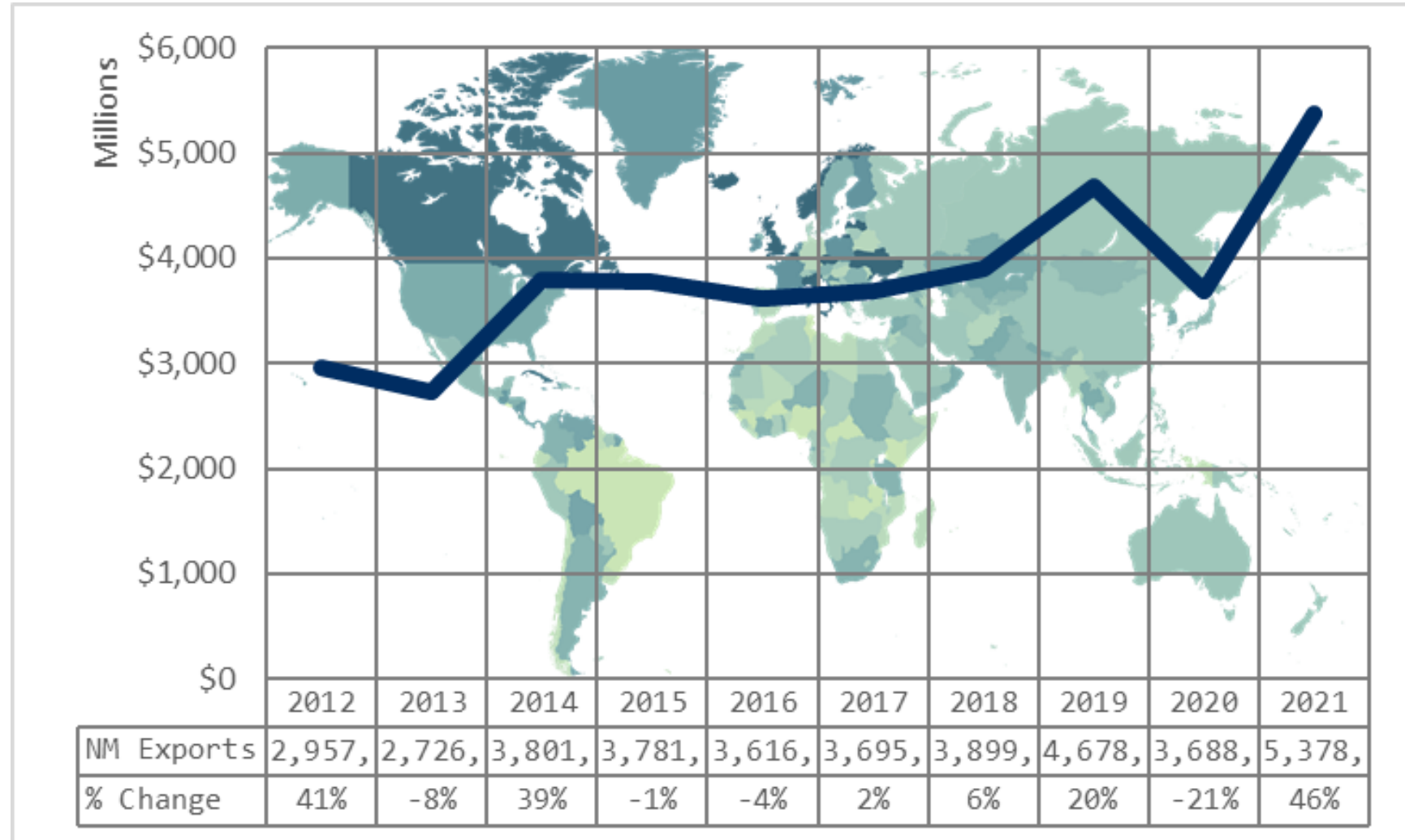
Most requested production inputs:			
Pallets	Strapping plastic	Calibration services	Propane gas
Office supplies (specifically labels)	Shrink wrap plastic	Forklift maintenance	Janitorial services



2020 NM Exports Review

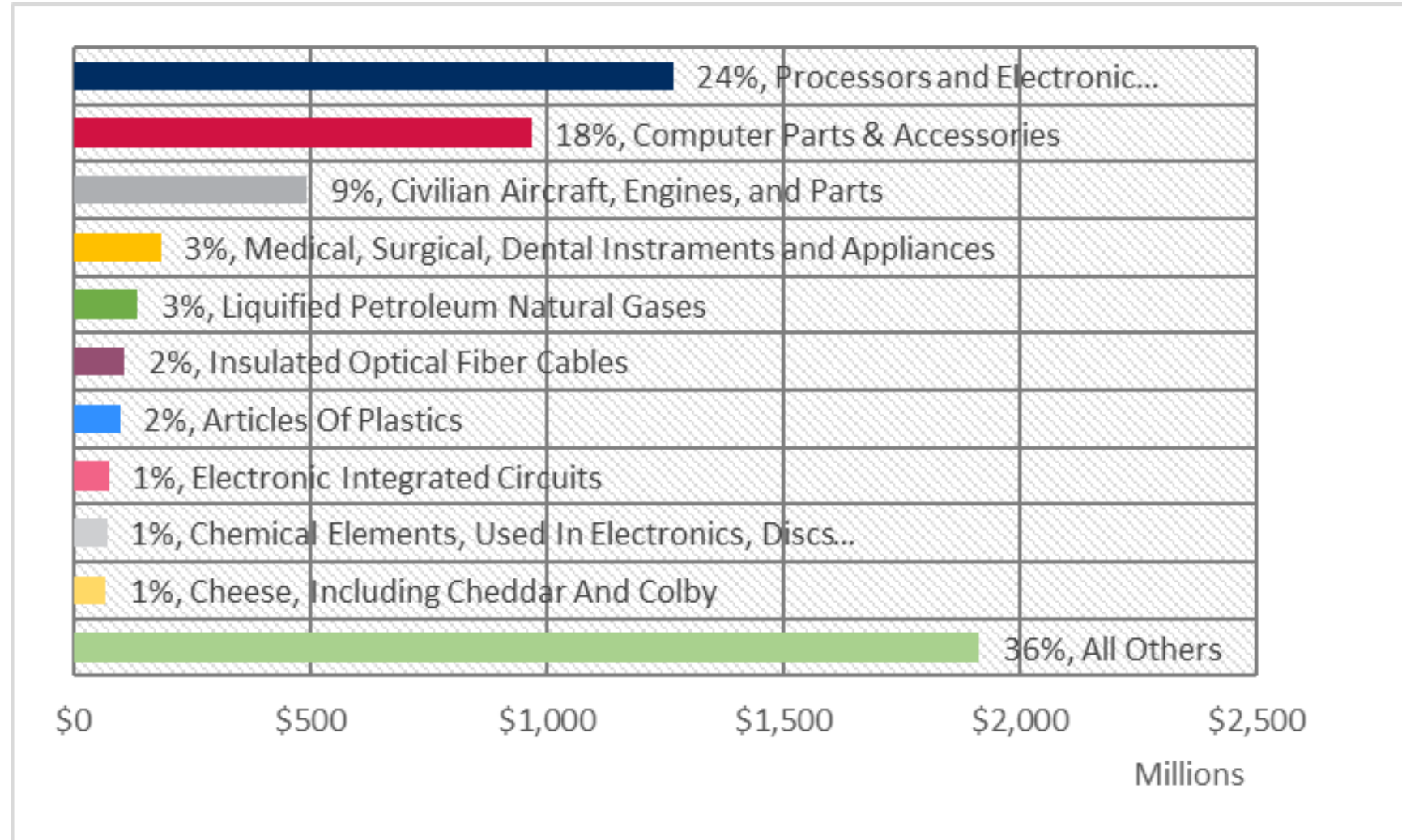
The Global Pandemic takes a toll on
New Mexican exporters

Annual NM Exports with % Change

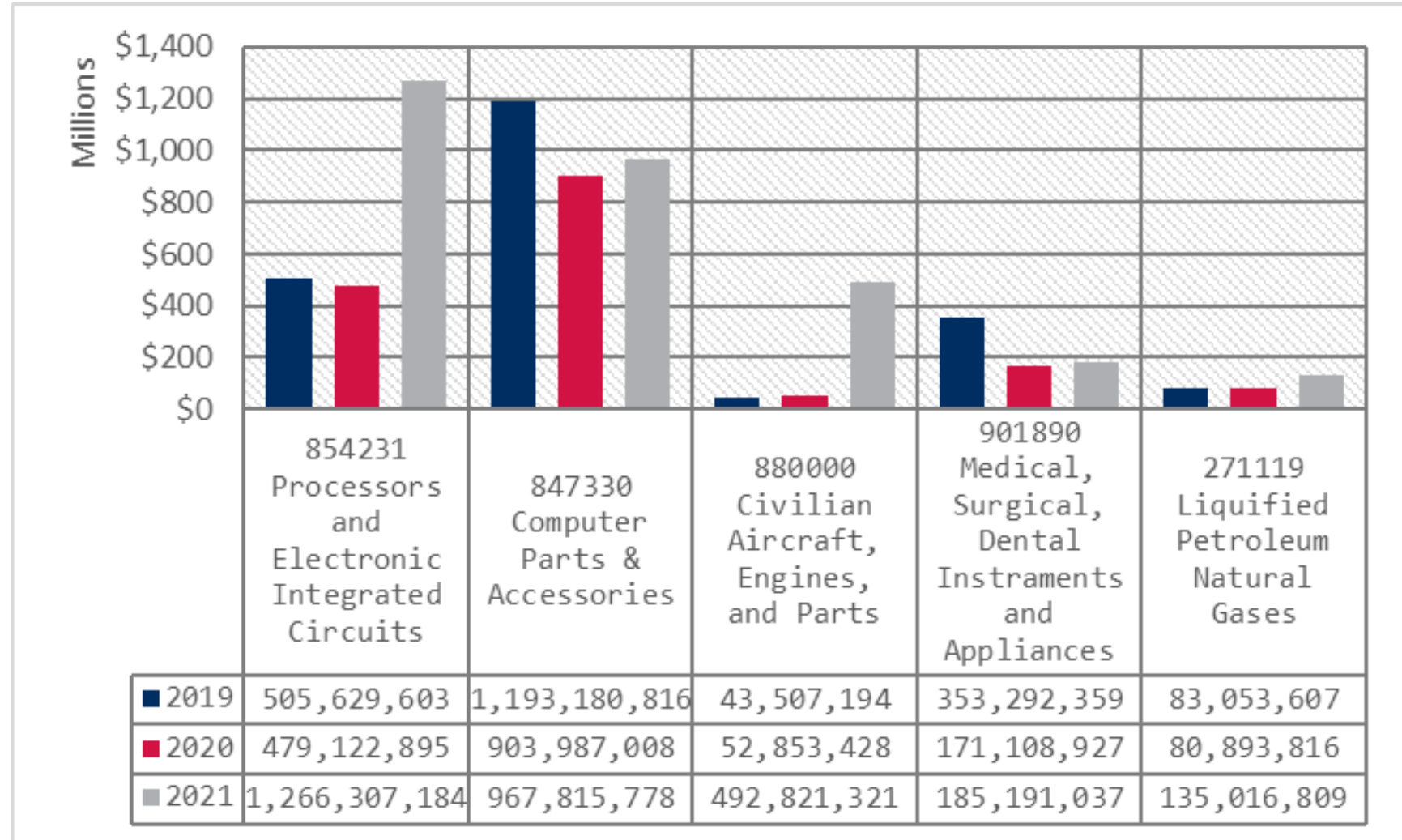


Source: U.S. Census Bureau

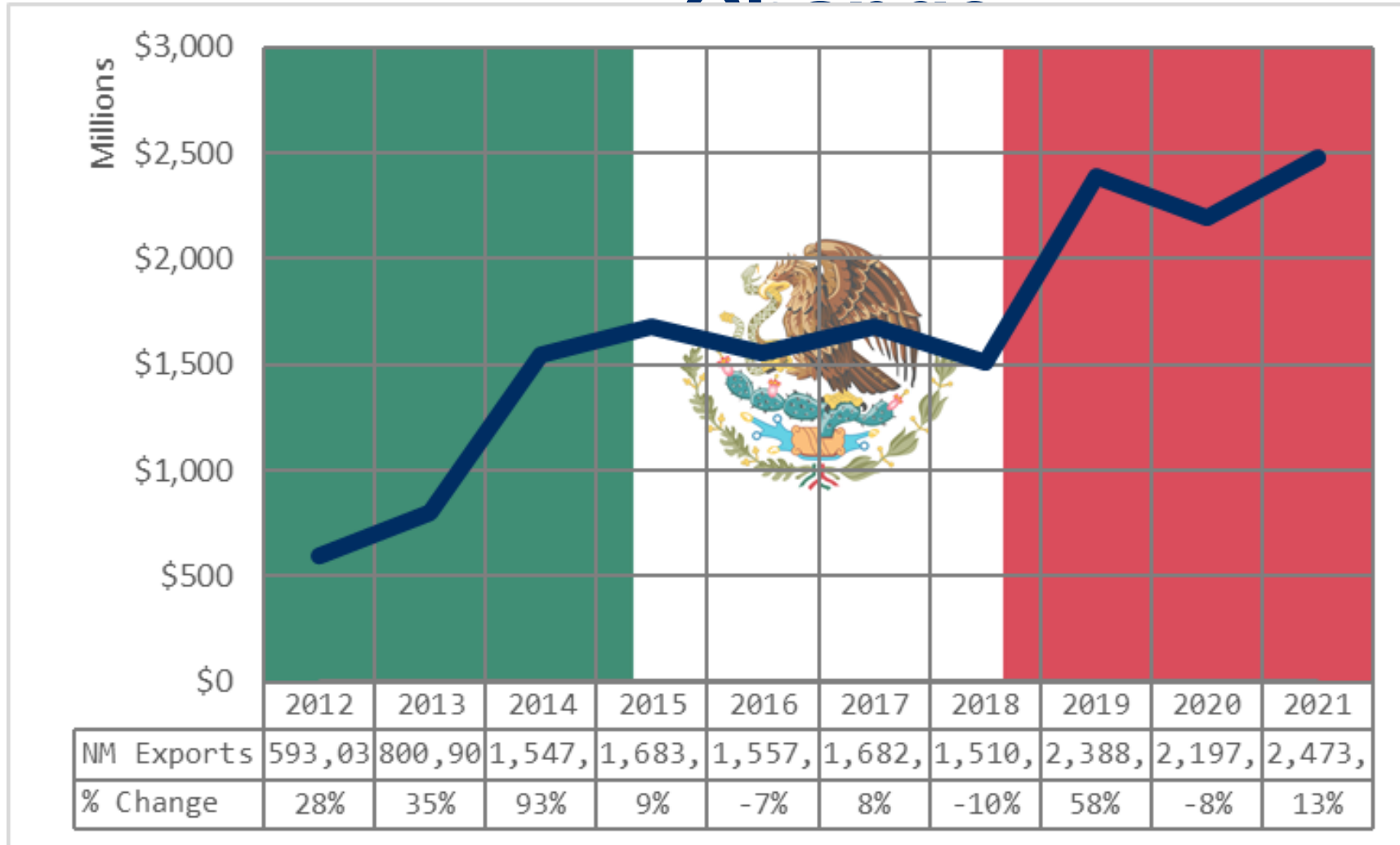
Top 10 Exports Products by %



NM's Top 5 Export Products in 2021

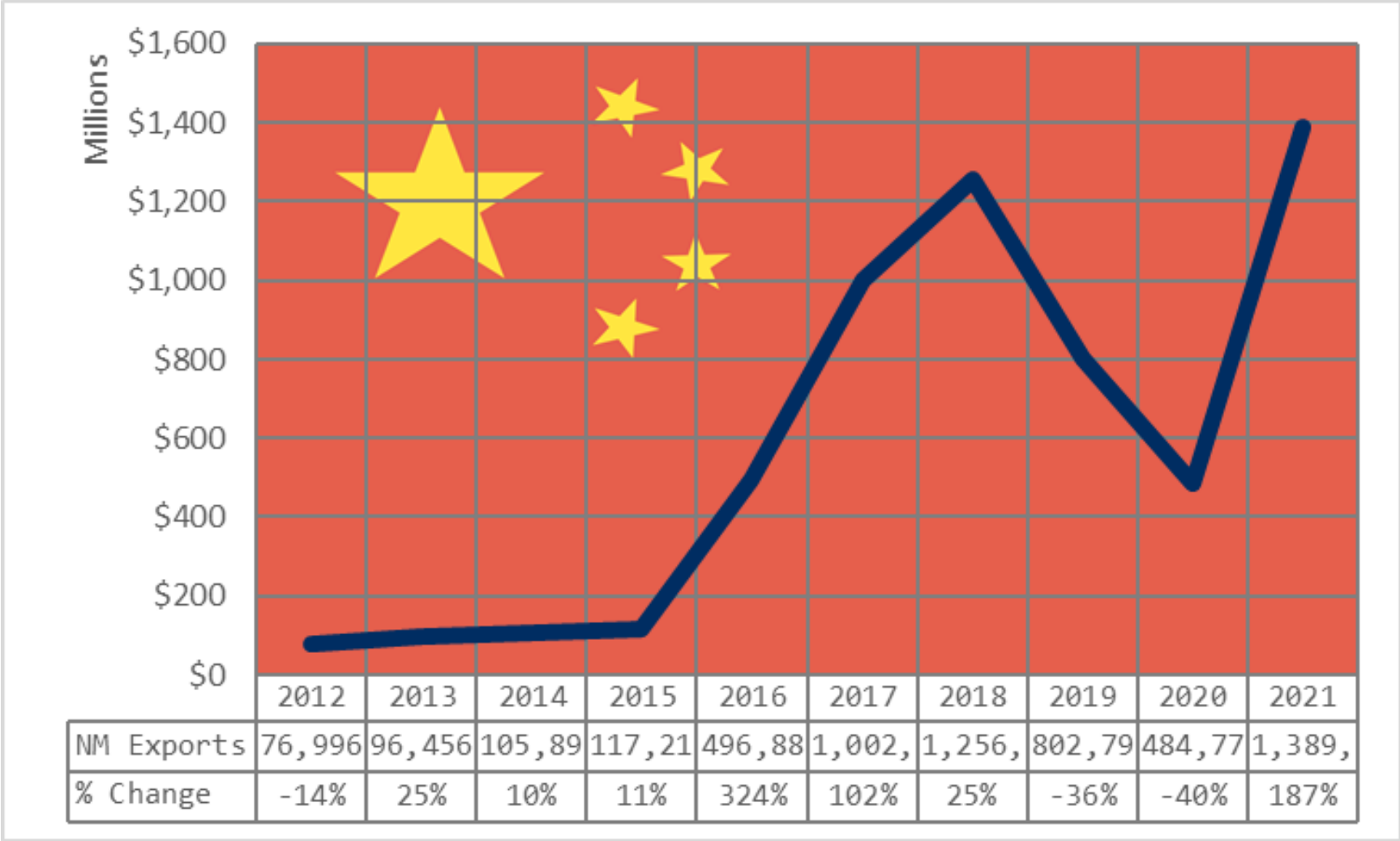


NM Annual Exports to Mexico with %



Source: U.S. Census Bureau

NM Annual Exports to China with %



United States Border Station
Santa Teresa, New Mexico

Thank You

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