

THE BENEFITS OF THE MINORITY BUSINESS CERTIFICATION

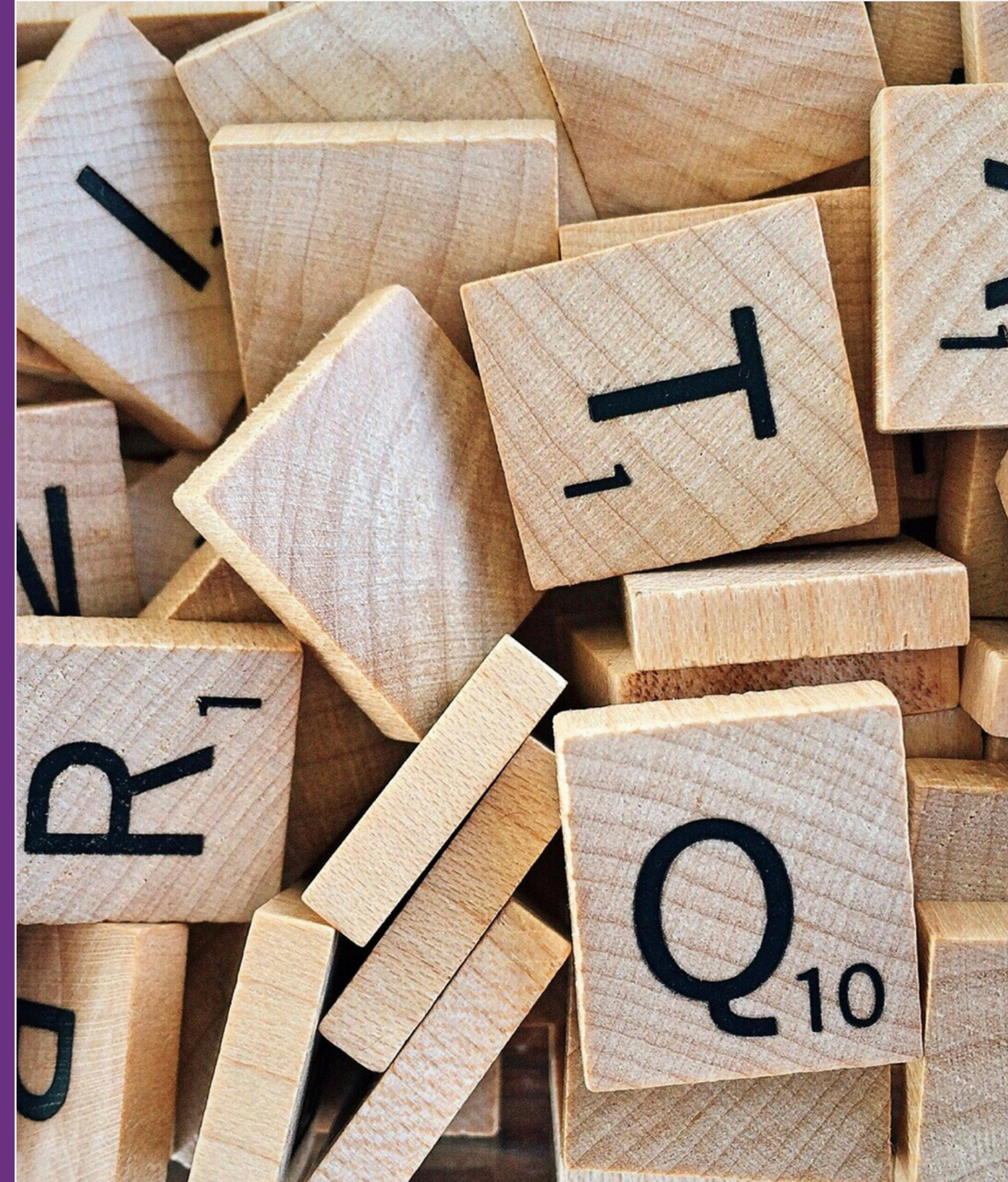


PURPOSE

-Government Contracting Opportunities:

Governments often have programs and initiatives to support MWSBEs in obtaining government contracts. This not only benefits the businesses but also ensures that public procurement reflects the diversity of the population.

-Entrepreneurship Development: Supporting MWSBEs encourages entrepreneurship within minority, women, and small business communities. This can lead to a cycle of business growth, with successful entrepreneurs becoming mentors and role models for others.



PURPOSE

-Access to New Markets: MWSBEs can provide access to untapped markets. By collaborating with these enterprises, larger businesses can expand their reach and tap into diverse customer bases that they might not have reached otherwise.

-Resilience in Economic Downturns: A diverse business ecosystem, including MWSBEs, can contribute to economic resilience during downturns. Different sectors and businesses may be affected differently, and a diverse business landscape can help buffer against economic shocks.



**SUPPORTING MINORITY,
WOMEN, AND SMALL
BUSINESS ENTERPRISES IS NOT
JUST A MATTER OF
SOCIAL RESPONSIBILITY; IT
ALSO BRINGS ABOUT
TANGIBLE
ECONOMIC AND SOCIETAL
BENEFITS.**



HOW DOES IT HELP?

Minority, Women, and Small Business Enterprises (MWSBEs) play a crucial role in fostering economic growth, promoting diversity, and enhancing community development.



BENEFITS

-Diversity and Inclusion:

Supporting MWSBEs contributes to a more diverse and inclusive business environment. This diversity fosters innovation, creativity, and a variety of perspectives, which can lead to better business outcomes.



BENEFITS

Job Creation: MWSBEs are often significant contributors to job creation. By supporting these enterprises, local communities can benefit from increased employment opportunities, reducing unemployment rates, and enhancing overall economic well-being.



BENEFITS

Economic Development: MWSBEs contribute to the overall economic development of regions and communities. As these businesses grow, they generate income, invest in infrastructure, and contribute to the overall economic vitality of the area.



BENEFITS

Community Empowerment:

Supporting MWSBEs empowers individuals and communities that may have historically faced barriers to economic opportunities. This empowerment can lead to increased self-sufficiency, improved living standards, and reduced economic disparities.



BENEFITS

Innovation and Competitiveness:

MWSBEs often bring unique perspectives and innovative solutions to the market. By fostering a diverse business landscape, there's an increased likelihood of discovering new ideas and staying competitive in an ever-evolving global economy.



BENEFITS

Social Responsibility: Many businesses and consumers prioritize supporting socially responsible and ethical enterprises. By supporting MWSBEs, businesses demonstrate a commitment to social responsibility, which can enhance their reputation and appeal to conscious consumers.



DOING BUSINESS WITH THE STATE

Office for Historically Underutilized Business (HUB) Statewide Uniform Certification (MBE or WBE Certification)

<http://www.doa.nc.gov/Hub> | Phone: 919-807-2330 | huboffice.doa@doa.nc.gov

B=Black HA=Hispanic AA=Asian-American AI=American Indian W=Non-Minority Female

Things to complete/To do:

1. Vendor Registration – Register in the electronic vendor portal [[link](#)] *If you have NCDOT-DBE certification [[link](#)] and/or SBA 8(a) Program [[link](#)], please review the reciprocity instructions/application*

2. Complete the Application for NC HUB Statewide Uniform Certification [[link](#)]

- Gather and submit supporting documents (checklist) [[link](#)]
- Ethnicity Affidavit (add as supporting documentation if applicable) [[link](#)]
- Once completed, scan application and documents as a single pdf file and email to HUB office. Include your contact information in the body of the email

3. Reciprocity (if applicable) – If you have a current NC DOT-DBE certification [[link](#)] or current certification through another state or national organization [[link](#)]

RESOURCES



**THANK
YOU**

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