

WELCOMING CENTER for NEW PENNSYLVANIANS

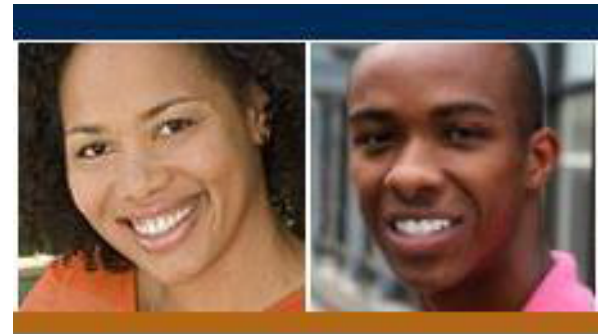
# Global Enterprise Hub

Promoting U.S and International  
Business Development

Global Great Lakes Convening  
Pittsburgh, PA June 12, 2014

# About Us

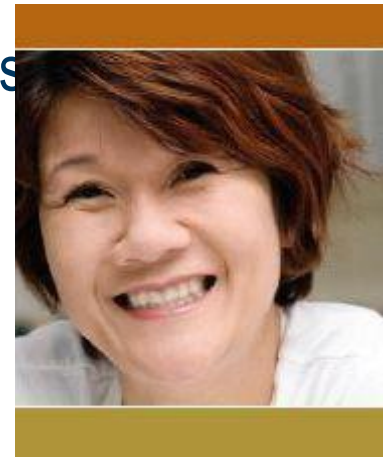
The Welcoming Center's **Global Enterprise Hub** provides services to both immigrant and U.S-born entrepreneurs from the Philadelphia area and beyond.



# English for Entrepreneurs

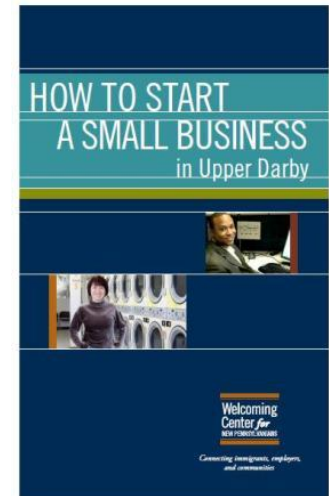
## **E4E is a 8-Week, 32-hour course that covers:**

- Key English to improve customer service
- Conflict resolution & interpersonal communication skills to reduce isolation
- Build community (network with municipal agencies, business assoc., nonprofits & fellow merchants)
- Bookkeeping, inventory control & negotiation



# Examples of Our Resources

- **How-to Guides:** Describe the licensing and regulatory steps needed for new businesses
- **Business Opportunity Calls:** A free, 2-minute monthly automated phone message highlighting regional grants/loan programs, business workshops, and free or low-cost business resources



# Market Research & Retail Gap Analysis

- Both U.S.-born and immigrant entrepreneurs need high-quality information on where business opportunities exist



# Commercial Corridor Mapping

**Both the city and local nonprofits (CDC's, BA's) need information about businesses in their territory to help with:**

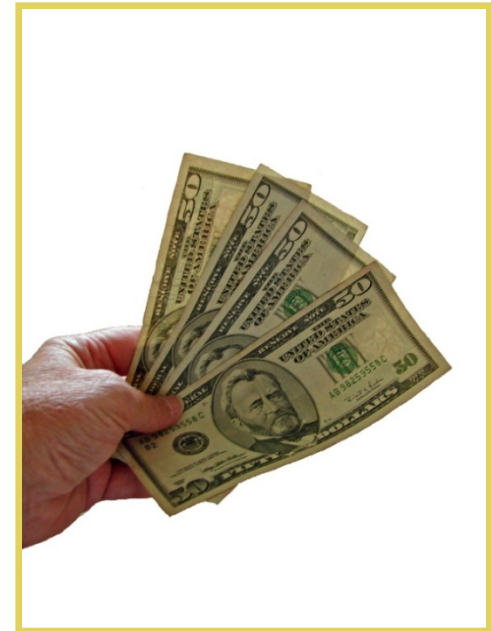
- Better service delivery
- Planning and corridor revitalization
- Community engagement



# Community Economic Development

**Leveraging private capital and government funding to accelerate community economic development through:**

- Increasing participation in government projects
- Providing business stabilization grants
- Promoting micro import/export
- Facilitate new product development



# Business Skills Training

**“Businesses don’t grow, but entrepreneurs grow”**

**We help our entrepreneurs grow through:**

- One-on-one Technical Assistance
- Workshops and in-depth business clinics
- Referral to additional resources





# Pre-Soft Landing Services

**We provide services that foster a globally supportive environment aimed at attracting and retaining new international SME's that create jobs, increase the tax base and diversify PA's economy , including:**

- U.S. visa processing, Market research & Import/export
- Business Incorporation and Access to capital
- U.S. business culture, Communications & Networking
- U.S SME's access foreign markets



# Organizational Capacity Building

**Helping nonprofits, government agencies and Institutions reach and engage immigrant entrepreneurs including international businesses through:**

- Capacity building to CDC's, BA & Govt Agency
- Capacity building to Economic Development organizations, innovation centers and SBDCs



# About the Welcoming Center

The Welcoming Center for New Pennsylvanians is a nonprofit economic development organization.

We support immigrant integration into the social, political, and economic life of the Philadelphia region.

Our research and publications document the contributions of immigrant entrepreneurs, workers, and families.

Learn more at [www.welcomingcenter.org](http://www.welcomingcenter.org)

