

What happens when Michigan meets

MATCHMAKER

Connecting businesses, locating capital, identifying supplier opportunities and accessing valuable services in Michigan.

Pure Michigan Business Connect (PMBC)

Launched in 2011, this multi-billion dollar public/private initiative was developed by the Michigan Economic Development Corporation (MEDC) and connects Michigan businesses with each other. Through the business-to-business (B2B) network, Michigan companies are encouraged to increase their procurement spending within the state.

Since joining PMBC, Michigan's two largest utility companies, DTE Energy and Consumers Energy, have committed to increase their combined Michigan purchases and contracts by \$2 billion. Register at no cost at puremichiganb2b.com.

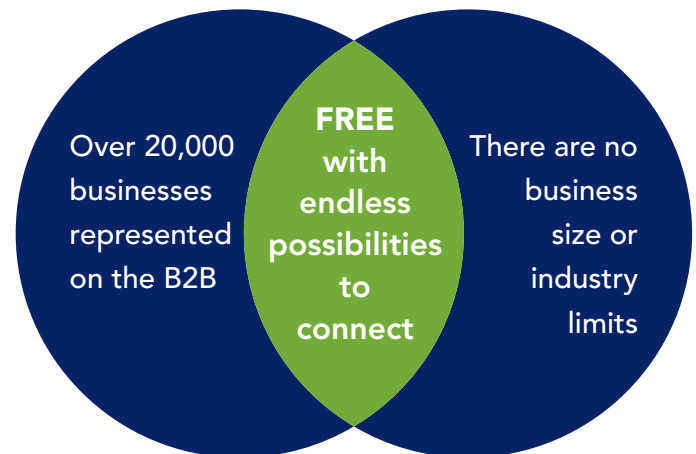
Accessing valuable services

PMBC connects Michigan businesses to professional services. These services include pro bono service offerings from other Michigan businesses, services available from MEDC strategic partners, and internal service programs administered by the MEDC.

Any business, regardless of size or industry, is encouraged to request these services designed to help companies grow.

Some of the services offered include:

- Pro bono services
- Economic Gardening®
- Business planning
- Access to capital
- Connections to talent
- Procurement assistance
- International trade assistance
- State regulatory issues
- Michigan Manufacturing Technology Center
- Small Business Development Center



Other companies participating in this program:

- Blue Cross Blue Shield
- Chrysler
- Ford Motor Company
- General Motors
- General Electric
- Meijer
- The Boeing Company
- Whirlpool

Matchmaking summits

PMBC hosts a series of supplier summits with participation from both out-of-state and Michigan firms. The objective is to find new procurement opportunities for the state's suppliers by building relationships with buyers who want to source from Michigan. PMBC supplier summits also facilitate introductions that explore:

- Direct and indirect sourcing
- RFP invitations
- Export opportunities
- R&D partnerships
- Innovative collaborations



One job is created for every \$200,000 of increased Michigan procurement spending

Benefits of joining puremichiganb2b.com

- Track and respond to matched sales leads and other buyer requests from both Michigan and out-of-state businesses;
- Update your company profile with appropriate industry and keyword information so that purchasing organizations can find you;
- Request professional business services from the MEDC and PMBC strategic partners;
- Track and apply to attend invite only procurement events;
- Search for potential suppliers; and
- Post your own company's purchasing needs.

Local fabricator lands lucrative contract

Moran Iron Works, a leading manufacturer in northeastern Michigan, was awarded a \$19 million contract by Consumers Energy to supply clean air equipment to the utility's power plants. The deal was part of the energy firm's participation in MEDC's PMBC initiative. This initiative is designed to connect Michigan companies with opportunities to help them grow and expand. The decision has allowed Moran Iron Works to expand its metal fabrication operations and create 75 new jobs. Clearly, investing in local companies is Pure Michigan.

Create an account

- Go to puremichiganb2b.com and select "Join for Free Today";
- Fill in your email, company name and related information to request membership. Please note your company may already exist in the system and will auto-select pending the spelling;
- Once you have requested membership, the MEDC will review your application and respond back within 24 business hours;
- Once approved, you will receive an email with password information to log in. Please check your spam folder if you do not receive a timely response; and
- Complete the company details as described below.

Instructions on editing company details

- Once signed in and at the "Dashboard" page, click on the pull down tab in the upper right-hand portion of the screen next to the name of the user;
- Select "My Company" from the pull down list;
- Click on the edit button in the upper left-hand corner and alter the information as needed. Please note that the search functionality of the site is driven by the "keywords" field, making this field very important.

Instructions for applying to a supplier summit

- From the B2B home page, click on the "Learn More" button under the "Matchmaking Summit" section;
- Click on the summit you are interested in;
- Fill out the summit application and click submit. If you haven't already registered, this will also serve as your registration process.

Instructions for requesting services

- If **new to the site**, click on the "Request for Services" button under the "Need Business Services?" section of the B2B home page;
- Fill out the form that matches your need with the available service and the corresponding questions. If you haven't already registered, this will also serve as your registration process.
- If **logged in**, click on the "Request for Services" button under the "Dashboard" tab;
- Fill out the form that matches your need with the available service and the corresponding questions. Your contact information will pre-populate as you have already logged in.

For more info, contact
Michigan Economic Development Corporation
Customer assistance: 888.522.0103
businessconnect@michigan.org