



NEWS RELEASE

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SBA TO PARTNER WITH THE U.S.-INDIA BUSINESS ALLIANCE TO PROMOTE SMALL BUSINESS TRADE

WASHINGTON -- The U.S. Small Business Administration has announced it will coordinate small business outreach efforts with the U.S. India Business Alliance (USIBA) to advance export opportunities to India for small businesses. SBA and USIBA have signed a Strategic Alliance Memorandum that will allow them to share resources to help start, maintain and expand small businesses, particularly through trade with India.

"The Strategic Alliance Memorandum will further align the SBA and USIBA missions to support America's small businesses," said SBA Administrator Steve Preston. "Working together, we can strengthen U.S. small businesses by helping them access growing markets like India, where business and consumer demand for U.S. products and services is on the rise."

"USIBA is excited about Administrator Preston's enthusiastic promotion of a trade agenda," said Sanjay Puri, President and CEO of the US-India Business Alliance. "This SAM with SBA will extend each organization's efforts to foster and facilitate further involvement by the US small business community in trade with India. We look forward to an enduring and impacting institutional relationship that will continue to contribute in a meaningful fashion for many years to come."

The SBA and USIBA alliance will strengthen and expand small business exporting opportunities through education, advocacy and matchmaking opportunities. SBA will provide USIBA with timely information on the agency's programs, services and resource partners, update them on events that will advance their mission, provide speakers at USIBA events in accordance with SBA rules and policies, invite them to SBA-sponsored events when appropriate, provide a hyperlink from SBA's Web site to USIBA's Web site, and assign a point of contact to serve as a liaison between SBA and USIBA.

As part of the pooling of resources, USIBA will cooperate with SBA and its resource partners to provide information to members about its businesses development programs and services, disseminate current SBA news and information, provide speakers for SBA-sponsored events when appropriate, and provide a hyperlink from USIBA's Web site to SBA's Web site and assign a point of contact to serve as a liaison between USIBA and SBA.

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