

The Business Case For
**MINORITY
BUSINESS
ENTERPRISES**

Fueling Economic Growth

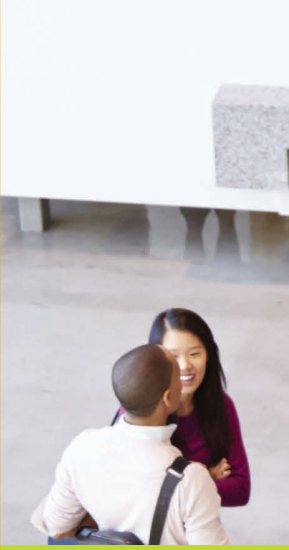


NMSDC

National Minority Supplier
Development Council

THE FUTURE MAJORITY

120 million strong and increasing by 2.3 million per year, multicultural populations are the growth engine of the future in the U.S. Hispanics, African-Americans, Asian-Americans, and all other multiculturals already make up **38% of the U.S.** population, with Census projections showing that multicultural populations will become a **numeric majority by 2044.**



**Advancing
Business
Connections
That Count**

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45 YEARS OF CREATING JOBS IN AMERICA

Did you Know?

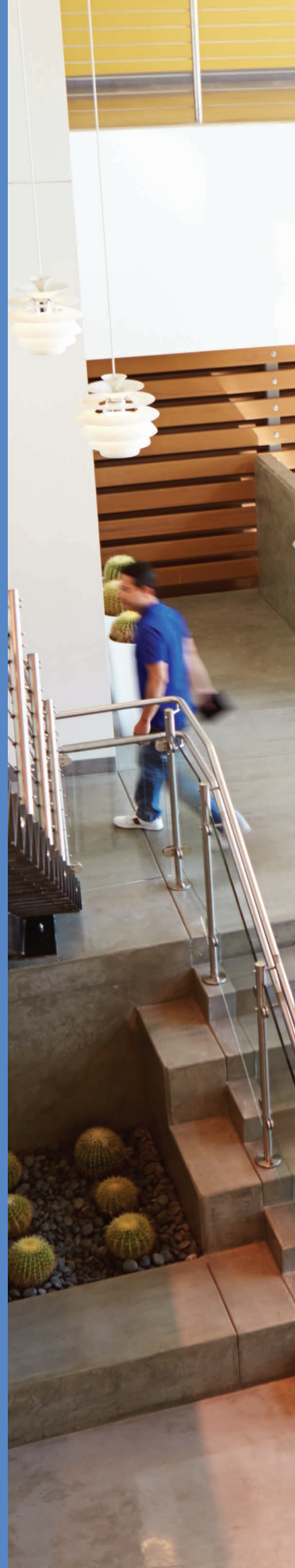
The idea of minority supplier development began with a Presidential mandate, during the Nixon administration, for federal government projects to seek the inclusion of suppliers from the Asian, Black, Hispanic and Native American communities in the bidding and awarding of federal contracts.

Inspiring this innovation was a series of initiatives in Chicago in 1968 to showcase minority businesses and what they offered.

45

Years
Later

Minority
Businesses
Generate
\$1 Trillion in
Economic Output





OUR GOALS

1. To ensure equivalent opportunities for minority businesses in federal entrepreneurship policies and contracting.
2. To demonstrate to federal policy makers and other business stakeholders that NMSDC is the thought leader in advocating for minority business growth and development.
3. To enlighten federal policy makers and others in how NMSDC's minority supplier development policies and strategies are synonymous with best practices and are key tools for growing mature minority businesses of scale and size across all industry sectors.
4. To establish NMSDC's authority as the go to resource for comprehensive information and advice concerning policies, regulations, and/or legislation concerning minority-owned businesses, contracting, growth and development.

OUR CALL TO ACTION

1. **Advocate** – urge the Trump Administration and the Congress to fully enforce existing federal rules concerning MBE diversity and inclusion for direct and federally assisted contracting. Request that the Trump Administration and the Congress collect, publish and assess data from every federal agency concerning their respective diversity and inclusion goals.
2. **Collaborate** – partner with NMSDC on ways to modernize and improve minority business/DBE certification processes and particularly federal certification requirements to better correspond to market realities.
3. **Support** – pilot programs that utilize NMSDC's expertise in performing certification functions.

Passion Inspires
the mission of NMSDC

A close-up photograph of a person's hands typing on a silver laptop. The person is wearing a dark blue suit jacket and a white shirt. In the foreground, a large, tan-colored leather messenger bag is prominently displayed, partially obscuring the laptop. The bag has a flap with a metal clasp and a shoulder strap. The background is a bright, out-of-focus indoor setting.

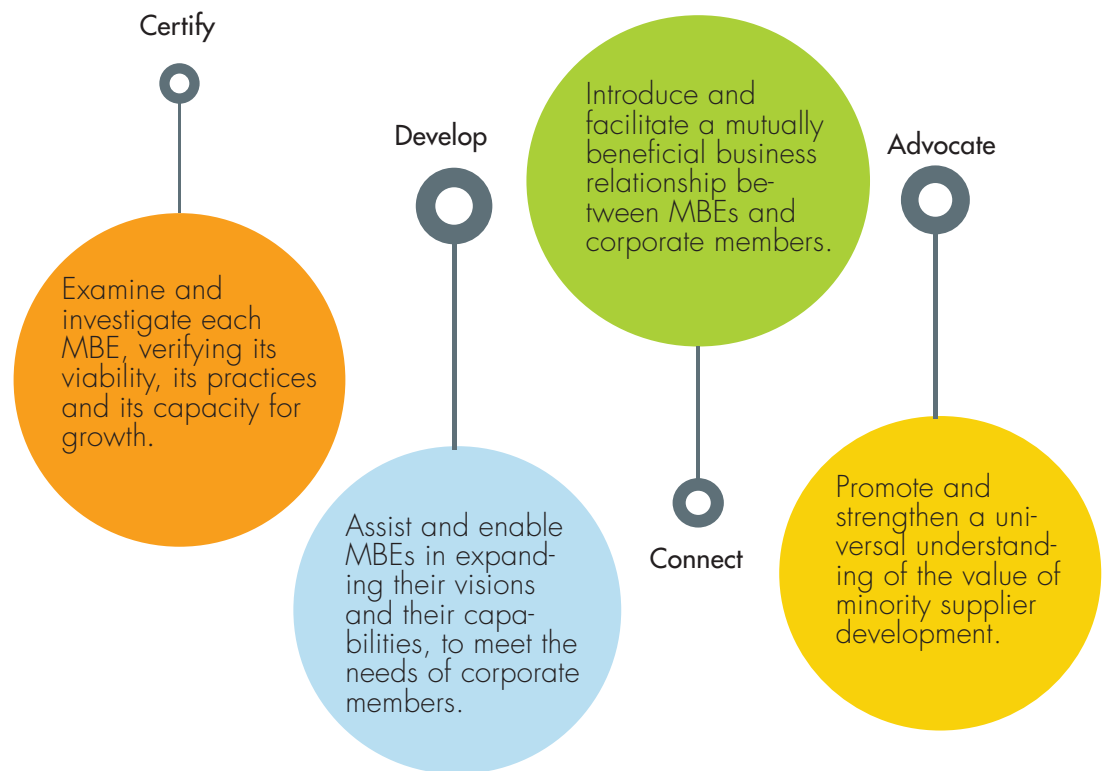
Our mission is to accelerate
economic growth by driving
opportunities and collaboration
between corporations and
minority businesses.

OUR MISSION

The National Minority Supplier Development Council (NMSDC) is in its fourth decade as the nation's most dynamic force in developing successful relationships between America's top corporations and supply-chain providers from the Asian, Black, Hispanic and Native American communities.

Chartered in 1972, NMSDC has established a network of corporate members, now numbering over 1,400. Among them are America's top companies – publicly, privately and internationally owned – as well as universities, hospitals and other institutions with supply-chain needs.

NMSDC connects these corporate members with qualified minority-owned suppliers of all sizes – Minority Business Entrepreneurs (MBE) – that meet a high standard of excellence. NMSDC insures that standard in four essential steps:



From its headquarters in New York, NMSDC coordinates its work nationally through 23 regional councils, each of which certifies, develops, connects and advocates for the relationship between MBEs and corporate members in its region.

Passion inspires the mission of NMSDC.

Perspective builds a firm foundation, in fact and perception, for NMSDC's goals.

Progress drives those enduring goals, in an evolving and ever-expanding business universe.

THE NETWORK

NMSDC connects **1,422 corporations** (including **472 national corporate members** and **950 local corporate members**) with nearly **12,000** nationally-certified Asian, Black, Hispanic and Native American-owned businesses.



70%

MBE GROWTH RATE

Increase expected by 3.3 Million Minority Business Owners from 2000 to 2045.

\$400

BILLION

ANNUALLY

2.25 Million people actively employed both directly and indirectly by NMSDC-certified MBE firms.

1,422

CORPORATE MEMBERS

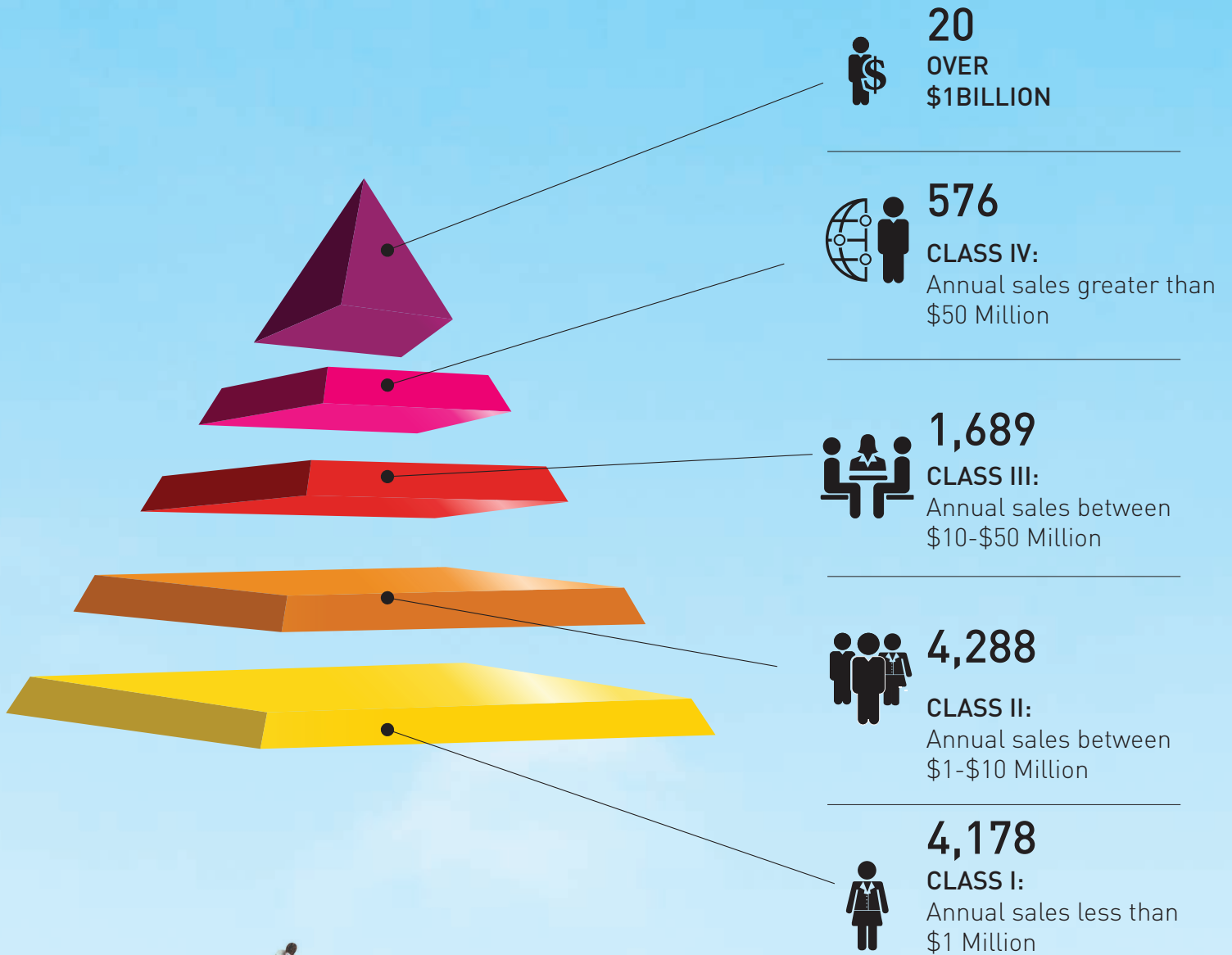
Including 472 national corporate members and 950 local corporate members.

12,000

CERTIFIED MBES

Asian, Black, Hispanic and Native American-owned businesses.

ANNUAL SALES OF CERTIFIED MBES



20
OVER
\$1BILLION



576
CLASS IV:
Annual sales greater than
\$50 Million



1,689
CLASS III:
Annual sales between
\$10-\$50 Million



4,288
CLASS II:
Annual sales between
\$1-\$10 Million



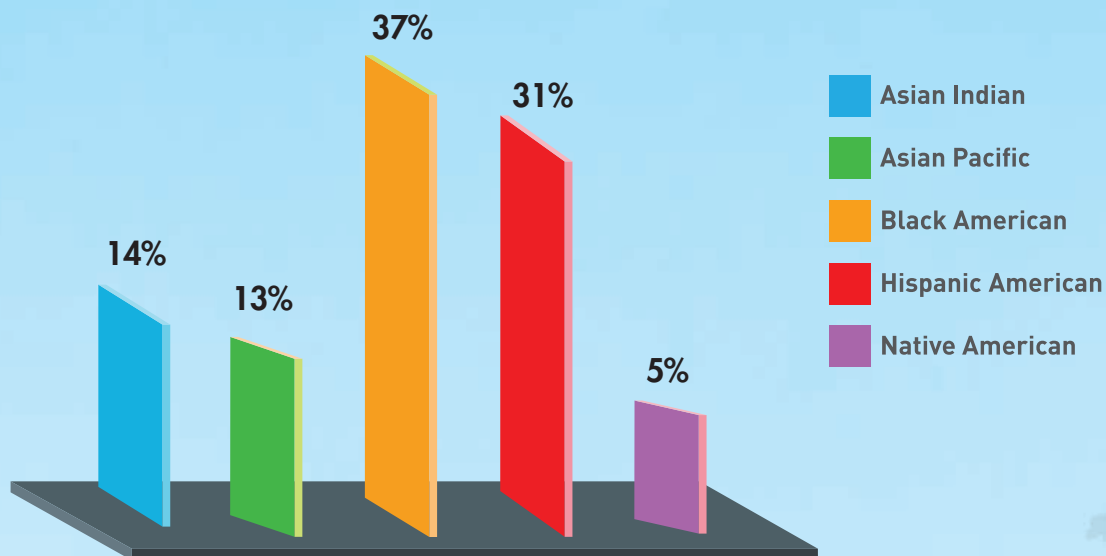
4,178
CLASS I:
Annual sales less than
\$1 Million

MBE ETHNICITY

Thirty-seven percent of certified MBEs are Black American; the next largest group represented is Hispanic, at **31%**. A total of **14%** and **13%**, respectively, of certified MBEs are Asian Indian and Asian Pacific.

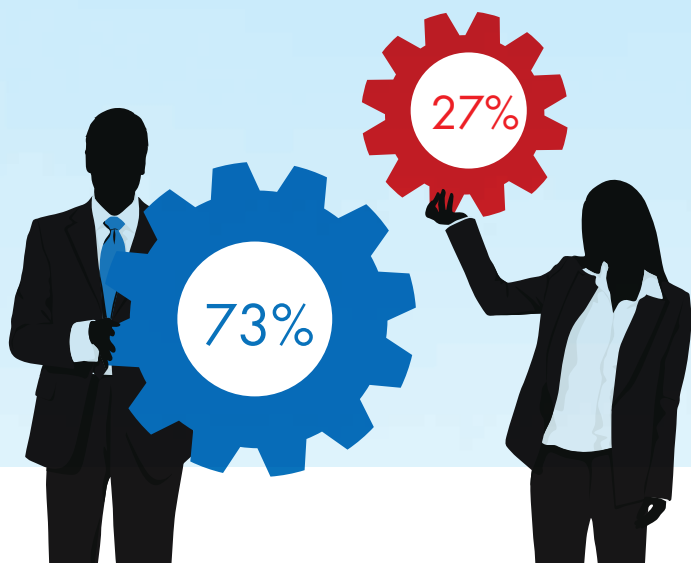
Of the four primary groups represented, **5%** of the total number of certified MBEs is Native American.

According to the 2012 U.S. Census Bureau, minorities represent 35% of the total U.S. population and are expected to become the majority by 2043.



MBE GENDER

Currently, the number of NMSDC-certified MBEs is **12,000**. Of that total, **73%** are male and **27%** are female.





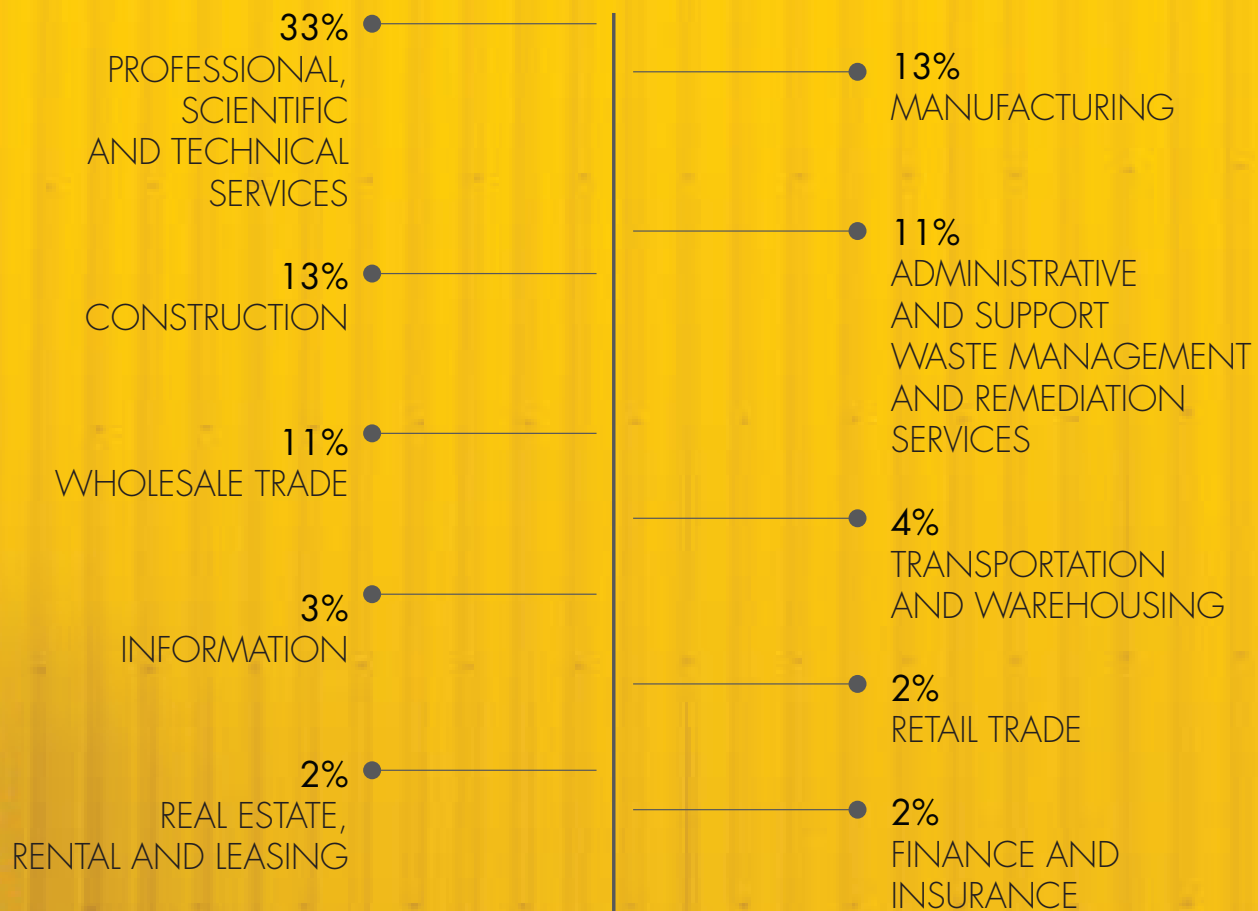
MINORITY ENTREPRENEURSHIP GROWTH

- Minority-owned firms in the U.S. rose from 5.8 million in 2007 to 8 million in 2012.
- Minority-owned businesses employed 7.2 million people in 2012.
- Minority-owned businesses increased by 2.2 million while non-minority owned businesses saw a decline by 1.1 million from 20.1 million in 2007 to 18.9 in 2012.

Source: U.S. Census Bureau's 2012 Survey of Business Owners

Of the 12,000 NMSDC certified MBEs, 94% represent the:

TOP 10 INDUSTRY GROUPS



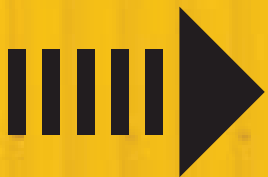


"**MBEs** have saved us money in many areas across Pfizer. We have experienced innovation in the packaging and lab equipment areas. When provided with an opportunity to perform as a Tier 1 supplier, they did a great job and cost about **25% less than one of our incumbent suppliers.**"



25%
Saving

- Ellen Jameson, Pfizer's Director, Supplier Diversity



Our Supporters: Americas Top Corporations



NATIONAL CORPORATE MEMBERS

AARP
Abbott Laboratories, Inc.
AbbVie
Abercrombie & Fitch Co.
Abt Associates Inc.
Accenture
Adecco USA, Inc.
ADP, LLC
Aetna, Inc.
AFLAC US
Aisin World Corporation
Akebono Brake Corporation
Alkermes, Inc.
Allergan Sales, LLC
Allstate
Alstom Transportation, Inc
Altec Industries, Inc.
Altria Client Services, Inc.
Amdocs Inc.
American Airlines, Inc.
American Express Company
American Red Cross
Amgen Inc.
AMN Healthcare Inc.
AMTRAK
AnSCO & Associates, LLC
Anschutz Entertainment Group
Anthem, Inc.
Aon Services Corporation
Apple, Inc.
ARAMARK Corporation

ARCADIS U.S., Inc.
ArcelorMittal USA Inc.
Archer Daniels Midland Company
AREVA, Inc.
ARRIS Group, Inc.
Associated Banc. Corp
AT&T
The Auto Club Group
Autoliv Inc.
Automotive Rentals, Inc.
Avis Budget Group, Inc.
AXA Equitable Life Insurance Company
Axalta Coating System
Bank of America Corporation
Barclays PLC
Barilla America, Inc.
The Bartech Group, Inc.
BASF Corporation
Battelle Memorial Institute
Bausch + Lomb, a Valeant
Pharmaceutical Company
Baxalta US Inc.
Baxter Healthcare Corporation
Bayer Corporation
BBDO New York
Becton, Dickinson and Company
Belk, Inc.
Black & Veatch Corporation
Blue Cross Blue Shield Association
BMC Software, Inc.
BMO Harris Bank

BMW North America, LLC
BNSF Railway Company
BNY Mellon Corporation
The Boeing Company
Bon Secours Health System, Inc.
Border States Electric
BorgWarner
Bostik, Inc.
Boston Scientific Corporation
BP America, Inc.
Brasfield & Gorrie, LLC
Bridgestone Americas Holding, Inc.
Bristol-Myers Squibb Company
Brocade
Brookfield Global Relocation Services, LLC
Burlington Industries, LLC
C&W Services
C.H. Robinson Worldwide, Inc.
CA Technologies
Caesars Entertainment Corporation
Campbell Soup Company
Capgemini USA
Capital One
Cardinal Health, Inc.
Cargill, Inc.
CarMax, Inc.
Caterpillar Inc.
Catholic Health Initiatives
CBRE Group, Inc.
CBS Corporation
CDK Global, Inc.

CDW Corporation
 CenterPoint Energy, Inc.
 CenturyLink
 Charter Communications
 CHEP International, Inc.
 Chevron Services Company
 Ciena Corporation
 CIGNA
 Cintas Corporation
 Cisco Systems, Inc.
 CITGO Petroleum Corporation
 Citigroup Inc.
 CLEAResult Consulting, Inc.
 The Clorox Company
 Closure Systems International Inc.
 CNA Financial Corporation
 Coca-Cola Company, The
 Colgate-Palmolive Company
 Comcast NBCUniversal
 Comercia Bank
 Communications Test Design, Inc.
 Compass Group, North America Division
 Computer Task Group, Inc.
 ConocoPhillips
 Construction Specialties, Inc
 Continental AG
 The Cordish Company
 Corizon Health, Inc.
 Corning Cable Systems
 Covestro LLC
 Cox Enterprises, Inc.
 Cracker Barrel Old Country Store, Inc.
 Credit Suisse
 Crown Cork & Seal USA, Inc.
 CSX Transportation Inc.
 Cummins Inc.
 CVS Health
 Darden Restaurants, Inc.
 DDB US
 Deere & Company
 Dell Technologies
 Deloitte Services LP
 Delphi Automotive, PLC
 Delta Air Lines, Inc.
 Denny's Corporation
 DENSO International America, Inc.
 The Depository Trust & Clearing Corporation
 Diageo North America, Inc.
 Dresser-Rand
 DTE Energy Company
 Duke Energy
 Duke Realty
 The Dun & Bradstreet Corporation
 DuPont
 Eaton Corporation
 Ecolab, Inc.
 Education Networks of America
 Eli Lilly and Company
 Elior North America
 EMCOR Government Services
 Entergy Corporation
 Enterprise Holdings
 EQT Corporation
 Ericsson, Inc.
 Ernst & Young LLP
 Essendant Co.
 Exelon Corporation
 Exide Technologies, Inc.
 Express Scripts
 Exxon Mobil
 Facebook, Inc.
 Fannie Mae
 Farmers Insurance Group, Inc.
 Federal Home Loan Bank of Chicago
 Federal Home Loan Bank of Des Moines
 Federal Reserve System
 FedEx Corporation
 Fiat Chrysler Automobiles
 Fifth Third Bancorp
 Firmenich, Inc.
 First Data Corporation
 Fiserv, Inc.
 Fluor Corporation
 Ford Motor Company
 Freddie Mac
 GCA Services Group Inc.
 Genentech, Inc.
 General Electric Healthcare
 General Mills, Inc.
 General Motors Company, LLC
 GfK, Growth from Knowledge
 GlaxoSmithKline
 Global Experience Specialists, Inc.
 GM Financial
 Goodyear Tire & Rubber Company
 Google, Inc.
 GSD&M
 The Haartz Corporation
 Hallmark Cards, Inc.
 Halyard Health, Inc.
 Harley-Davidson Motor Company
 Harman International Industries
 Health Care Service Corporation
 HealthTrust Purchasing Group
 Henkel of America, Inc.
 Herman Miller, Inc.
 The Hershey Company
 The Hertz Corporation
 Hewlett-Packard Enterprise
 Hilton Worldwide
 The Home Depot, Inc.
 Honda North America
 Houghton Mifflin Harcourt
 HP Inc.
 Humana, Inc.
 Huntington National Bank
 Hyatt Corporation
 Hyundai Motor Manufacturing Alabama, LLC
 Iberdrola USA
 IBM Corporation
 Indiana University
 Infinera Corporation
 Ingersoll Rand Company
 Intel Corporation
 Interface Inc.
 International Monetary Fund
 International Paper Company
 The Interpublic Group of Companies, Inc.
 J.C. Penney Company, Inc.
 Jacobs Engineering Group Inc.
 JE Dunn Construction
 JM Family Enterprises, Inc.
 Johnson & Johnson
 Johnson Controls, Inc.
 Jones Lang LaSalle, Inc.
 JPMorgan Chase & Co.
 Kaiser Foundation Health Plan, Inc.
 Kellogg Company
 Kelly Services, Inc.
 KeyBank National Association
 Kimberly-Clark Corporation
 KPMG LLP
 The Kroger Company
 L Brands
 Las Vegas Sands Corporation
 Lear Corporation
 Leggett & Platt Incorporated
 Lend Lease Americas
 Lenovo (United States) Inc.
 Leo Burnett, USA
 Liberty Mutual Insurance
 Linamar Corporation
 Lockheed Martin Corporation

Loram Maintenance of Way, Inc.
 L'Oreal USA
 Lowe's Companies, Inc.
 Mack Trucks, Inc.
 Macy's
 MAHLE Behr USA, Inc.
 Major League Baseball
 Mallinckrodt Pharmaceuticals
 ManpowerGroup
 Marathon Petroleum Corporation, LP
 Mars Chocolate North America
 Marsh & McLennan Companies, Inc.
 McCain Foods USA, Inc.
 McCormick & Company, Inc.
 McGuire Woods LLP
 McGraw-Hill Education
 Medtronic, Inc.
 Memorial Sloan-Kettering Cancer Center
 Merck & Co., Inc.
 Meridian Medical Technologies, Inc.
 Meritor, Inc.
 Messer Construction Company
 MetLife, Inc.
 MGM Resorts International
 Michelin North America, Inc.
 Microsoft Corporation
 MolsonCoors
 Mine Safety Appliances Company
 Mitsubishi Hitachi Power Systems
 Americas, Inc.
 Mondelez International, Inc.
 Monsanto Company
 Morgan Stanley
 Motion Industries, Inc.
 Motorola Solutions, Inc.
 MUFG Union Bank, N.A.
 NASDAQ
 National Basketball Association (NBA)
 National Grid USA
 Nationwide Insurance
 Nestlé USA, Inc.
 New York Life Insurance Company
 The Nielsen Company
 Nike, Inc.
 NiSource Inc.
 Nissan North America, Inc.
 Nokia
 Nordstrom, Inc.
 Northern Trust Company
 Northrop Grumman Corporation
 Novartis Pharmaceuticals Corporation
 Novo Nordisk, Inc.
 NPL Construction Co.
 NRG Energy, Inc.
 O.C. Tanner Company
 Oakwood Home Services
 Office Depot, Inc.
 OhioHealth
 Omnicell, Inc.
 OnX Enterprise Solutions
 Oracle Corporation
 Ortho-Clinical Diagnostics
 Owens & Minor
 Pacific Gas and Electric Company
 PCM, Inc
 Penske Truck Leasing Co., L.P.
 Pepco Holdings, Inc.
 PepsiCo, Inc.
 PerfectVision Manufacturing, Inc.
 Pfizer, Inc.
 PGA of America
 Phillips 66
 Pitney Bowes Inc.
 The PNC Financial Services Group
 PowerTeam Services, LLC
 Praxair, Inc.
 PricewaterhouseCoopers LLP
 Principal Financial Group
 Procter & Gamble
 Progress Software Corporation
 Prudential Financial
 PSC Industrial Outsourcing LP
 Publicis Healthcare
 Quad/Graphics, Inc.
 Quest Diagnostics Inc.
 R&R Partners
 R.J. Reynolds Tobacco Company
 R.R. Donnelley & Sons Company
 Randstad USA
 Raytheon Company
 Realogy Corporation
 Regions Financial Corporation
 RELX Group
 Robert Bosch LLC
 Robert Half International, Inc.
 Rockwell Automation
 Ross Stores, Inc.
 Ryder System, Inc.
 S&P Global, Inc.
 Saatchi & Saatchi
 Sallie Mae Bank
 Samsung Telecommunications
 America LLC
 SAP SE
 SAS Institute Inc.
 Savannah River Nuclear Solutions LLC
 Schneider Electric USA, Inc.
 Scientific Games Corporation
 Scripps Networks Interactive, Inc.
 Securitas Security Services USA, Inc.
 Sedgwick Claims Management Services, Inc.
 Shell Oil Company
 Skanska USA Building
 Snap-on Incorporated
 Sodexo, Inc.
 Sonoco Products Company
 Sony Pictures Entertainment
 Southern California Edison Company
 Southern Company Gas
 Staff Management
 Standard Insurance Company
 Staples Inc.
 Starbucks Corporation
 Starwood Hotels & Resorts Worldwide, Inc.
 State Compensation Insurance Fund
 State Farm Insurance
 State Street Corporation
 Steelcase Inc.
 Stryker Corporation
 Sunbelt Rentals, Inc.
 SunTrust Banks, Inc.
 SUPERVALU, Inc.
 Target Corporation
 Tata America International Corporation
 TD Bank Group
 Tenneco Inc.
 Terex Corporation
 Teva Pharmaceuticals
 The Resource Group, LLC
 Thermo Fisher Scientific Inc.
 TIAA-CREF
 Time Warner Inc.
 Title Source, Inc.
 The TJX Companies, Inc.
 T-Mobile USA, Inc.
 Toyota Motor North America
 TransCanada Corporation
 Turner Construction Company
 Tyco International
 Tyson Foods, Inc.
 U.S. Bank
 U.S. Postal Service
 UAW Retiree Medical Benefit Trust
 Unilever

Union Pacific Railroad
United Airlines, Inc.
United Parcel Service, Inc.
United Rentals, Inc.
United Services Automobile Association
United States Tennis Association
UnitedHealth Group Inc.
University of Pittsburgh Medical Center
Univision Communications Inc.
Unum Group
U.S. Cellular
US Foods, Inc.
US Steel Corporation
USM an EMCOR Company
UST-Global, Inc.
Vallen
Valvoline LLC
Veolia Water North America
Veritas Technologies LLC

Verizon Communications, Inc.
Vision Service Plan
Visteon Corporation
Vistra Energy
Vizient
Volkswagen Group of America, Inc.
Volvo Trucks North America, Inc.
Voya Financial
VWR International, LLC
W.W. Grainger, Inc.
Walgreen Co.
Walmart Stores, Inc.
The Walt Disney Company
Washington Gas Light Company
Waste Management, Inc.
Wells Fargo & Company
Westinghouse Electric Company
WestRock
Wieden + Kennedy, Inc.

Willis Towers Watson
Windstream Communications, Inc.
Wisconsin Energy Corporation/We
Energies
Wyndham Worldwide Corporation
Xerox Corporation
Yazaki North America, Inc.
Yanfeng Global Automotive Interiors
Yum! Brands, Inc.



NATIONAL AFFILIATES

A Powerful Network of 23 Regional Councils

When NMSDC works to foster minority supplier development and empower minority businesses, it means business – bottom-line business. NMSDC is dedicated, first and foremost, to “**the value proposition**” for everyone involved.

NMSDC seeks to build strategic, mutually beneficial partnerships in which corporate needs are met – and often exceeded – by MBEs who want nothing more than an opportunity to bid for and do the job.

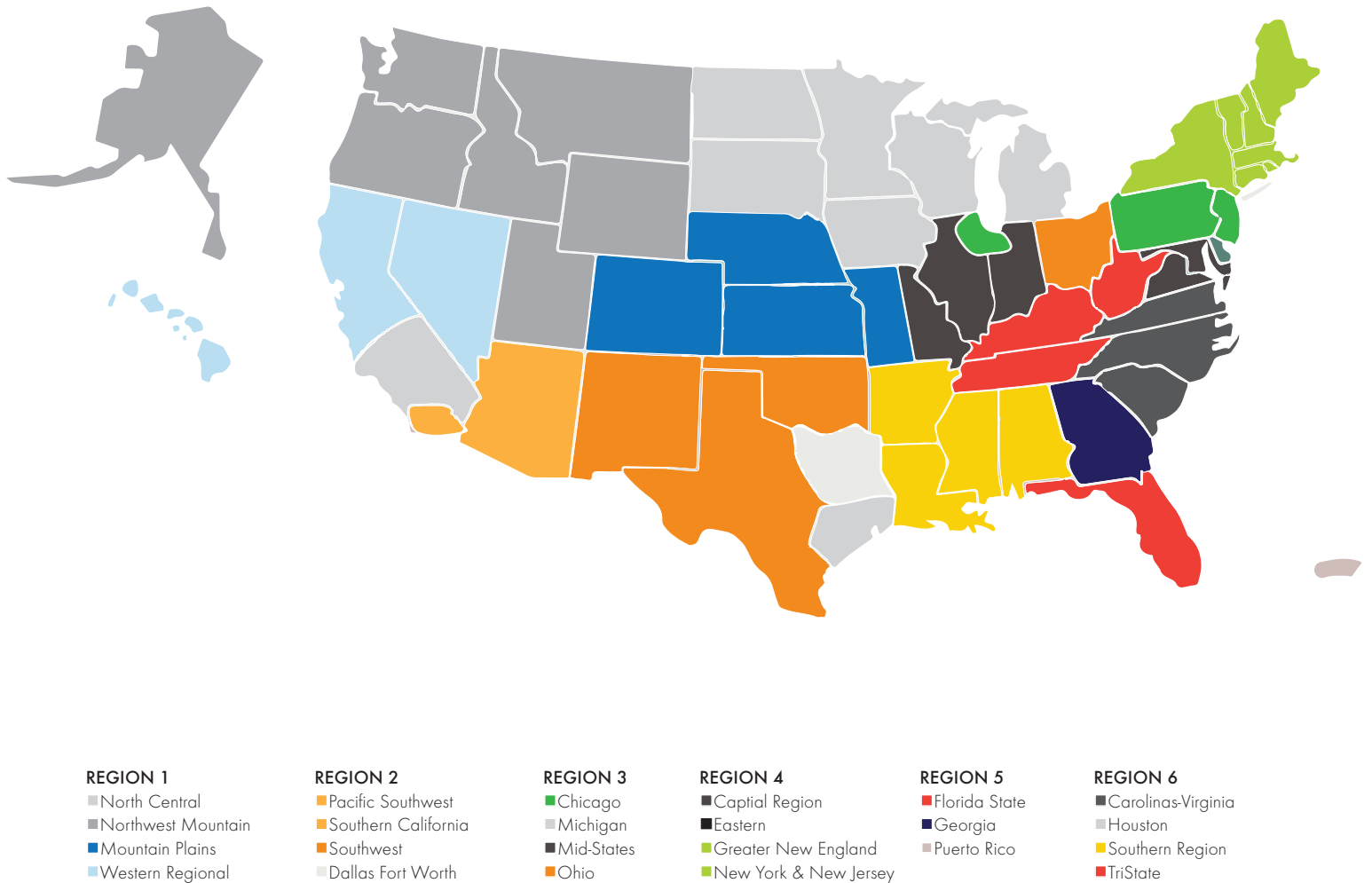


“It has been a pleasure to watch Mosaic Global Transportation grow into such a successful business, bringing innovation and leadership to a competitive market and industry and reaching **\$10.5 million in 2016.**”

- Denise Coley, Founder & Principal , Enable Your Vision

NMSDC National Affiliates

Certification and front-line service to corporate and MBE constituents begins with the affiliate councils. The Regional Affiliates certify and match 12,000 minority-owned businesses with member corporations that want to purchase their products, services and solutions.



“Commitment is an act, not a word.”

- Jean-Paul Sartre

The Emerging Minority Marketplace: GROWTH TRENDS

GROWTH RATE

From 2000 to 2045,

3.3 MILLION Minority Business Owners are expected to experience a growth rate increase of:

- **17%** annually
- **34%** annually in sales
- **70%** of total increase in purchasing power

ECONOMIC OUTPUT

In 2014 Minority-owned business generated **\$1 TRILLION** in economic output to the U.S. economy, creating nearly **6 MILLION** American Jobs.



MINORITY PURCHASING POWER

From 2000 to 2045, Minority purchasing power may surpass **\$2 TRILLION** in 2015, **\$3 TRILLION** by 2030 and **\$4 TRILLION** by 2045 (An increase of **\$3 TRILLION** during the 45 year period.).

[Source: U.S. Census Bureau, January 2000 Based Annual Projections 1999-2001] Projections]



Economic Impact Report Shows Pivotal Role of Minority-Owned Businesses In U.S. Economy

NMSDC retained The Institute for Thought Diversity to conduct a study to assess the economic impact that the NMSDC MBE community has on the United States economy.

This impact includes the increased business activity created by NMSDC certified Minority Business Enterprises (MBEs), the jobs that are maintained/created as a result of this activity throughout the various sectors of the US economy, and the incremental business taxes that are generated.

The results of the study illustrate that today, NMSDC MBEs have a total economic impact of over **\$400 billion dollars** in output that results in the creation of and/or preservation of more than **2.2 million jobs** held by persons who find themselves either directly or indirectly employed by NMSDC certified MBEs.





JOB'S CREATED

Jobs Attributable to NMSDC MBEs annually is 2.25 Million

2.25M



ECONOMIC IMPACT

Business activity created by NMSDC MBEs is over **\$400 billion**, which equates to over \$1.1 billion per day.

\$400B

\$49B

TAX REVENUE

Minority Suppliers are also generating close to \$49 billion in tax revenue for the benefit of local, state, and federal governments.

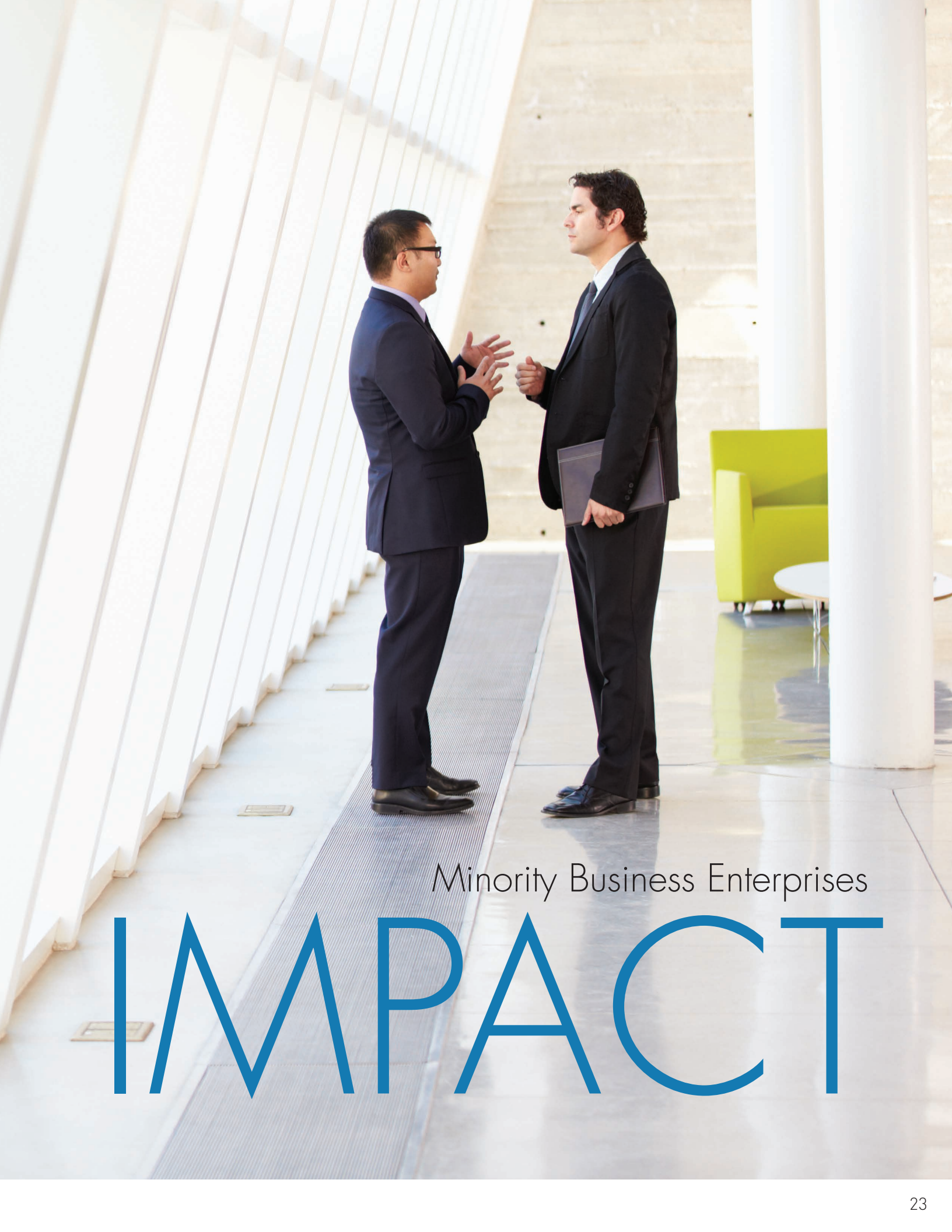


34%

GROWTH

MBE sales are growing at a rate of 34% per year, nearly twice as fast as the national average.





Minority Business Enterprises

IMPACT

The Impact of Minority Suppliers on Global Growth

.....the “value proposition” of minority supplier development: it **fuels economic growth**. “Diversity and inclusion” is not just a catch phrase - it contributes value to the corporate bottom line.

- Joset Wright-Lacy, President, NMSDC

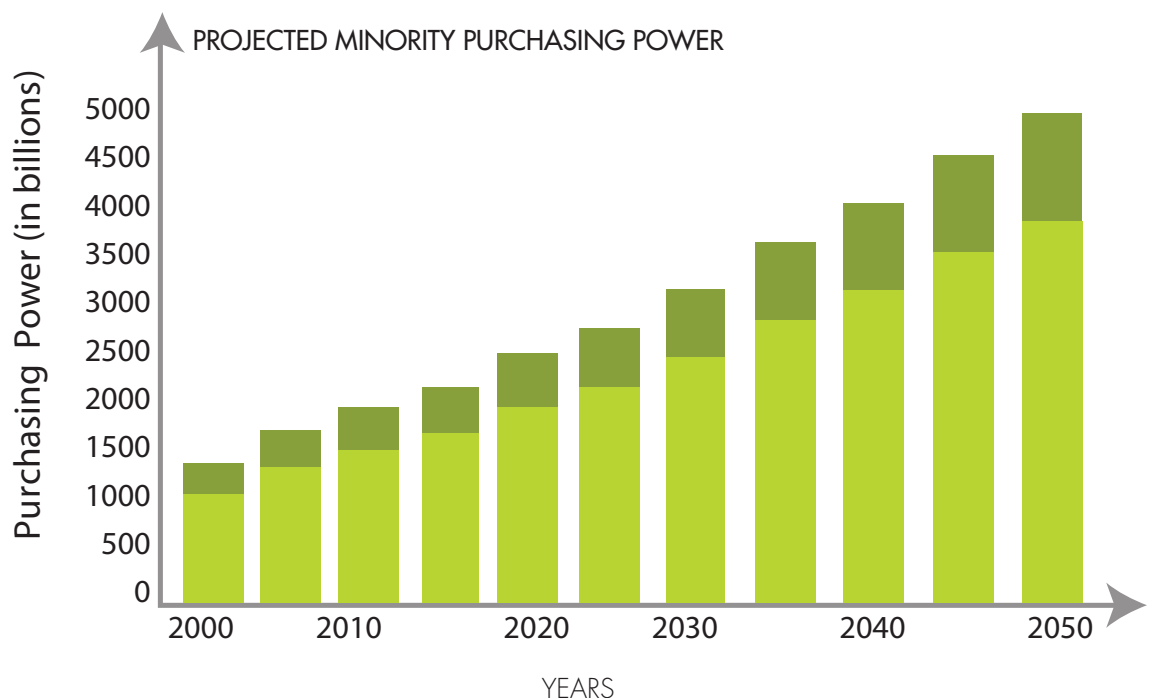
Minority suppliers are a part of the **growth equation**. The more jobs they have and the more wages they earn, the more they are able to participate in the economy, whether that means buying healthy foods or snacks, durable goods or over-the-counter drugs, life’s essentials or entertainment, even cars and houses.

Minority Purchasing Power

Minority purchasing power is projected to surpass **\$3 trillion by 2030**. Growth initiatives will require a diverse workforce and supplier base to provide critical market knowledge and the ability to identify areas with sales potential.

Minority purchasing power will rise from approximately 20 percent in 2000 to over **45 percent by the year 2045**. In fact, between 1990 and 1997, buying power in African-American, Hispanic, and Asian communities rose by **54 percent**, **58 percent**, and **72 percent**, respectively.

This trend is expected to continue with minority purchasing power surpassing **\$2 trillion by 2015** and **\$3 trillion by 2030**.



Minority purchasing power will rise from approximately 20% in 2000 to over 45% by 2045.



3

Trillion by 2030

AMERICAN DIVERSITY IS DESTINY

92%

OF THE TOTAL GROWTH IN
U.S. POPULATION FROM
2000 TO 2014, CAME FROM
MULTICULTURAL CONSUMERS

	POP (MILLIONS)	2014	2016
HISPANIC	56	17.6%	29.3%
NON - HISPANIC WHITE	197	62.1%	42.6%
AFRICAN AMERICAN	40	12.7%	14.7%
ASIAN AMERICAN	16	5.0%	8.2%
OTHER/2+ RACES	14	4.3%	8.2%



Source: Nielsen Pop-Facts, CY2014 with U.S. Census Bureau, 2060 projections (Dec 2012) with reported numbers to exceed 100% due to allocation/overlap for Hispanics of mixed race. Included in "Other/2+" are 3.1 million native American Indian and Native Alaskans (AINA), plus 600,000 Native Hawaiian & Pacific Islanders (NHPI), all generally of moderate growth.



Minority-Majority By 2044



Multicultural consumers are the fastest growing segment of the U.S. population. Already over 120 million strong and increasing by 2.3 million per year.

Purchasing Power



Increased from \$661 billion in 1990 to \$3.4 trillion in 2014. More than double the growth of total U.S. buying power.

Multicultural Population Over 50%



In major metro areas, the reality of a multicultural future is apparent, as 21 of the top 25 most populated counties in the United States are already more than 50% multicultural.

Asian-Americans Buying Power



Though Asian-Americans represent about 6% of the total U.S. population, their relative affluence allows them to disproportionately outsize their ethnic peers with an estimated \$1 trillion buying power by 2018.

By 2050 Hispanics Will Account For 85% Growth Among Multicultural Consumers



Hispanics will experience the most growth among multicultural consumers. By 2020, Hispanics will account for over half of all U.S. population growth and nearly 85% by 2050.

THE FUTURE NUMERIC MAJORITY

Multicultural consumers are the fastest growing segment of the U.S. population. Already over **120 million** strong and increasing by **2.3 million** per year, multicultural populations are the growth engine of the future in the U.S. Hispanics, African-Americans, Asian-Americans, and all other multiculturals already make up **38% of the U.S.** population, with Census projections showing that multicultural populations will become a **numeric majority by 2044.**





A PATH TO SUCCESS

The business of NMSDC is the promise of that robust American future for all. NMSDC is synonymous with best practices, with a proven record of growing mature MBEs of scale and size across all industry sectors.

Its goal in the immediate future is to work closely with federal policy makers in the executive and legislative branches, as well as other business stakeholders, with the recognition of NMSDC as the thought leader in minority business growth and development.

In its 45-year history, Corporate America has recognized NMSDC as the gold standard in minority supplier development, yet real success also creates challenges, and – at a pivotal time in the history of American business – NMSDC embraces the challenges.



Aligning with our corporate strategies and values, BP is committed to providing opportunities to diverse businesses that are competitive, operate safely and efficiently, and are of scale. Partnering with diverse firms allows us to accomplish our objective of being a focused oil and gas company delivering value over volume, while simultaneously bringing economic benefits and job growth to local communities.

– John Mingé, Chairman and President, - BP America



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Visit us online: www.NMSDC.org | Follow us     @NMSDCHQ