

# SUPPLY & DEMAND UTILIZATION

## Key Initiatives and Spending Opportunities



Division of Minority  
and Women's  
Business Development

The Division of Minority and Women's Business Development (DMWBD) conducted an analysis to identify industries with low rates of MWBE utilization and documented MWBE availability. Based on this effort, the DMWBD launched the Supply & Demand Utilization initiative to develop programs and activities designed to address MWBE underutilization within key industries.

### Underutilization of MWBEs currently exists in the SDU areas of:

#### Professional Services:

- Advertising and Marketing
- Architecture, Engineering, Environmental
- Financial Services
- Insurance
- Legal Services
- Medical and Clinical
- Real Estate

#### Information Technology Services:

- Communications
- Consulting
- Maintenance
- Software
- Supplies

#### Supplies / Commodities

- Medical, Dental, and Lab Supplies
- Office Equipment
- Office Furniture
- Food and Beverage

### Where can I find SDU contracting opportunities?

The **NY State Contract Reporter** lists procurements advertised daily. Register for FREE and begin searching for contracting opportunities. Web: [www.nyscr.ny.gov](http://www.nyscr.ny.gov)

Use the **NYS Opportunities e-book** to review all 96 state agencies and public authorities, learn about their mission and upcoming opportunities and get contact information for key agency officials.

New York State Contract Opportunities Book ("eBook").

Web: [www.nysmwbeforum.org/opportunities](http://www.nysmwbeforum.org/opportunities)

### DMWBD's SDU Business Development Services:

MWBEs operating within SDU industries receive special webinar training sessions and industry centered forums to educate and inform firms of unique opportunities.

All NYS certified firms also receive access to a broad menu of programming such as:

#### Technical Assistance

- Training Tuesdays
- Procurement Strategy Counseling

#### Opportunities/Initiatives

- Annual Statewide MWBE Forum
- Regional Expos
- Special Initiative Events
- Industry Day
- Mentor Protégé Program

### Technical Assistance through Strategic Partners

DMWBD has enlisted the support of business resource centers to provide additional assistance to firms within the SDU areas:

#### • Procurement Technical Assistance Centers

<http://www.aptac-us.org/>

#### • NYS Small Business Development Centers

<http://www.nysbdc.org/>

Identify yourself as a NYS SDU business to ensure you receive fast-track certification application assistance from our technical assistance partners.

### Submitted certification applications for SDU firms:

Firms which fall within the SDU targeted industries, have secured a state contract, and have a pending certification application are recommended to contact that state agency to submit a request for a certification expedite.

Make sure the state agency identifies you as a SDU MWBE!

### Are you a SDU NYS Certified MWBE Firm?

Firms certified within SDU categories and seeking business development assistance should email the DMWBD Business Development Unit at [MWBEBusinessDev@esd.ny.gov](mailto:MWBEBusinessDev@esd.ny.gov) or call 212.803.2433

### Not yet Certified with NYS? Become Certified!

The NY State Contracting System is the first step for firms seeking certification. Firms can register their business, begin the certification process, and search for procurement opportunities. <https://ny.newnycontracts.com>

For questions related to certification application status, email [MWBECertification@esd.ny.gov](mailto:MWBECertification@esd.ny.gov) or call 212.803.2414.

For additional information, visit the MWBE website: [esd.ny.gov/MWBE.html](http://esd.ny.gov/MWBE.html)

**HAVE QUESTIONS?** Helpline: (212) 803-2433 Email: [MWBEBusinessDev@esd.ny.gov](mailto:MWBEBusinessDev@esd.ny.gov)