

# Pure Michigan BUSINESS CONNECT

Pure Michigan Business Connect (PMBC) is a public/private initiative developed by the Michigan Economic Development Corporation (MEDC) that introduces Michigan companies to increased business opportunities.

To date, the program has facilitated over \$2.7 billion in contracts for Michigan suppliers. By participating in this program, companies receive access to a business-to-business (B2B) network made up of more than 42,000 companies, the ability to post purchasing needs and expand their supply chains, opportunities to increase sales via the B2B network and supplier summits, and access to a variety of often needed business services.

## [WWW.PUREMICHIGANB2B.COM](http://www.puremichiganb2b.com)

The B2B website is a free resource that links Michigan companies to procurement and sales opportunities. Learn more about the B2B site and register at no cost by visiting [www.puremichiganb2b.com](http://www.puremichiganb2b.com).

The following benefits are available to all companies registered on [www.puremichiganb2b.com](http://www.puremichiganb2b.com).

- Post your company's purchasing needs through the B2B system to accelerate connectivity and find Michigan suppliers.
- Search the Michigan supplier database to make connections and strengthen your supply chain by establishing and fostering relationships with fellow Michigan businesses.
- Utilize no-cost concierge support for your hard-to-find purchasing needs by leveraging connections through MEDC and statewide and regional partners.
- Maintain an active [www.puremichiganb2b.com](http://www.puremichiganb2b.com) profile and connect with more than 200 global purchasers as well as purchasers from across the state of Michigan.
- Participate in invitation-only Pure Michigan supplier summits.
- Request free or significantly reduced business services from PMBC strategic partners offering over 30,000 hours of donated technical expertise to serve your business needs.

## INSTRUCTIONS FOR CREATING AN ACCOUNT

1. Go to [www.puremichiganb2b.com](http://www.puremichiganb2b.com) and select "Join for Free Today."
2. Complete all asterisked ( \* ) data fields. Note: Your company may already exist in the system. An auto-select feature may give you the option to select your company from a drop-down list of options. Please select the appropriate company entry or, if needed, select "Create New Business."
3. Click "Submit" to send your membership application.
4. The PMBC team will review your application and respond back within 24 business hours.
5. Once approved, you will receive an email notification with log-in and password information.
6. Log in to access your company dashboard page. Follow the instructions below to complete your company profile and keywords.

## INSTRUCTIONS FOR EDITING A COMPANY PROFILE

1. From the dashboard, click the "Dashboard" drop-down tab in the upper right hand corner.
2. From the drop down options, select "My Company."
3. From the "Company Details" page, click on the "Edit" tab in the upper right-hand corner.
4. From the "Edit Business" page, edit all applicable information. Note: Ensure keywords and additional keywords accurately reflect the products and services offered by your company. To realize the full benefit of [www.puremichiganb2b.com](http://www.puremichiganb2b.com), ensure your company profile is as complete and accurate as possible.
5. Click "Save" to submit changes.

## INSTRUCTIONS FOR CREATING A PURCHASING REQUEST

1. From the dashboard, click "Create" at the bottom of the "My Purchasing Needs" column.
2. After reviewing the "create purchasing needs" instructions, complete all applicable purchasing needs fields and click "Submit." Note: Adding keywords 1, 2, and 3 will populate the "Matched Number of Suppliers" field. Keywords can be modified to maximize the number of potential suppliers that will be notified of your need.

NOTE: MEDC will also support and handle mass uploads of purchasing needs and will work individually with buyers to process and upload purchasing needs/data.

## INSTRUCTIONS FOR APPLYING TO A SUPPLIER SUMMIT

1. From the dashboard click the "Summits" tab in the top row.
2. Click on each summit of interest for a complete list of purchasing needs and the summit supplier application.

If you have questions regarding this material, please contact Terry Vandercook, manager of Michigan buyer development, at 517.599.9042 or by email at [vandercook@michigan.org](mailto:vandercook@michigan.org).