



GLOBAL DIVERSITY EXPORT INITIATIVE



About Us

Equity is a core priority of the U.S. Department of Commerce. The Global Diversity Export Initiative (GDEI) creates and executes export promotion strategies to reach diverse businesses in underserved communities. GDEI taps into new and existing resources to help diverse export businesses compete in global markets by leveraging the International Trade Administration's U.S. Commercial Service.

Our global network of experienced trade experts in more than 100 U.S. cities and 80 countries deliver proven export solutions to help underserved communities identify export opportunities, access financing, connect with international buyers, partners, and more.

Key Business Communities

The U.S. Commercial Service's Global Diversity Export Initiative is committed to helping traditionally underserved exporters in rural and urban communities in the United States increase their exports, including:

- ✓ Rural
- ✓ African American
- ✓ Native American and Alaska Native
- ✓ Women
- ✓ Asian American, Native Hawaiian, and Pacific Islander
- ✓ Disabled
- ✓ Veteran
- ✓ Hispanic American
- ✓ LGBTQI+

Building Bridges to Global Markets

Building Bridges to Global Markets brings in-person exporting expertise to the underserved business community. Creating opportunities by addressing issues most common to diverse businesses seeking international sales expansion, these events will introduce reliable contacts, accurate information, and ready-to-use resources that will place diverse businesses firmly on the road to exporting success.

We are teaming up with some of our GDEI Strategic Partners to bring the Building Bridges to Global Markets (BB2GM) program to a national audience at the following events:

- Reservation Economic Summit** | Las Vegas, NV | March 11-14
- Detroit Regional LGBT Chamber Spring Summit** | Detroit, MI | April 18
- U.S. Hispanic Chamber of Commerce Summit** | Washington, DC | April 23
- USPAACC CelebrAsian Conference** | Alpharetta, GA | May 31
- Building Bridges for Women in Global Trade** | Los Angeles, CA | June 13
- National Black Business Conference** | Atlanta, GA | August 22-24
- Rural Building Bridges at the Mississippi Delta** | Greenville, MS | September 12
- National Veteran Matchmaking Conference** | Detroit, MI | November 8-9

Trade Missions

GDEI Trade Mission to Panama, Costa Rica, and Colombia

March 10-15, 2024

Expanding export opportunities to U.S. businesses founded, led, operated, or owned by women. Reach partners and buyers in the Western Hemisphere through participation in this mission.

Trade Winds Europe/Eurasia

Istanbul, Türkiye

May 9 -17, 2024

Largest U.S. Government-led trade mission and business development forum. GDEI participants will have an opportunity to join a new "EMPOWER HER" program and meet with U.S. Commercial Diplomats from 30+ countries in the region. Participate in optional B2B matchmaking meetings in Denmark, Türkiye, Italy, Romania, Kazakhstan, and Poland.

GDEI Trade Mission to the Caribbean Region

November 17-22, 2024

Focused on expanding export opportunities for diverse businesses in industries with growing potential in the Caribbean region. Mission will include the "Opportunities for Minority-Led Businesses in the Caribbean Region Conference" in Santo Domingo, Dominican Republic on November 17-18.

GDEI Trade Mission to Saudi Arabia

December 8 – 9, 2024

Connect with opportunities in the Middle East by participating in the trade mission to Saudi Arabia. This mission will connect diverse businesses across best prospect industries with opportunities in Saudi Arabia.

Learn More

[Trade.gov/global-diversity-export-initiative](https://www.trade.gov/global-diversity-export-initiative)

