

MN Supplier Match connects companies, grows the economy

By Doug Loon

Welcome to MN Supplier Match. We invite and encourage your participation in this new database that seeks to highlight Minnesota's robust supply chain and increase business-to-business activity in the state.

MN Supplier Match creates value for Minnesota businesses that want the advantages of sourcing from local suppliers – customization, accessibility, rapid delivery, shared networks and trusted quality. The program creates value for suppliers looking for new business opportunities with Minnesota-based customers. And it creates value for the Minnesota economy by keeping more dollars in the state and making our suppliers and buyers more competitive.

The initiative is a program of Grow Minnesota!, the Minnesota Chamber's distinctive private-sector business retention and assistance program. Grow Minnesota! operates in partnership with nearly 70 local chambers and economic development organizations. The idea for MN Supplier Match grew out of our Grow Minnesota! visits. Created in 2003, we visit between 600 and 900 Minnesota businesses annually. In all the visits, we find out what it takes for companies to stay and grow in Minnesota. Many of these businesses are vital links in the supply chains of other companies located here and around the world. Since its inception, the Grow Minnesota! partnership has visited 7,000-plus Minnesota businesses including more than 1,600 manufacturers, nearly 600 professional service firms, and many others that provide goods and services to other businesses.

Listing in the MN Supplier Match database – those companies seeking to promote their products and services – is being offered to Minnesota Chamber members and nonmembers. Buyers – those companies wishing to access the database – must be Minnesota Chamber members.

To be listed as a supplier, companies must either be a Minnesota Chamber member, or they must complete a Grow Minnesota! visit. Visits are carried out statewide by our staff and our local Grow Minnesota! partners. These visits and the supplier listings are provided complimentary. To schedule a visit and/or learn more about [MN Supplier Match](#), contact Sean O'Neil, business development coordinator, at soneil@mnchamber.com.

Minnesota Chamber members can receive their login credentials to the database by contacting our [Grow Minnesota! team](#) and requesting a username and password for your company. The search for suppliers can be done by keyword or by one of 60 product and service categories.

We want to shine a light on [Minnesota suppliers](#), making it easier for Minnesota companies to find local partners in the state's diverse and robust business community – and MN Supplier Match is the perfect avenue. We have been working with some of the state's largest Fortune 500 companies to help them expand their local supply chains. There is no other source on the market to find a supplier list that is exclusive to Minnesota, regularly updated and maintained by a trusted entity, and includes suppliers from all sectors.

MN Supplier Match is a win-win equation for Minnesota employers and employees alike as we work together to grow our state's economy.

Doug Loon is president of the Minnesota Chamber of Commerce – www.mnchamber.com.