

Welcome to the course, *Strategies for Diverse Suppliers to Compete in the Global Marketplace*, made possible by PG&E's Technical Assistance Program. I'm Elizabeth Vasquez, your course instructor.

I'm also the CEO & Co-Founder of WEConnect International.

I get to share with you my story because, as an entrepreneur and intrapreneur born in Mexico and living in the United States, I know how hard it can be to start and grow an enterprise. I'm so happy to share with you what it took to build a multi-million-dollar global organization serving businesses based in over 125 countries.

Frankly, there are simply not enough diverse businesses taking their companies global. As a result, we're not growing as much as we'd like to in revenue or impact. In today's economy, every business should analyze the global marketplace and know their place in the global supply chain.

This course is going to give you a basic understanding of the global marketplace and what going global means, with easy-to-follow

guidance on assessing your readiness and planning your next steps if you want to leverage globalization for your business. Also, the second module of this course will help you create your Go Global Strategy Playbook. So stick with us.