

The IDB launches ConnectAmericas

The initiative is the first social network for businesses in the Americas. ConnectAmericas is being developed by the Inter-American Development Bank (IDB) with support from four partners: Google, DHL, Alibaba and Visa. With the slogan "Take the world with your hands," the goal of the platform is to foster the internationalization of companies, in particular Small and Medium Enterprises (SMEs) by providing contacts, content and financing options.



Discover our three service areas.

With the goal of helping small and medium businesses (SMEs) in Latin America and the Caribbean to expand their markets, the Inter-American Development Bank (IDB) launched the platform ConnectAmericas.

The initiative is the first interactive social network for businesses in Latin America and the Caribbean, where clients, suppliers and investors from all over the world can connect with each other, gain access to information and training on how to conduct international transactions, and obtain information about financing opportunities available in each country.

SMEs are the essence of the economies of Latin America and the Caribbean: they represent 90% of companies and are responsible for over 50% of jobs.

"Today, the IDB is making a new platform available to businesses with the goal of helping SMEs to find clients as well as technical and financial information easily and free of charge," said Fabrizio Operti, Head of the Trade and Investment Unit of the Integration and Trade Sector of the IDB, during the official presentation of the platform at the Annual Meeting of the Board of Governors of the IDB, which was held in March in Brazil.

ConnectAmericas is supported by Google, DHL and Visa. Additionally, the initiative is functionally connected with many trade promotion agencies, chambers of commerce, banks, trade associations, and other governmental and non-governmental organizations that support the internationalization process of SMEs.

How does it work?

ConnectAmericas offers 3 service areas to its users:

Connect

ConnectAmericas offers its users access to industry-specific professional communities where they can connect with potential clients, suppliers and investors, which are recommended according to the preferences expressed by users in their profiles. ConnectAmericas takes both reputation and transparency seriously. To this end, the site verifies users and allows them to comment and rate each other as per their commercial interactions.

Learn

ConnectAmericas offers its users practical information designed to improve their knowledge of international trade. These resources include articles, interactive databases, blogs, videos, online courses and news channels, which provide users with the most recent trends in industries where users have formed communities. Currently, these communities cover the global services and food industries, and a community for the infrastructure sector will be added soon.



Finance

ConnectAmericas offers its users information about financing options for international trade and investment in their countries of interest. This includes information about products offered by local banks, as well as services offered by the IDB to SMEs, including: (i) direct financial and technical assistance from the Inter-American Investment Corporation and the Multilateral Investment Fund; and (ii) government programs supported by the public sector windows of the IDB.