

ALASKA MANUFACTURING BUSINESS INDUSTRY & TECHNOLOGY OVERVIEW

An **Alaska Manufacturing Extension Partnership project**, the Alaska Manufacturing Business Industry & Technology Program's (AMBIT) goal is to **help business, industry and technology**. In doing so, Alaska's economy will develop.

Several components of AMBIT will include a business portal, virtual and physical incubator, education, and leveraging of resources:

The Alaska Business Portal – Creation of the Alaska Business Portal provides manufacturers and other businesses an opportunity to participate in electronic commerce without having to purchase and maintain their own website and e-commerce programming.

The template-based portal showcases Alaska-made products and services in an easy to use format, allowing any Alaska merchant the opportunity to be online in a morning or afternoon training session. The Alaska Business Portal is a multi-faceted approach to create a new and innovative economy in Alaska.

Incubator – Virtual and physical incubators will be available for all Alaskans, no matter where they are located in Alaska.

The virtual incubator will help businesses find financial, technical, and capital partners. AMBIT's goal is to help small businesses create collaborative networks, eliminate inefficiencies and maximize resources.

The physical incubator will be located in the Matanuska Susitna Borough and in a regional hub community serving rural Alaskans, in partnership with the University of Alaska.

Secondary and Higher Education Outreach

Education outreach will train young Alaskans in the latest technologies of: web-based strategy, eCommerce, business-to-business transactions, and online marketing. AMBIT will boost work readiness skills useful in any urban or rural setting. High school students will learn skills in personal finance, banking, and basic business management. The learned skills will help them to succeed in future small business ventures.

Leveraging Alaskan Resources

Infrastructure including commerce, communication, transportation, health care and education is needed for the success of any community. Local, state, federal and Alaska Native government and organizations all contribute to infrastructure development throughout Alaska.

Communication infrastructure is vital to connecting rural Alaska to the outside world. Telephone, Internet and television provide the communication link for Alaska to reach the global marketplace.

Aviation and marine transportation systems are the only transportation infrastructure to most of rural Alaska. Today, movement of goods and services is available by the U.S. Postal Service, and other delivery services that were not available to remote communities even ten years ago.

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