

## ALASKA BUSINESS PORTAL OVERVIEW

### What is AMBIT?

The Alaska Manufacturing Extension Partnership, Inc. (AMEP) works to shorten the geographic distance that small manufacturers experience when bringing their product to market. The distance is shortened through an AMEP project—Alaska Manufacturing Business Industry & Technology (AMBIT). The project bridges the physical and virtual gap between manufacturers and customers.

### eCommerce

AMEP's goal for AMBIT is to advance eCommerce to improve Alaska's economic capabilities by minimizing the physical distance of Alaska manufacturers to worldwide customers. This eCommerce initiative is titled the Alaska Business Portal.

The portal connects Alaska manufacturers to customers who want to purchase unique Alaskan products. At the same time, the portal provides information about Alaska's rich history and culture.

### How it works

AMBIT meets Alaska's market delivery challenges with outreach to existing economic development service providers throughout Alaska. These regional organizations coordinate training for entrepreneurs. The training provides access to the worldwide market through the Alaska Business Portal.

Our eCommerce initiative combines efforts of partner organizations to work towards the goal of increasing economic self-sufficiency in rural communities and all of Alaska. AMBIT's business portal supports Easy to use internet technology and software applications brings together culturally appropriate eLearning and eCommerce activities with how Alaskans do business.

Key points of AMBIT's Alaska Business Portal initiative:

- Existing partnerships and local capacity tapped to create and deliver culturally appropriate eCommerce solutions;
- Monitor and connect the web-based links from artists/producers to consumers;
- Seek participation of local school districts and supports existing education programs with resources that target and develop entrepreneurial skills;
- Coordinate and support existing efforts to expand Alaska's eCommerce programs and the economic base for all Alaskans.

AMEP welcomes new partners to this exciting and new opportunity to connect Alaska manufacturers to the world. Current partners include the National Institute of Standards & Technology Manufacturing Extension Partnership; Alaska Department of Commerce, Community & Economic Development; Alaska Native Arts Foundation; Alaska Growth Capital; Bering Straits Economic Development Council; Alaska Federation of Natives and the Alaska Marketplace, the Wasilla Chamber of Commerce, the Palmer Chamber of Commerce.

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