

Why Certification Is Important

“Third party certification through reputable organizations can be an important tool for small businesses and gives your company [the corporation] the assurance that your suppliers are comprised of the ownership they claim.”

From an article “Supplier Diversity Basics,” by the editors of Diversity Inc. magazine, 2007

As major Canadian corporations become increasingly interested in expanding the representation of diverse companies in their supply chains, certification databases are their first destination, and the rigorous processes used by established certifying agencies provide them with important validation of diverse ownership. Certification offers both the corporation and the supplier important benefits.

For the Corporation

- ▶ Certification assists in the identification and validation of diverse supplier ownership
- ▶ Committing the effort and resources to obtain certification indicates seriousness of prospective suppliers
- ▶ Certification databases provide access to high-level company profiles useful in identifying supply market candidates
- ▶ Seeking certified diverse suppliers positions corporation as Supplier Diversity leader

For the Supplier

- ▶ Enhances company’s exposure as a diverse business
- ▶ Provides access to development opportunities, workshops, business building tools, mentoring, etc, developed explicitly for diverse businesses
- ▶ Offers networking and introductions that can lead to relationship-building with prospective customers
- ▶ Opens up a world of peer activities and contracting and business alliance opportunities with other diverse entrepreneurs
- ▶ Gives company access to corporate Supplier Diversity advocates
- ▶ Advantages company in a highly competitive marketplace