A holistic View of LGBT Businesses

LGBTI Business, a Global topic. Figures & percentages behind the Global LGBTI Business world show a huge opportunity for your region.

The National Gay & Lesbian Chamber of Commerce (NGLCC), USA

Justin Nelson, Chance Mitchell

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What We Do

**NGLCC Today**

- Supplier Diversity Initiative
- Corporate Relations
- Affiliate Relations, External Affairs, & Policy
- NGLCC Global

LGBT Business Impact *East meets West*
Justin Nelson  Co-Founder & President
Chance Mitchell  Co-Founder & CEO

The National Gay & Lesbian Chamber of Commerce (NGLCC) of the United States

Global@nglcc.org
NGLCC.org
A Holistic View of LGBT Business

East meets West 3rd Annual Forum
Friday, June 17, 2016
At NGLCC, we’re building a network of global entrepreneurs dedicated to strengthening our community.
We started as a *nationally focused organization*, but live in an *increasingly global economy*
Every pro-LGBT law a country passes for LGBT people accounts for a $320 impact on per capita GDP

2014, The Williams Institute
Why is there a correlation?

- Inclusion of LGBT people expands human capital
- As countries become more economically secure, they value minority rights more
- Strategic modernization and increased appeal to other developed countries
- Increased capabilities and abilities for LGBT people to thrive and succeed
Global Index on Legal Recognition of Homosexual Orientation (GILRHO)

GILRHO is an indicator of LGBT inclusiveness; a higher the GILRHO score often leads to an increase in economic development.

<table>
<thead>
<tr>
<th>Country</th>
<th>GDP/capita</th>
<th>GILRHO score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Poland</td>
<td>$20,100</td>
<td>5</td>
</tr>
<tr>
<td>Czech Republic</td>
<td>$18,000</td>
<td>3</td>
</tr>
<tr>
<td>Serbia</td>
<td>$18,000</td>
<td>5</td>
</tr>
<tr>
<td>Albania</td>
<td>$17,000</td>
<td>4</td>
</tr>
<tr>
<td>Ukraine</td>
<td>$7,000</td>
<td>2</td>
</tr>
<tr>
<td>Romania</td>
<td>$13,000</td>
<td>4</td>
</tr>
</tbody>
</table>
Malaysia:
- GDP/capita = $10,100
- GILRHO score = 0

Pakistan:
- GDP/capita = $1,275
- GILRHO score = 0

Egypt:
- GDP/capita = $3,317
- GILRHO score = .5
Benefits of Workplace Inclusion

Equality pays off

- Employees are happier when they can bring their authentic selves to work every day
- Increased employee productivity
- Better retention rates
- Improved workplace relationships
- Improved health of LGBT employees
Who We Are

The NGLCC Story

- Founded in 2002
- The business voice of the LGBT community
- Growing LGBT-owned businesses by way of advocacy, education, and networking
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with corporate partners from over 150 of the world's top multinationals
with more than
60 affiliate chambers
in the U.S. and abroad
In addition to corporate partnerships, certified and registered LGBT-owned businesses, and affiliate chambers, our success as a chamber is, in large part, owed to strategic partnerships with government agencies.
In 2015, we launched

a first-of-its-kind initiative with the

U.S. Small Business Administration

LGBT Business Builder

#lgbtbiz
In 2014, we partnered with stakeholders to create & support the passing of California AB1678
A law which demands the inclusion of certified LGBTBES in the state's supplier diversity program for all public utilities
You may remember this historic moment from 2011.
You may remember this historic moment from 201
So do we...
Vice President Joe Biden & Second Lady Jill Biden

Congresswoman Nancy Pelosi

President Barack Obama
In 2014 the White House announced a historical partnership between NGLCC & USAID
U.S. Extends Helping Hand to Foreign LGBT Entrepreneurs

The U.S. moves to do more business with LGBT entrepreneurs abroad.

BY JEREMY QUITTNER  Senior writer, Inc.  @JeremyQuittner

National Security Advisor Susan E. Rice announced a $1.2 million investment to promote the vitality of LGBT-owned businesses.

IMAGE: Getty Images
NGLCC works with 10 Global Affiliates around the world
Argentina
Cámara de Comercio Gay Lésbica Argentina (CCGLAR)

Australia
Gay and Lesbian Organization of Business and Enterprise (GLOBE)

Canada
Canadian Gay and Lesbian Chamber of Commerce (CGLCC)

Colombia
Cámara de Comerciantes LGBT de Colombia (CCLGBTco)

Costa Rica
Cámara de Comercio Diversa Costa Rica (CCDCR)

Dominican Republic
Cámara de Comercio LGBT de la República Dominicana (CCLGBTRD)

Mexico
Federación Mexicana de Empresarios LGBT (FME-LGBT)

Peru
Cámara de Comercio GLBT Peruana (CCGLPe)

Uruguay
Cámara de Comercio & Negocios LGBT de Uruguay (CCNLGBTU)
NGLCC also works to register businesses outside of the United States that are majority LGBT-owned. International LGBT Supplier Registration allows these businesses to pursue contracting opportunities with NGLCC Corporate Partners.
NGLCC Corporate Partners.
The diagram illustrates the distribution of countries among partners.
U.S. LGBT Population in numbers

- **16-20 million** adults out of 319 million people
- **$860 billion** spending power
- If the US LGBT population were its own country, it’s economy would be the **19th largest** in the world

**US GDP** $17.1 Trillion, #1
weren't its own companies, the 19th largest in...
East meets West
East meets West *in numbers*

19 Countries
Population **406.5 million**
GDP **$7.850 trillion USD**
Estimated LGBT Population **24.4 million**
Estimated LGBT GDP **$471 billion USD**
$471 billion
in 2014.
East meets West's LGBT population would have the 24th largest economy in the world.
That's larger than the individual economies of...
Why should LGBTI people be important to European Economies? *a snapshot*

LGBT travelers account for **$100 billion** in economic impact for the U.S. alone.

83% of American gay men and lesbians have a current passport, compared to 34% of all adult U.S. citizens.

58% of U.S. LGBT adults spend money with companies that market directly to gays and lesbians.
Travel & Tourism accounts for 15.2% of GDP in Austria and is expected to increase throughout the decade.
Inclusion is good for business!
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