



## Insights on the 18<sup>th</sup> Session of the INSMEAcademy The Business Linkages Strategy

17<sup>th</sup> of September 2014

Small businesses in Brazil account for 99% of all Brazilian enterprises and 70% of registered jobs, impressive numbers considering that only 25% of the GDP and 1% of Brazilian export is generated by those companies. In order to reduce the asymmetry between large and small companies, [SEBRAE](#) (*INSME Board Member*) has designed the **Business Linkages Strategy**, an initiative implemented to increase competitiveness, cooperation and technology competence of the companies involved by establishing mutually and attractive relationships between small and large companies in the value chains.

Mr Fausto Casemiro, Deputy Manager of the Industry Unit at National SEBRAE and also National Coordinator of the Business Linkages Program, showed the logic of operation of the strategy that balances out the demand from large enterprises and the offer from small businesses by considering the requirements from large enterprises and the technology skills of small businesses in three main areas of intervention: **management, process and product**.

By implementing the Business Linkages Model, SEBRAE intends to impact on three main strategic goals: **Competitiveness, Sustainability and Innovation** by focusing on 5 strategic foci or actions such as: **networking learning, small business market accessibility, small business development, competitive intelligence and large companies corporate politics**.

Tangible benefits have been proved for large enterprises participating to this program, among them:

- Best prices guaranteed for a greater supplier competitiveness;
- Transport and logistics cost reduction;
- National visibility from the economic sustainability, social sustainability and environmental sustainability viewpoint;

while benefits for small businesses have to do with:

- Strengthening competitiveness;
- Innovation and incentives for local suppliers expansion;
- Productivity and improvement of the process.

SEBRAE can count today on a portfolio of **84 projects** including **15.482 companies** attended thanks to investments of up to **\$ 41,64 millions**.