**What is supplier diversity?**

Supplier diversity is the practice of creating opportunities for traditionally underrepresented suppliers to be introduced into large corporate and public procurement supply chains. It is a market access opportunity, enabling diverse suppliers to have a fair possibility to tender for contracts and/or to build the capacity to do so in the future.

**Why have a supplier diversity program?**

Research shows companies with diverse supplier programs generate a 133% greater return-on investment, drive an additional $3.6 million to the bottom line for every $1 million spent in procurement operating costs and generate new revenue streams.

The supplier diversity program creates a win-win scenario for Canadian entrepreneurs, diverse suppliers and BDC. Clients and diverse suppliers benefit from increased visibility and business opportunities and BDC benefits from competitive offerings and greater innovation.

**What are the benefits of becoming certified?**

The benefits vary but generally include:

* New supply chain opportunities
* Opens new sources of revenue opportunities
* Greater visibility to possible purchasers through supplier databases, events and networking opportunities
* Contact details of corporate members of the certifying organization
* Enhanced brand image as a certified business
* Plus, additional benefits offered by the certifying organization