



Office of the Minnesota Secretary of State

Minnesota Public Benefit Corporation / Annual Benefit Report

Minnesota Statutes, Chapter 304A



Read the instructions before completing this form
 Must be filed by March 31
 Filing Fee: \$55 for expedited service in-person, \$35 if submitted by mail

The Annual Benefit Report covers the 12 month period ending on December 31 of the previous year.
 Notice: Failure to file this form by March 31 of this year will result in the revocation of the corporation's public benefit status without further notice from the Secretary of State, pursuant to Minnesota Statutes, Section 304A.301

- File Number
- Corporate Name: (Required)
- The public benefit corporation's board of directors has reviewed and approved this report.
- In the field below, enter the information required by section 304A.301 subd. 2 or 3 for the period covered by this report, (see instructions for further information): Note: Use additional sheets if needed. (Required)

5. I, the undersigned, certify that I am the chief executive officer of this public benefit corporation. I further certify that I have signed this document no more than 30 days before the document is delivered to the secretary of state for filing, and that this document is current when signed. I further certify that I have completed all required fields, and that the information in this document is true and correct and in compliance with the applicable chapter of Minnesota Statutes. I understand that by signing this document I am subject to the penalties of perjury as set forth in Section 609.48 as if I had signed this document under oath.

Signature of Public Benefit Corporation's Chief Executive Officer

Date (Must be dated within 30 days before the report is delivered to the Secretary of State for Filing)

Email Address for Official Notices

Enter an email address to which the Secretary of State can forward official notices required by law and other notices:

Check here to have your email address excluded from requests for bulk data, to the extent allowed by Minnesota law.

List a name and daytime phone number of a person who can be contacted about this form:

Contact Name

Phone Number

Entities that own, lease, or have any financial interest in agricultural land or land capable of being farmed must register with the MN Dept. of Agriculture's Corporate Farm Program.

Does this entity own, lease, or have any financial interest in agricultural land or land capable of being farmed?

Yes No

#60cash
OK



trade center of the americas

Minnesota Secretary of State

Minneapolis March 27, 2024

2023 REPORT GENERAL PUBLIC BENEFIT CORPORATION REPORT (SOCIAL IMPACT AND SUSTAINABILITY BASED ON TRADE AND INVESTMENT OPPORTUNITIES)

Prepared by: Silvia Ontaneda, CHIEF EXECUTIVE OFFICER

Mission

The Trade Center of the Americas (TCA) is a general public benefit corporation that promotes sustainable and inclusive economic growth by fostering international trade and investment opportunities for women and minority owned businesses, small and medium size companies and startups across North, Central and South America.

In order to make our business model sustainable, a percentage of our profits are allocated to support women owned startups and women entrepreneurs.

Vision

In partnership with the Minnesota business community, our vision is to become leaders on bridging the geographical and cultural gaps between the Midwest and the rest of the Americas and vice versa. At the Trade Center of the Americas, we aim to connect our members by developing business opportunities through establishing personable business connections across the regions.

We leverage our cross cultural and trade expertise in order to increase the to help build an inclusive and sustainable trade and investment ecosystem.

Values

The TCA's values are integrity, diversity and inclusion, sustainability and innovation. It was established on the principles of the United Nations 2030 Sustainable Development Goals:

- #1 End poverty in all its forms
- #2 Zero Hunger
- #5 Gender Equality
- #8 Decent Work & Economic Growth
- #17 Partnerships for the Goals

Four Pillars of Our Business Model

Our four pillars of our business model are built to establish a community of trade actors by establishing the relationship and connecting them through:

- Four membership levels supported by a digital data platform that provides networking opportunities and business interconnectedness across regions.
- Cross-cultural business coaching, mentorship and consulting opportunities
- Matchmaking referrals to our members
- Public-Private-Partnerships (PPPs) established to facilitate open and transparent dialogues, between local and foreign governments, public and private sectors, corporations, grassroots organizations and all trade actors in the region.

These pillars are designed to build a diverse and inclusive international trade community based on trust, integrity, respect for diversity, innovation and sustainability.

2023 Goals and Accomplishments

January- March 2023

The TCA signed an agreement with tropical fruit and malanga producers from Manabí-Ecuador, to provide technical assistance to a local community of dragon fruit producers. The goal was to provide the WeFairTrade Academy certification to every participant, including women and men working in the farms and in the field. We were also able to prepare a thorough SWOT analysis for the tropical fruit and malanga producers' community. This allowed us to prepare and customize the 2023 fair trade-business development plan for this community.

March-June 2023

Silvia Ontaneda, our CEO, traveled to Ecuador to work on the WeFairTrade Academy. As a result, the following goals were accomplished:

1. Provide community-business organizing strategies to producers based on sustainable development and gender inclusive practices.
2. Establish a legal organization for the 200 families participating in the program
3. The Alianza Solidaria del Ecuador was legally registered in Ecuador
4. The Alianza Solidaria executive committee is mostly women
5. Co-develop (community with the support of the TCA) a comprehensive business plan

June-September 2023

1. Provide training, mentorship and coaching to the members of the Alianza Solidaria del Ecuador: women, young women and young men on the building sustainable and environmentally ecosystem
2. Recruit bi-lingual professional from Pepsico and General Mills to provide technical assistance to the farmers of the Alianza Solidaria

September-December 2023

The last phase of the WeFairTrade Academy was developed during this period of time:

1. Continued coaching, mentorship and training opportunities to the Alianza Solidaria members (Coop dragon fruit, tropical fruit producers)
2. Provided tech assistance to the farmers
3. Conduct cross-cultural leadership forums with the Alianza Solidaria members
4. Closing ceremony with Graduation Certificates of the WeFairTrade Academy to participants from the Alianza Solidaria

The TCA continues to pitch to social impact investors in order to procure funding to scale.

The WeFairTrade Academy, a product of the TCA, has been legally established and a Trademark has been applied to protect the IP rights.

Executive Summary:

The TCA has proved to be a successful economic and social impact business model.

2023 was an important year for us because we were able to implement the WeFairTrade academy syllabus as a product of the TCA. We have developed a 12-module bilingual, bicultural curriculum based on the principles of the 2030 United Nations Sustainable Development Goals. In addition, the WeFairTrade Academy has issued 200 certifications to the 2023 participants: the Alianza Solidaria Coop, an Ecuadorian organization formed by women and men from the rural areas of Ecuador.

The TCA continues to work and pursue funding opportunities through public-private-partnerships and/or investors in order to be able to expand in other countries in Latin America and to continue to expand services among Latin American entrepreneurs in the US.

In addition, the TCA is also connecting the producers and farmers directly with importers and distributors in the USA in order to provide matchmaking-business opportunities. Such is the case with the dragon fruit/malanga and other products of the Alianza Solidaria Coop in Ecuador.

In 2023, Social Enterprise Impact showcased the Trade Center of the Americas in the bi-annual Social Enterprise Impact Showcase for the local and global impact in the fair-trade arena and the impact of the business model in the global economy.

<https://www.socialenterpriseimpact.org/impact-list-22-1>

Report prepared by: Silvia Ontaneda
Silvia Ontaneda
Chief Executive Officer
Trade Center of the Americas

Organization that certifies: Social Enterprise Impact



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Steve Simon

Steve Simon
Secretary of State