

## **Global Launches Online Business-to-Business Network to Spark Small Business Success Worldwide**

*Global launches a relationship focused small business opportunity network, marketplace, and community. Global uses intelligent technology to make connecting with other businesses easy and to bring the opportunities relevant to each business directly to them. The platform centers on trust, engagement, communication, and relationships.*

Sunnyvale, California - November 14, 2011 - Global, a company aiming to connect small businesses everywhere, is launching a new business-to-business network and marketplace platform on November 14th, 2011 after nearly a year in development. The Global platform is intended to help small businesses connect with each other, find trustworthy trade partners, and engage in global trade more easily.

The company aspires to create opportunities for small businesses by empowering users with information and connecting them with businesses in other countries. "Global is more than just a platform, it's a symbol of trust in global trade and our attempt to help small business owners," said Umut Yildirim, Founder of Global. "Our launch is just the beginning. We will be increasing trust and making global trade easier every single day. With the economic climate hurting many people, we're taking action by adding value to the small business world. Helping small businesses talk, trust, and trade with each other means a lot to us!"

Global centers on trust built through information, communication, and transparency. The platform rewards businesses that engage with others, demonstrate expertise, and share information—actions that inherently build trusting relationships. Businesses that share and participate more will be highlighted as more trustworthy. The platform invites users to talk to each other and share their experiences, ensuring only quality businesses remain on the network.

Global integrates a network, a marketplace, and a tradebook into one platform:

- \* Networking - Users have profiles that show all their activity on the Global platform. A single "News Stream" brings together updates from across the platform. Users can communicate with each other through instant chat, messages, and comments. They can also add businesses to their contacts list, follow users they want to watch, and share media.
- \* Business to Business Marketplace - Businesses can do specific searches for trading partners or suppliers by industries, countries, sizes, and more. They can also ask other users that have worked with a specific business about their experiences.
- \* Tradebook - Users can ask questions and other users can answer them to show their expertise. They can also forward questions to be answered by one of their contacts A trade dictionary lets users to look up unfamiliar international trade terms. Businesses can post and find buying leads specifically for their business.

To sign up go to [www.global.com](http://www.global.com) or find Global on Twitter/Facebook/Linkedin. Global's blog can be found at [www.globaltalksbusiness.wordpress.com](http://www.globaltalksbusiness.wordpress.com).

## About Global

Our company is dreaming big. We envision a world where small businesses everywhere can trust each other and trade globally. Our headquarters is in Sunnyvale, California and our development team is in Houston, Texas.

Global is a business networking platform that is committed to helping small businesses engage in global trade more easily and with greater trust. Our platform combines research tools, networking capabilities, and user created content. We aim to create opportunities for anyone interested in global trade by empowering users to easily find information and connect with businesses anywhere in the world.

Our user generated Tradebook offers a community for users to directly ask and answer questions, a forum to post buying leads, and a trade dictionary to look up unfamiliar terms. Users can learn from each other, share information, and demonstrate their expertise. Combined with the networking capabilities of our platform, Global offers a business to business marketplace built on trust, communication, and relationships.

We hope to create a place for the world's many and diverse small businesses to establish long lasting relationships with each other. Our community is constantly expanding with new users establishing connections everyday. We are passionate about our platform and our users; we are continually updating, upgrading, and improving our platform to better serve users. In addition, our platform is constantly being extended by our user development community.

Join Global today. It's easy, simple, and completely free.

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### **Keywords**

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