

Governor Phil Murphy

Governor Murphy Announces Launch of Spanish Language Business.NJ.gov

10/13/2020

Launch of Fully-Translated Site to Help Businesses Start, Operate, and Grow, Comes as the State Concludes Hispanic Heritage Month Celebrations

TRENTON – Governor Phil Murphy announced the launch of the Spanish language version of Business.NJ.gov (<https://business.nj.gov/?locale=es>) – the State’s new digital front door for businesses looking to start, operate, and grow in the Garden State.

The announcement comes as the State concludes Hispanic Heritage Month – a celebration of Hispanic and Latinx heritage, culture, and contributions, that spanned from September 15 through October 15.

“Entrepreneurship and innovation are just a few of the many ways that New Jersey’s Hispanic and Latinx communities deeply contribute to the Garden State’s rich cultural landscape,” **said Governor Murphy**. “As we continue to modernize and streamline the State’s ability to serve our businesses, we must do so in a stronger and fairer manner – that means ensuring that our resources, programs, and services are accessible to as many people as possible.”

Launched earlier this year, Business.NJ.gov simplifies businesses’ experiences interacting with the State by consolidating critical information and resources from more than 15 different agencies into one easy-to-navigate “first stop” for businesses. Users can find information on financing options, assistance with obtaining permits and licenses, tax information, and guidance on business planning and marketing.

In addition to the fully-translated content, Business.NJ.gov also offers business owners the ability to connect via “live chat” with experts from the Department of State’s Business Action Center – this service will also be available for Spanish-speaking entrepreneurs by Spanish-speaking business experts.

“Experts at the Business Action Center help tens of thousands of businesses each year,” **said New Jersey Secretary of State Tahesha Way**. “Live chat has enabled us to deliver expert advice in a faster and easier way to all business owners, and the ability to deliver human-to-human service in a multitude of languages, including Spanish, ensures that we can assist entrepreneurs from all walks of life and backgrounds.”

A key feature of Business.NJ.gov is its constantly-evolving content – a cross-agency and multi-lingual team collaborates on a daily basis to ensure the site’s content is both up-to-date and serving the needs of New Jersey’s businesses. Complementary Spanish-language content is available the same day to ensure parity and opportunity across the State’s business community.

“Offering the user-friendly content and services on Business.NJ.gov fully in Spanish is one more step on the way to a modern, simplified, 21st-century experience for business owners in New Jersey,” **said New Jersey**



State Chief Innovation Officer Beth Noveck. “Business.NJ.gov will continue to be the foundation of new, innovative services that cut across State bureaucracy to transform the experience of starting, operating, and growing a business in the Garden State.”

“As Founder President and CEO of Latinas in Business Inc., I applaud the initiative to translate such an important tool for thousands of immigrant Latinx entrepreneurs and small business owners who do business in their mother tongue and serve their local communities. They come to this country in pursuit of the American Dream, and they encounter language and cultural barriers that prevent them to achieve their path to success. These resources are an excellent way to help them navigate the tools they need, and support them in achieving their goals, which in turn builds a stronger economy for all New Jerseyans,” **said Susana G. Baumann.**

“We applaud Governor Murphy for making tools available to our Hispanic business owners. Hispanic businesses are the engine of the U.S. economy, starting new businesses at double or triple the pace even in a pandemic,” **Statewide Chamber of Commerce of New Jersey President Carlos Medina and Chairman Luis De La Hoz, said.**

Governor Phil Murphy

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