“Because the more products we make and sell to other countries, the more jobs we support right here in America… Tonight we set a new goal: **We will double our exports over the next five years, an increase that will support two million jobs in America.** To help meet this goal, we’re launching a **National Export Initiative** that will help farmers and small businesses increase their exports…”

President Barack Obama
State of the Union Address
January 27, 2010
TPCC and National Export Initiative

Announced March 11, 2010 by President

Goal
1. Double exports in five years
2. Create two million new jobs

Actions
1. Create Export Promotion Cabinet
2. Increase technical assistance
3. Increase export financing
4. Increase business advocacy
5. Strengthen trade agreements

It’s About Jobs and GDP Growth!

Jobs Supported by U.S. Exports, 2009-2012

<table>
<thead>
<tr>
<th>Year</th>
<th>Millions</th>
</tr>
</thead>
<tbody>
<tr>
<td>2009</td>
<td>8.5</td>
</tr>
<tr>
<td>2010</td>
<td>9.1</td>
</tr>
<tr>
<td>2011</td>
<td>9.7</td>
</tr>
<tr>
<td>2012</td>
<td>9.8</td>
</tr>
</tbody>
</table>
Role of Exports to a Country’s GDP

Exports as a Percent of GDP

- Germany: 42%
- China: 40%
- Canada: 36%
- India: 22%
- Japan: 16%
- USA: 13.9%

Number of Exporters is Expanding

Number of U.S. Companies Exporting, 2002-2011
98% or 296,000 are Small Businesses
SMEs Increasing Share of U.S. Exports

Figure 3. Small- and Medium-Sized Enterprise Share of Total U.S. Goods Exports, 2000 - 2010

Source: U.S. Department of Commerce, U.S. Census Bureau, a Profile of U.S. Importing and Exporting Companies, 2009-2010

The Export Promotion Cabinet, July 2012

To Maximize the Effectiveness of Federal Programs, the Federal Government will:

(1) increase the national base of small- and medium-sized enterprise exporters by 50,000 by 2017,

(2) expand the reach of federal export assistance—**including trade financing**— and counseling to small businesses, and

(3) ensure better delivery of export promotion services domestically and overseas.
**TPCC and National Export Initiative**

TPCC: 20 member agencies working with private sector:

- U.S. Department of Commerce/Commercial Service
- U.S. Small Business Administration (SBA)
- Export-Import Bank of the United States
- Dept. of Agriculture/Foreign Agriculture Service
- U.S. Trade Development Agency
- Overseas Private Investment Corporation
- Department of the Treasury
- Department of State
- U.S. Trade Representative

**U.S. Global Business Solutions**

Export Promotion Cabinet, Objective #2:

*Expand Access to Small Business Trade Financing*

**Problem**

1) trade financing perceived as too complex by many lenders
2) not high volume nor profitable for lenders

**Solution**

1) reduce the complexity and present a streamlined package of financing options,
2) focus only on mainstream products with greater volume potential
One-Stop Shop for Business Export Needs

Goals

- **Grow revenues and jobs** through exports and the number of SB exporters—add 50,000 by Dec. 2017
- **Expand the base of financial institutions and service providers** who facilitate exports—add 250 trade financing originators by Dec. 2015

Solution

- **Reduce complexity** by packaging trade financing and marketing options that seamlessly meet exporter needs
- **Simplify** marketing materials and increase outreach and training to meet the needs of their financial institutions
- **Streamline access** to international experts, credit products, and business services for exporters—increase volume
- **Collaborate** by providing a seamless menu of export expansion services and financing solutions offered by six federal agencies.

Strategy

- Combine key trade and commercial finance products and services in a single menu of options made for mainstream use: **U.S. Global Business Solutions**
- Tailor the options to the stage of exporter development and capacity of the financial institution or service provider
- Offer a seamless, low-cost transition among options
- Provide a menu of customized financing solutions for more advanced exporter needs: The **Specialized Global Solutions (SGS)** program
How Do We Get More SMEs Here?

Source: http://www.medica-tradefair.com/cgi-bin/md_medica/index/pud/content.cgi?lang=de&cookie=0219&module=os_x_pud_page=en/acquisition_brochure.html
To Here: Shipping the Goods and Getting Paid!

U.S. Government Help for U.S. Exporters

<table>
<thead>
<tr>
<th>Trade Services</th>
<th>Trade Finance</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>International Trade Specialists</strong></td>
<td><strong>Trade Finance Specialists</strong></td>
</tr>
<tr>
<td>• 110 Offices across the U.S.</td>
<td>• 40 Trade Finance Specialists in 22 locations</td>
</tr>
<tr>
<td>• Embassies in 70 countries, hundreds of consulates</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Trade Services</th>
<th>Trade Finance Programs</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Export Business Counseling</td>
<td>• Purchase Order Financing</td>
</tr>
<tr>
<td>• Foreign Market Research and Buyer Intelligence</td>
<td>• General Export Expenses</td>
</tr>
<tr>
<td>• Finding Foreign Buyers</td>
<td>• Receivables and Inventory Financing</td>
</tr>
<tr>
<td>• Meeting with Visiting Foreign Buyers</td>
<td>• Country and Buyer Credit Insurance</td>
</tr>
<tr>
<td>• Trade Shows and Trade Missions</td>
<td>• Equipment and Real Estate Financing</td>
</tr>
</tbody>
</table>
What Might a SME Need?

**Working Capital for Export Development:**

- Attend trade shows
- Secure CE mark, international patent or trademark
- Meet potential business partners
- Vet potential buyers, agents or distributors and purchase foreign credit reports
- In-country promotions
- Translation of website/product literature and other marketing costs

What Might a SME Exporter Need?

**Working Capital and Credit Insurance for Export Orders:**

- Inventory, materials, labor, other production costs
- Foreign accounts receivable insurance
- Insurance and freight costs
- Bank fees related to the transactions
- Standby-letters of credit to guarantee bid, performance, or advance payments
**What Might an Experienced SME Exporter Need?**

**Term Loan** for fixed assets:

- Machinery or equipment to expand production in order to meet foreign demand
- Retooling expenses necessary for metric production or to meet other standards
- Permanent working capital
- Real estate needed as a result of expanding export sales
# Early Stage Exporter

<table>
<thead>
<tr>
<th>Service</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trade Counseling (CS)</td>
<td>Guides export-ready U.S. companies through the export process from beginning to end, helping to develop an effective international sales strategy, identify and comply with laws and regulations, fulfill documentation requirements, and overcome trade problems.</td>
</tr>
<tr>
<td>International Buyer Program (CS)</td>
<td>Provides export counseling to U.S. companies and connects them with pre-screened potential buyers, sales representatives, and business partners at major U.S. International Buyer Program-designed domestic industry trade shows.</td>
</tr>
<tr>
<td>International Partner Search (CS)</td>
<td>Provides U.S. companies with a report that helps determine the marketability of their products or services, identifies pre-screened potential export partners, and includes detailed overseas company information.</td>
</tr>
<tr>
<td>Reverse Trade Missions (USTDA)</td>
<td>Organizes visits to the United States for foreign delegates to observe the design, manufacture, demonstration, and operation of U.S. goods and services that may help them achieve their development goals.</td>
</tr>
<tr>
<td>Trade Missions or Trade Shows (CS)</td>
<td>Enables U.S. companies to exhibit products at overseas Certified Trade Fairs or participate in US-organized trade missions, receive customized market briefings, and meet potential business partners.</td>
</tr>
<tr>
<td>Express Insurance (Ex-Im)</td>
<td>Covers non-payment risks, allowing firms to extend competitive credit terms to foreign buyers and increase cash flows. Coverage is up to 95% of invoiced amount of foreign receivable.</td>
</tr>
<tr>
<td>Export Express (SBA)</td>
<td>Finances the exports of new exporters and businesses that are expanding their current foreign markets. Up to $500k, 75-90% guarantee, 25 year max. term financing for any export development activity, including trade show attendance, equipment and export sales; 7 year max. term for working capital. Under a general line of credit, 30% of the line can be used to support domestic activity.</td>
</tr>
<tr>
<td>CapLines (SBA)</td>
<td>Provides businesses with a line of credit that supports both domestic and foreign sales cycles (including insured foreign A/R) and cyclical working capital needs.</td>
</tr>
</tbody>
</table>

# Experienced Exporters

<table>
<thead>
<tr>
<th>Service</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gold Key (CS)</td>
<td>Organizes one-on-one meetings with pre-screened potential buyers, sales representatives, and business partners when visiting overseas markets or at overseas trade shows.</td>
</tr>
<tr>
<td>International Company Profiles (CS)</td>
<td>To assess potential export partners, these reports contain available sales, profit figures, potential liabilities, and other financial information, and are prepared by trade professionals working in target markets.</td>
</tr>
<tr>
<td>Trade Credit Insurance (Ex-Im)</td>
<td>Covers non-payment risks, allowing firms to extend competitive credit terms to foreign buyers and increase cash flows. Coverage is up to 95% of invoiced amount of foreign receivable.</td>
</tr>
<tr>
<td>Global Credit Express (Ex-Im)</td>
<td>Provides businesses with short-term, direct working capital loans of up to $500,000. Six or twelve month revolving line of credit that supports general expenses of exporting as well as the full range of working capital needs.</td>
</tr>
<tr>
<td>Export Working Capital (SBA)</td>
<td>Transactional or asset-based lines of credit up to $5MM with 90% guarantee, typically for a 1 year term with 3 year maximum maturity, to support export transactions from purchase order to collections.</td>
</tr>
<tr>
<td>CapLines (SBA)</td>
<td>Provides businesses with a line of credit that supports both domestic and foreign sales cycles (including insured foreign A/R), and cyclical working capital needs.</td>
</tr>
<tr>
<td>International Trade Loan (SBA)</td>
<td>Insourcing or expanding facilities for firms growing their exports or adversely impacted by imports. Up to $5MM with 90% guarantee; maximum maturities of 10 years for working capital or 25 years for real estate.</td>
</tr>
<tr>
<td>Bid/Performance Bonding (SBA)</td>
<td>Provides a guarantee of performance under contracts with foreign buyers or guarantee on advance payments, currently through the use of standby letters of credit which both the Export Express and Export Working Capital loan programs can support.</td>
</tr>
</tbody>
</table>
Specialized Global Solutions

Agricultural and Forest Products
USDA’s Export Credit Guarantee Program (GSM-102) guarantees credit extended by the U.S. private banking sector to approved foreign banks to encourage financing of commercial exports of U.S. agricultural products.

Feasibility Studies
USTDA Feasibility Studies link foreign project sponsors with U.S. businesses at the early stage of project development when technology options and requirements are being defined. These studies evaluate the technical, financial, environmental and other critical aspects of infrastructure development projects.

Medium-Term Buyer Finance
Ex-Im’s Medium-Term Credit Insurance protects sale of capital equipment or related services to a single foreign buyer against the buyer’s failure to pay due to unforeseen commercial or political reasons.

Export Working Capital Guarantee
Working Capital Guarantee provides commercial lenders with a 90% loan guarantee to facilitate multiple export sales or individual contracts for goods or services.

Foreign Direct Investment Assistance
OPIC provides financial products, such as loans and guaranties; political risk insurance; and support for investment funds, all of which help American businesses expand into emerging markets.

Our Message To Lenders: You Can Help Your Clients Who Export or Want to Export

Don’t let them go to another bank!

- With U.S. Global Business Solutions (U.S. GBS), you can provide the full range of trade finance products and export services to your customers—backed by the federal government.

- Market U.S. GBS with the U.S. Government or use your own brand.

- Get a single Trade Specialist as point of contact for all U.S. GBS programs, eliminating the need to have contacts in each agency

- Easily integrate export credit facilities with client’s domestic credit facilities
Our Message to Lenders: You Can Help Your Clients Who Export or Want to Export

- Use **sales materials designed by U.S. GBS**, combined with a decision tree, that lets you customize a menu of programs to each client’s needs

- Access a unique, Web landing page for additional information on each program to use for quick reference

- Benefit from additional sources of **client origination**, because of the training provided to a wide range of agency resource partners on US-GBS

- **Become a U.S. GBS partner**: in-depth training can be provided on the programs of your choice along with the delivery of tailored marketing materials

Our Message to SBDCs/Business Counselors:

- Use **program materials designed by U.S. GBS for intermediaries**, combined with a decision tree that lets you guide your clients, customizing a menu of programs to meet each client’s needs.

- Access a unique, Web landing page for additional information on each program to use for quick reference.

- Receive **updated lists of US-GBS participating lenders** so your clients have contacts at viable funding sources.

- Receive training on the U.S. Global Business Solutions program.
### U.S. Global Business Solutions Timeline

**Apr. - Nov. 2013**
- Identify pilot lenders and launch pilot

**April-Nov. 2013**
- Provide training to lenders, CS, intermediaries, SBDC, MEPs, etc.—soft launch, then ongoing.

**Dec. 2013**
- Refine product and marketing materials

**Jan. 2014**
- Finalize training and marketing materials for early 2014 national launch

**December 2015**
- Sign 250 new lenders to provide trade financing to SMEs

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**U.S. Export Assistance Centers (USEACs)**
Ex-Im Bank Field Offices

Regional Export Finance Centers

**Midwest**
Chicago Regional Export Finance Center
Michael Howard: 312-353-8081

Detroit
John Toles: 313-309-4158

Minneapolis
Denis Griffin: 612-348-1213

Northeast and Mid-Atlantic
New York Regional Export Finance Center
Thomas Cummings: 212-809-2650

**Southeast**
Miami Regional Export Finance Center
Sharyn Koenig: 305-526-7436

Atlanta
Susan Kintanar: 404-897-6082

**Western**
Orange County, CA Regional Export Finance
David Josephson: 949-660-1341

San Francisco Field Office
James Lucchesi: 415-705-2285

Seattle
John Brislin: 206-728-2264

ATLANTA
 Territory: Georgia, Alabama, Kentucky, West/Central Tennessee
 Sandro Murtas 404-815-1496

ARLINGTON, VA
 Territory: Virginia, Maryland, District of Columbia, West Virginia, Delaware
 William Houck 202-597-4093

BOSTON
 Territory: Maine, Vermont, New Hampshire, Massachusetts, Connecticut, Rhode Island
 John Joyce 617-565-4395

CALIFORNIA
 IRVINE
 Territory: Southern California, Southern Nevada, Arizona
 Martin Selander 949-660-8935

SACRAMENTO
 Territory: Northern California - Fresno to the Oregon border, Northern Nevada, Hawaii, Guam
 Jerry R. Avila 949-739-7208

CHARLOTTE
 Territory: North Carolina, South Carolina, Eastern Tennessee
 Dan Holt 919-333-4886 ext. 2226

CHICAGO
 Territory: Wisconsin, Illinois, Iowa
 John Nevell 312-353-8065

CLEVELAND
 Territory: Ohio, Western New York, Western Pennsylvania,
 Patrick Hayes 466-332-4731

DALLAS/FORT WORTH
 Territory: Texas, Oklahoma
 Rick Schulze 817-684-5566

DENVER
 Territory: Colorado, New Mexico, Utah, Wyoming
 Brian Patterson 303-844-6623 ext. 228

DETROIT
 Territory: Michigan, Indiana
 John D'Gara 313-872-6794

MIAMI
 Territory: Florida, Puerto Rico, Virgin Islands
 Mary Hernandez 305-526-7435 ext. 22

MINNEAPOLIS
 Territory: Minnesota, North Dakota, South Dakota
 Carlos Sosa 612-348-1642

NEW ORLEANS
 Territory: Louisiana, Arkansas, Mississippi
 Paulson Lai 504-588-0730

NEW YORK CITY
 Territory: New York City & 5 Boroughs, Eastern Upstate New York, New Jersey
 Toni Corsini 212-809-2165

PHILADELPHIA
 Territory: Eastern Pennsylvania
 Robert Elsas 215-597-6280

PORTLAND
 Territory: Oregon, Southern Idaho, Montana
 Jeff Davis 903-348-5408

SEATTLE
 Territory: Washington, Alaska, Northern Idaho
 Pui Balatero 206-553-6091 ext. 228

ST. LOUIS
 Territory: Kansas, Missouri, Nebraska
 John Bliss 314-260-3788

SBA's Network of Trade Finance Specialists at U.S. Export Assistance Centers
Questions

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Michael.Jackson@exim.gov; 202.565.3479