



Exports are a key component of President Obama's economic strategy. In his first State of the Union address in 2009, the President announced an executive order creating the National Export Initiative (NEI) to coordinate export-promotion efforts across the government and set a goal of doubling exports in five years. Financing plays an important role in doubling exports. President Obama is looking to Ex-Im Bank to play a crucial part in meeting this target, which the Bank is uniquely positioned to do because of its mission.



SMALL BUSINESS
GLOBAL ACCESS
 your competitive edge



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EXPORT-IMPORT BANK OF THE UNITED STATES

811 Vermont Avenue, N.W.
 Washington, DC 20571



<http://www.exim.gov/smallbusiness>

Call 800.565.3946 (EXIM), and press 2 at the prompt to contact your nearest Ex-Im Bank Regional Export Finance Center.



Export-Import Bank
of the United States





Chairman's Message

The Export-Import Bank of the United States (Ex-Im Bank) is supporting American companies and workers at levels greater than at any time in our 78-year history. In fact, we supported approximately 255,000 export-related American jobs in FY 2012.

As a self-sustaining agency, the Bank does this work without any cost to the American taxpayer. On the contrary, Ex-Im Bank has created or sustained over one million private sector jobs and generated \$1.6 billion in excess funds since 2008.

We are working diligently to ensure that small businesses – the foundation of our economy – are at the forefront of our outreach efforts. That is why I am proud to launch the fourth year of our successful *Global Access for Small Business* initiative to engage more of these companies in foreign sales.



Of Ex-Im Bank's total fiscal year 2012 authorizations, approximately \$6.1 billion was for small businesses – a record for the Bank. We conducted extensive outreach around the country to inform business owners of our products. These efforts paid off with more than 650 small businesses working with Ex-Im Bank for the first time. In addition, more than 85 percent of the Bank's transactions were with such American companies, and Ex-Im Bank has helped over 3,400 small businesses expand their export sales in 2012. We also took concrete steps to improve turnaround time for clients and are building on these efforts.

We understand the unique needs of small businesses that are pursuing opportunities to export their products, and we continue to create financing tools tailored to guarantee that these companies have the capital required to gain access to key foreign markets.

As these successful Ex-Im Bank's transactions add up, more U.S. goods and services are being sold in more key markets abroad, creating more profits and more good jobs here at home.

Increasing exports and access to foreign markets is a proven tool for strengthening our economy and creating durable jobs. The United States is well positioned to capitalize on the types of products and services that fast-growing markets around the world are demanding. Ex-Im Bank is committed to ensuring that American small businesses can compete in this global climate.

Fred P. Hochberg
Chairman and President

Next Steps for Current Exporters to Get Ex-Im Bank Support



Companies that are currently exporting and seeking more information or assistance on any of the Ex-Im Bank products are encouraged to:

- a) Contact an Export Finance Manager at the nearest Regional Export Finance Center by dialing 800.565.3946 (option 2).
- b) Attend training events (see below).
- c) Visit <http://www.exim.gov/smallbusiness>.

The Bank also has partners to counsel and assist exporters.

Insurance Brokers:

Ex-Im Bank strongly encourages the use of specialist insurance brokers for small business exporters who are interested in export credit insurance. Brokers provide valuable services, including assistance in completing the application at no cost. Of note, brokers receive their compensation from commissions paid by Ex-Im Bank. To find a specialty broker in your region, visit <http://exim.gov/about/whoware/partners/insurance-brokers.cfm>.

Lenders:

Lenders are also Ex-Im Bank partners. For example, Ex-Im Bank guarantees a lender's

pre-export working capital loans to exporters as well as its loans to foreign buyers. Furthermore, with our insurance in place, lenders are more likely to advance funds against these receivables to increase a company's cash flow. Visit <http://www.exim.gov/tools/applicationsandforms/upload/ebd-w-13.pdf>.

City/State Partners:

The City/State Marketing Program brings state, county, and local non-profit economic development entities together with Ex-Im Bank to support exporters. These entities have the local market knowledge and ability to personally assist exporters. Visit <http://www.exim.gov/about/whoware/partners/city-state-partners.cfm>.

Training Events:

A two-day seminar for exporters, lenders, brokers, buyers and others are hosted bi-monthly in Washington, DC. Small business exporters can learn details about Ex-Im Bank's trade finance products, have their questions answered, and meet other government agencies officials that support exporters. To learn about upcoming seminars, forums and webinars, visit <http://exim.gov/newsandevents/events/seminars.cfm>.

www.exim.gov/smallbusiness
800.565.3946 (option 2)

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Other Government Resources

There is plenty of information and support to assist current exporters and new-to-export companies in building their international sales and succeeding in today's global marketplace.

Market Research:

Companies can access current and cumulative U.S. export and import data for over 18,000 export commodities and 24,000 import commodities with USA Trade Online. This service is offered by the Foreign Trade Division of the U.S. Census Bureau at <http://www.usatradeonline.gov> or call 800.549.0595 (option 4).

Customized market research to answer particular international business questions can be found in the "Opportunities" section on <http://www.export.gov>.

Locate Buyers and Distributors:

The U.S. Commercial Service can help businesses find qualified international buyers, partners or agents without having to travel. Trained specialists can deliver detailed company information on international companies that have expressed an interest in a company's products and services. Visit the "Solutions" section on <http://www.export.gov>.

Financial Support:

In addition to Ex-Im Bank, the Small Business Administration (SBA) also has three loan guarantee programs to help small businesses access the capital needed to provide goods and services to the global marketplace. Visit <http://www.sba.gov/about-offices-content/1/2889>.

Getting Started in Exporting:

Two good Web sites to help companies get started in international trade:

- a) <http://www.sba.gov/about-offices-content/1/2889> there is information about training and counseling programs, developing an export business plan and more.
- b) <http://www.export.gov> brings together resources from across the U.S. Government to assist American businesses in exporting.

Global Access for Small Business



Global Access for Small Business is a top priority of Ex-Im Bank. This initiative is dedicated to dramatically increasing the number of small businesses exporting goods and services to maintain and create U.S. jobs. Global Access is being supported by a wide variety of business, financial and government partners and is part of President Obama's National Export Initiative (NEI).

Goals:

Ex-Im Bank has aligned its goals for Global Access with President Obama's NEI plan to double U.S. exports by 2015. Ex-Im Bank will increase its small business exporting by:

- Approving at least \$30 billion in small business transactions
- Supporting a cumulative total of approximately \$58 billion in export sales
- Adding a total of 5,000 small businesses to the Ex-Im Bank portfolio

Customer Focus – New Products, Policies and Outreach

New Products:

To help more small businesses increase sales and create jobs, Ex-Im Bank has developed new financing products to meet their unique exporting needs. These products complement the Bank's existing small business products (Export Credit Insurance, Working Capital Guarantee and Buyer Financing). These products are: Express Insurance, Supply Chain Finance Guarantee, and Renewable Express. (Details on next page.)

New Policies:

Transaction Time: Increased importance is being placed on turning transactions around faster. In fact, this process was cut by about one-third since FY 2009.

Eligibility: This policy change expands criteria to enable more of a company's products and services to be included in an Ex-Im Bank working capital or trade credit insurance transaction.

Outreach:

Small Business Forums and Webinars: Ex-Im Bank sponsors a series of forums and webinars to assist exporters in understanding how the agency's various products can help increase sales. These events are often held in collaboration with elected officials, representatives from federal and local government agencies, lenders and insurance brokers involved with supporting exporters. More than 45 have been held nationwide. Learn more at <http://www.exim.gov/smallbusiness/learning-resources-and-events.cfm>.

Small Business Portal: The Bank has re-designed its Web site with a special portal dedicated to small business. It provides step-by-step assistance to exporters, including videos, stories about the success of other exporters, and other information at <http://www.exim.gov/smallbusiness>.





Summary Products for Small Business

Ex-Im Bank is open for business in over 178 countries and offers a line of products that meets the financing needs of companies seeking to increase their international sales and compete more effectively.

Types of Products:

The Bank's work with small businesses primarily involves three products:

Working Capital Loan Guarantee provides guarantees to lenders of working capital loans to domestic exporters for fulfilling export orders.

Export Credit Insurance covers the risk of buyer nonpayment, allowing exporters to extend credit terms to their foreign buyers. This product provides marketing advantages to exporters transitioning from selling on cash-in-advance or letters of credit.

Support for Foreign Buyers includes competitive term financing for purchasing U.S. capital goods and services. Details on these products are on the following three pages.

Recent Complementary Products:

These products increase access to funds for small-business suppliers; provide a simpler, faster application process; ensure access to private-sector nonpayment insurance; and provide project financing for small-scale renewable-energy projects.

Supply Chain Finance Guarantee provides competitively priced working capital finance to U.S. suppliers or U.S. exporters. It is designed to inject liquidity in the marketplace and provide small-business suppliers – hidden exporters – with ready access to capital. Participating lenders purchase the suppliers' accounts receivable that are due from U.S. exporters.

Express Insurance simplifies small business exporters' access to credit insurance on their short-term export receivables. It also makes it easier for them to obtain financing of those receivables. The product's streamlined application provides an insurance policy quotation, and buyer credit decisions up to \$300,000, within five workdays or less (over \$300,000 requires additional time).

Renewable Express helps U.S. exporters of solar-energy equipment, technology and services by providing streamlined financing of their exports to small renewable-energy projects in international markets. Ex-Im Bank can finish processing applications for the project financing of loans ranging from \$3 million to \$10 million in as few as 60 days.

Listed below are the most active Ex-Im Bank small business insurance brokers and lenders, ranked by the amount authorized in FY 2012:

Insurance Brokers:

- Meridian Finance Group
- Trade Acceptance Group, Ltd.
- International Risk Consultants (IRC)
- Altus Multinational Group
- Export Insurance Services, Inc.
- World Trade Consult, LLC
- The Credit Insurance Source
- Penn International Insurance
- Brett Tarnet Insurance Services
- CFS International

Lenders:

- PNC Bank, N.A.
- Wells Fargo Bank
- Private Export Funding Corp
- JPMorgan Chase Bank N.A.
- Bank Of America, N.A.
- Silicon Valley Bank
- The Bank of Nova Scotia
- Comerica Bank
- Royal Bank of Scotland Plc
- Citibank, N.A.

Most Active Partners



Ex-Im Bank's Global Access for Small Business is being supported by a wide variety of business, financial and government partners and is part of President Obama's National Export Initiative. This group has joined the Bank in increasing the number of small businesses exporting goods and services produced by U.S. workers.

Global Access Partners:

- The Department of Commerce (U.S. Commercial Service)
- The Office of the U.S. Trade Representative (USTR)
- U.S. Small Business Administration (SBA)
- U.S. Chamber of Commerce
- National Association of Manufacturers (NAM)
- The Wall Street Journal
- FedEx
- HSBC Bank USA, N.A.
- Wells Fargo Bank
- PNC Bank
- Bank of America Merrill Lynch



Special Initiatives

Woman-, Minority-, and Veteran-Owned Businesses:

An area of additional emphasis in Ex-Im Bank's small business group is firms owned by women, minorities, and veterans. Disparities in capital access for these firms are well-documented. Ex-Im Bank has a dedicated team that directs its outreach activity to these organizations that represent African-American, Hispanic, Asian, Native American, woman-owned and veteran-owned enterprises.

The Bank is stepping up its coverage of these groups and identifying more effective means of reaching them and helping address their financing challenges. To achieve lofty targets, Ex-Im Bank is substantially increasing the resources devoted to these enterprises.

Renewable-Energy and Environmental:

Ex-Im Bank offers enhanced financing for renewable energy and environmentally beneficial exports, including repayment terms up to 18 years for renewable-energy and water-treatment projects, capitalization of interest during construction, and support for local costs up to 30 percent of the U.S. scope of supply. Visit <http://www.exim.gov/about/whatwedo/specialinitiatives/environment/>.

Medical Equipment:

Ex-Im Bank also supports enhanced buyer financing for medical technology and services, including payment terms up to 7 years, capitalization of interest during installation, and support for local costs up to 30 percent. Visit <http://www.exim.gov/about/whatwedo/specialinitiatives/medicaltechnologies/>.

Sub-Saharan Africa:

Ex-Im Bank provides U.S. exporters with the financing assistance to compete successfully for business in Africa. The Bank's products and initiatives help U.S. exporters in all regions of Africa, especially sub-Saharan Africa. Visit <http://www.exim.gov/about/whatwedo/markets/africa/>.

Working Capital Loan Guarantee To Maximize Borrowing



Ex-Im Bank's working capital loan guarantees provide U.S. exporters with the liquidity to accept new business, increase foreign sales and compete effectively in international markets.

Product:

Ex-Im Bank guarantees 90 percent of working capital loans made to U.S. exporters or their suppliers by approved commercial lenders, including principal and interest. The lender covers the remaining 10%.

Exporters may use the guaranteed financing to:

- Cover standby letters of credit serving as bid bonds, performance bonds or payment bonds
- Pay for raw materials, equipment, supplies, labor and overhead to produce U.S. goods and/or provide services for export
- Purchase finished U.S. products for export

Finance foreign receivables

Eligibility:

Exporters must be located in the United States, have at least one year of operating history, have a positive net worth and have been exporting a U.S.-made product or service. U.S. suppliers of goods or services that will be exported from the United States by another company are fully eligible for the Bank's working capital guarantees.

Eligible exports must be shipped from the United States. Eligible services must be performed by U.S.-based personnel, either in the U.S. or in the host country.

Access:

Delegated Authority Lenders – Prequalified commercial lending partners with delegated authority from Ex-Im Bank can commit our guarantee without prior approval. These lenders process more than 90% of the transactions. For businesses currently exporting, see the inside back cover for next steps. Learn more at <http://www.exim.gov/products/workingcapital/>.

Aquatech International Canonsburg, Pennsylvania



"In today's challenging global economic environment, Ex-Im Bank support of our exports gives us opportunities that we otherwise would not have. Ex-Im Bank has had a positive impact on our continued growth."

Venkee Sharma – President and CEO

Aquatech needed funds to fulfill its growing export orders so it sought Ex-Im Bank's support. The company's use of Ex-Im Bank's **working capital guarantee** has grown from \$1 million to nearly \$50 million in 2012 over a 17-year period as the green technology company expanded foreign sales of industrial water and wastewater treatment products and services. Its technology includes zero liquid discharge treatment, water reuse, and desalination.

The company ships to Asia, Latin America, and the Middle East.

Success Story



Export Credit Insurance to Minimize Risk & to Extend Credit

U.S. exporters can minimize the risk of nonpayment, offer competitive short-term financing and use insured foreign receivables to collateralize loans with Ex-Im Bank's short-term export credit insurance.

Products:

Multibuyer Policy:

This policy insures short-term sales (up to 180 days; 360 days for capital equipment and bulk agricultural goods) to multiple foreign buyers on "open-account terms" without requiring confirmed letters of credit.

Small Business Multibuyer Policy:

This policy offers the same features as the multibuyer policy but with special coverage for qualified small businesses, including no first-loss deductible. Express Insurance is processed within five working days.

Single-Buyer Policy:

This policy insures short-term sales to a single foreign buyer. Single or multiple shipments are permitted.

Features:

- Covers 90-95 percent of political and commercial risks
- Assignment of insured foreign receivables to lenders enables exporters to advance funds with limited risk
- Premium is paid only on actual shipments

Lender Policies:

Ex-Im Bank also offers policies for financial institutions to protect against losses from financing exporter's letters of credit, buyer credits and export-related accounts receivable.

Eligibility:

Exports must meet Ex-Im Bank's U.S. content requirements and be shipped from the United States. Eligible services must be performed by U.S. based personnel, either in the U.S. or in the host country.

Access:

For current exporters, see inside back cover for next steps.

Foreign buyers can obtain competitive financing to support purchases of U.S. capital goods and services on repayment terms typically up to five years (medium-term) and for amounts up to \$10 million.

Product:

Medium-Term Export-Credit Insurance and Loan Guarantees:

Ex-Im Bank guarantees or insures commercial loans providing term financing for U.S. export sales. Guarantees are available only to lenders though it ultimately benefits exporters.

Features:

- Supports up to 85 percent of the U.S. supply contract (depending on U.S. content); 15 percent cash payment required
- Covers 100 percent of commercial and political risks on the financed amount
- Includes principal and accrued interest

Support for Foreign Buyers to Get Term Financing

- Local costs and ancillary services (e.g., legal fees) can be included
- Available in foreign currencies

Eligibility:

Exports must be produced in and shipped from the United States. Eligible services must be contracted with U.S.-based companies.

Access:

For current exporters, ask the company's lender if it offers "buyer credits" or see inside back cover for next steps.

Learn more about Medium-Term Insurance at <http://www.exim.gov/products/exportcreditinsurance/>.

Learn more about Loan Guarantees at <http://www.exim.gov/products/loanguarantee/>.



DemeTech Corporation Miami, Florida

"We have expanded our distribution to over 80 countries, thanks in large part to Ex-Im Bank's multi-buyer insurance."

Luis Arguello, Sr. – President

DemeTech Corporation, a manufacturer of medical and surgical supplies specializing in surgical sutures, has a \$500,000 Ex-Im Bank multibuyer insurance policy that is enabling the company to support its export sales in over 80 countries and continue expanding markets. Last year, DemeTech's sales were up almost 100%, with about 30% of that increase attributed to the support provided by Ex-Im Bank. More than 60 of DemeTech's 100 employees are working to fill orders supported by the Bank.

DemeTech also uses the Export Working Capital Program of the Small Business Administration (SBA) and the services of the U.S. Commercial Service to develop markets. Multibuyer policyholders with an Ex-Im Bank or SBA export working capital loan are eligible for a 25% discount off premium rates.



Mathews Company Crystal Lake, Illinois

"We would not have gotten the business without Ex-Im Bank. It's a 'dual benefit' as we are protected and the buyer gets credit."

Larry Antos – President

Mathews Company, a family-owned manufacturer with 95 employees, has been building agriculture equipment for more than fifty years. It specializes in continuous flow grain dryers and multi-crop shredders and exports comprise 25% of total sales.

The company had the opportunity to sell a \$328,504 "continuous flow" grain dryer to a company in Mexico (Carlos Ramirex) but the buyer needed term-financing. Ex-Im Bank's medium-term credit insurance policy played a key role by supporting the exporter's sale. While protecting the Mathews Company from buyer nonpayment, the Ramirex company did not need to get an expensive letter of credit or pay a high down payment. Creditworthy foreign buyers, who prefer greater security and better cash utilization, often consider cash advances unacceptable and simply walk away from the deal.

Success Story

Success Story