HELP ME GO GLOBAL
(HTTP://WWW.BIZCENTER.ORG/GO-GLOBAL/HOW-CAN-WE-HELP)
Our job is to help you explore and enter global markets for exporting and/or importing goods and services. The Oregon Small Business Development Center Network has resources to help you connect to and conduct business around the world.

We have been providing international trade education programs and one-to-one business advising on international trade for more than 20 years. Our experienced, professionally-certified staff can provide comprehensive services and resources to assist businesses in all aspects of international trade:

- We provide one-to-one advising to businesses that are entering or expanding in the global marketplace.
- We offer short-term, targeted training, workshops, and classes on a variety of international trade topics.
- We offer access for Oregon businesses to local, state, national and international public and private-sector resources for global trade.
SERVICES FOR GLOBAL TRADE

(http://www.bizcenter.org/go-global/our-services-global)

We can provide a range of services to Oregon businesses that are active or planning to enter the global marketplace.

Advising - Advisors who are Certified Global Business Professionals (CGBP) provide in-depth, one-to-one advising to Oregon businesses on global management, global marketing, supply chain management, trade finance and export planning. Our advising services are confidential, no cost and available by appointment.

Specialized Training Programs - The Small Business Development Center at Portland Community College has international trade programs that offer training on a variety of topics including: global business management, trade finance, international logistics, international marketing, and legal and cultural issues.

Other Resources for Global Trade - Get connected to international trade resources to help answer questions, resolve problems and explore opportunities. We have a list of other organizations that can help your business go global.
Business Oregon's Global Strategies team helps existing Oregon businesses grow their companies by accessing overseas markets. Personal assistance is available from professionals located here in Oregon, as well as from the state's trade representatives in China, Japan, Korea and Europe. These offices are staffed by bilingual professionals equipped with both private-sector experience in their markets and knowledge of Oregon products, companies and culture.

Contacts for Oregon Industries:

- **Clean Technology**: Sunun Setboonsarng, 503-229-6057
- **Wood Products and Forestry**: Dana Shannon, 503-229-6053
- **Advanced Manufacturing**: Alexa Hamilton, 503-229-6056
- **High Technology**: Tom DiCorcia, 503-229-6055
- **Outdoor Gear and Activewear**: Dana Shannon, 503-229-6053

Contacts for help with foreign markets:

- **Europe**: Alexa Hamilton, 503-229-6056
- **Japan**: Tom DiCorcia, 503-229-6055
- **China**: Sunun Setboonsarng, 503-229-6057
- **Korea**: Dana Shannon, 503-229-6053
Business Oregon—Overseas Assistance


Services Provided

• Company-specific counseling: Business Oregon offers companies counseling on export related questions and concerns by providing the services and expertise of our Global Trade Specialists.

• Matchmaking: Business Oregon can assist Oregon companies looking for foreign agent/distributors, foreign customers or joint venture partners.

• Trade Shows: International trade shows are an effective tool that can help companies enter new markets or expand sales in existing markets. The Global Trade Specialists team organizes Oregon participation in various trade events, including trade shows.

• Trade Missions: Business Oregon helps plan and execute the Governor's Trade Missions.

• Foreign Offices: Through our overseas representatives in Japan, China, Korea and Europe, we are able to make available to companies Oregon's international networks of foreign government officials, foreign companies and foreign trade associations. Our foreign offices provide due diligence when researching potential agents and distributors in foreign markets, supply on the ground knowledge of global competition in foreign markets, and can offer expertise in business protocol in foreign cultures.

• Capacity-Building Events (Outreach): Business Oregon's Global Trade Specialists and our foreign trade specialists conduct strategically targeted outreach and training events for new and established Oregon exporters.

• Market research: Business Oregon is able to offer Oregon companies targeted market research in foreign markets—depending on the market and the industry.
Oregon Trade Promotion Program

Entering new markets
Participating in international trade shows and trade missions is among the most effective ways for companies to enter into new international markets or expand their visibility in existing markets. Trade shows offer the opportunity to meet potential buyers, test market interest and evaluate the competition. A trade mission can be a cost effective way to meet potential distributors and buyers, secure licensing agreements and explore joint venture opportunities.

Receive financial assistance
The state of Oregon offers financial assistance to Oregon companies who wish to take advantage of international trade shows and trade missions to enter new markets or expand existing ones. Through the Oregon Trade Promotion Program (OTPP), Business Oregon will reimburse up to 50 percent of a company's eligible expenses up to $2,500 per pre-approved strategic event (maximum reimbursable amount may vary depending on budget for specific event). Eligible expenditures may include:

Trade shows/Trade Missions
- Booth space rental /Booth construction at trade show site
- Booth equipment and/or furniture rental /Booth utility costs
- Freight costs of equipment and/or exhibit materials to and from trade show
- Per diem (lodging and meals) for one employee or agent for the duration of the event plus travel time, up to one day before and one day after the actual event.
- Participation fees for trade missions sponsored by Business Oregon
Services for U.S. Companies

Every year, the U.S. Commercial Service of the U.S. Department of Commerce helps thousands of companies export goods and services worth billions of dollars. Proven Trade Expertise. Our global network of trade professionals is located throughout the United States and in U.S. Embassies and Consulates in nearly 80 countries. Whether you’re looking to make your first export sale or expand to additional international markets, we offer the trade counseling, market intelligence, business matchmaking, and commercial diplomacy you need to connect with lucrative business opportunities. Our trade professionals will work with you to identify and tailor the right mix of U.S. Commercial Service capabilities to achieve your exporting goals.
Services for U.S. Companies - Trade Counseling

Planning and Strategy - Create a comprehensive international business plan for entry or expansion into targeted markets/Get ideas and cost-effective solutions to help achieve your business goals.

Legal and Regulatory Issues - Determine export licensing needs for shipping your products/Understand and comply with global product standards, certification requirements, electricity regulations, and packaging laws/Learn how to avoid intellectual property rights issues and legal disputes.

Documentation and Product Requirements - Learn about export documents, including Electronic Export Information filing, invoices, packing lists, and certificates of origin/Verify the tariff rate for your product, as well as any import fees for a particular market/Determine your product’s Schedule B and HS numbers.

Trade Problems - Get assistance with customs-related issues/Obtain support from our Advocacy Center if your company’s exports or foreign bids are adversely affected by a trade barrier or by market access issues/Learn how to limit the risk of non-payment, and receive counseling if problems arise.
Services for U.S. Companies - Business Matchmaking

**Contact Lists** - Identify potential partners/Market your firm directly to local companies.

**Partner Search** - Identify potential partners and get detailed company reports/Determine the marketability of your product or service.

**Personalized Business Matchmaking** - Meet one-on-one with pre-screened buyers, sales representatives, and business partners through our Gold Key Service/Leverage customized market briefings, research, and advice.

**Trade Missions** - Participate in official business development missions led by senior U.S. government/Meet with agents, distributors, government and industry officials, prospective customers, and U.S. Embassy officials.

**Trade Shows** - Use our International Buyer Program to meet with pre-screened buyers and receive export counseling at major U.S. trade shows/Exhibit in the U.S. Pavilion at our Certified Trade Fairs/Let us distribute your marketing literature at international trade shows.

**In-Country Promotions** - Leverage customized venues to reach potential partners and buyers/Advertise in our official catalog, Commercial News USA, of U.S. suppliers sent to nearly 400,000 international companies/Feature your company on our local-language Web sites.
Services for U.S. Companies – Market Intelligence

Country and Industry Reports - Get accurate and detailed information—at no cost—from more than 100,000 country and industry market reports, written by our in-country trade professionals/Receive updates on new regulations, business trends, and government-financed projects.

Customized Market Research - Gauge the sales potential for your products or services with individualized reports on global markets/Discover which factors influence prospective customers, identify your competitors, and obtain pricing for comparable products.

Background Reports - Learn about potential partners from our trade professionals working in the target markets/Order an international company report containing available sales, profit figures, potential liabilities, and other financial information.

Trade Data and Analysis - Get the latest annual and quarterly trade data by country, state, commodity, and year/Find industry-specific trade data and analysis/Obtain country-specific tariff and trade agreement information.

Commercial Diplomacy - Overcome trade obstacles to successfully enter international markets/Benefit from coordinated U.S. government engagement with foreign governments to protect U.S. business interests/Access U.S. government trade advocacy for your foreign government procurement bids.
Transacting global business
Federal programs that support trade finance

Larry Trujillo and Jeff Deiss
US Small Business Administration
Portland, Oregon
Trade financing tools that an exporter needs

1. **To offer competitive credit terms** — risk mitigation to accompany liberal credit terms (export A/R protection)

2. **To fulfill export orders** — working capital — for production and pre-shipment costs (raw materials, inventory, labor, etc.); post-shipment carrying costs (assuring sufficient cash flow while offering competitive terms)

3. **To position the firm for export success** — fixed assets, equipment, permanent working capital, debt restructuring — to improve competitive position and be more efficient
1. Offering competitive credit terms – risk mitigation to accompany liberal credit terms (export A/R protection)

**Ex-Im Bank** – export credit insurance

- Will do small policies (no minimum); has small business “mission”
- Will insure most countries; has promote-US-exports “mission”
- Requires majority US content; limited on military-related exports
- Consult with an experienced export insurance broker to find the best fit


Examples of Export Credit Insurance from Ex-Im Bank

• **Ex-Im Bank’s “Small Business Multi-Buyer Policy”**
  – 95% against political risk (foreign government action)
  – 95% against commercial risk (buyer action)
  – Cost = $0.55/$100 of insured A/R (≤ 60 day A/R terms)

• **Ex-Im Bank’s “Express Insurance”**
  – Multi-buyer policy for small exporters (≤ $7.5 MM export A/R annually)
  – 95% against political risk (foreign government action)
  – 95% against commercial risk (buyer action)
  – Cost = $0.65/$100 of insured A/R (≤ 60 day A/R terms)
  – Ex-Im does in-house underwriting on buyers ≤ $100,000
  – Up to 20 foreign buyers can be insured
2. **Fulfilling export orders** – export working capital – for production and pre-shipment costs (raw materials, inventory, labor, etc.); post-shipment carrying costs (assuring sufficient cash flow while offering competitive terms)

☞ **SBA and Ex-Im Bank** – loan guarantees

— **90% loan guarantees** (compared to the usual 50-75%)

- SBA’s Export Working Capital Program (up to $5 million)
- SBA’s Export Express (up to $500,000)
- Ex-Im Bank’s Working Capital Program (no limit)
3. **Positioning the firm for export success** –
fixed assets, equipment, permanent working capital, debt restructuring – to improve competitive position and be more efficient

☞ **SBA** – loan guarantees

—— **90% loan guarantees** (compared to the usual 50-75%)

- **SBA’s International Trade Loan** (up to $5 million)
- **SBA’s Export Express** (up to $500,000)
### Federal export loan guarantee programs

<table>
<thead>
<tr>
<th>Loan size</th>
<th>Position for Export Success</th>
<th>Working Capital for Export Sales</th>
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<tr>
<td>no MAX</td>
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<tr>
<td>$5 MM</td>
<td>SBA ITL 90% SBA EWCP 90%</td>
<td>Ex-Im 90% Guarantee</td>
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<td>$500 K</td>
<td>SBA Export Express 75%</td>
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SBA’s export focus

• Exporting threshold?

• There is no absolute $ or % export “test”.
• The firm must simply have:
  (1) an export plan – product and target market(s)
  (2) an annual export revenue projection
• “New-to-export” is okay.
• Exception: Working capital loans must focus on export orders.
  – Export Express – ≥ 70% export-dedicated use
  – EWCP – 100% export-dedicated use

Office of International Trade – www.sba.gov/oit
A final thought

Exporting is not just bulk cargo ....

Four categories of exporting:

1. Manufactured goods & commodities (& wholesalers)
2. Service providers – US’s #1 export!
3. Indirect exports – selling a component that goes into an export
4. International tourism & education – bringing the foreign buyer here along with their money

ALL of these qualify for SBA 90% export loan guarantees!

SBA Office of International Trade – www.sba.gov/oit
Export Finance Assistance

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