



US BLACK CHAMBERS, INC
THE NATIONAL VOICE OF BLACK BUSINESS

Black Business Month: Opportunities in Trade and Overcoming Financial Barriers



Ensure your speakers are turned on

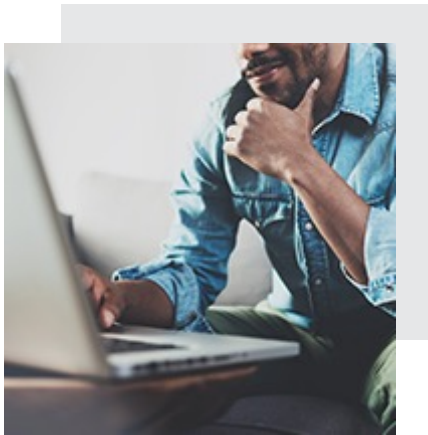


Please be sure to disable any pop-up blocking software

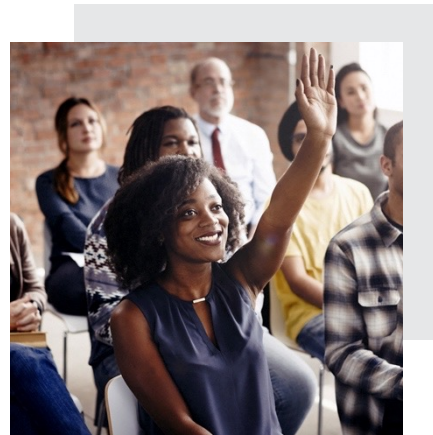


If you experience technical problems, click the "Help" button below

WELCOME TO THE INTERACTIVE WEBINAR



Ensure that your speaker volume is turned up



Submit questions through the Q&A widget

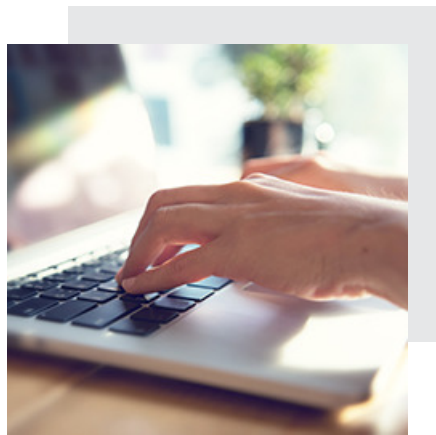


A copy of the slides will be emailed after the event



*Technical problems? Click the **Help** button or ask a question through the **Q&A** widget.*

LIVE CHAT FEATURE



The live chat feature allows attendees and hosts to communicate for the duration of the webinar.

To enable the live chat window, click the blue icon on the right side of the user panel.



Technical problems? Click the **Help** button or ask a question through the **Q&A** widget.

WELCOME REMARKS



Hazeen Ashby

*Senior Vice President of Congressional &
Intergovernmental Affairs and White
House Liaison, EXIM*



REMARKS



Ron Busby Sr.
President & CEO
U.S. Black Chambers Inc.

EXIM PRESENTATION



Aerek Stephens

Business Development Specialist

EXIM

EXIM BANK

Solutions to Support Your Export Growth

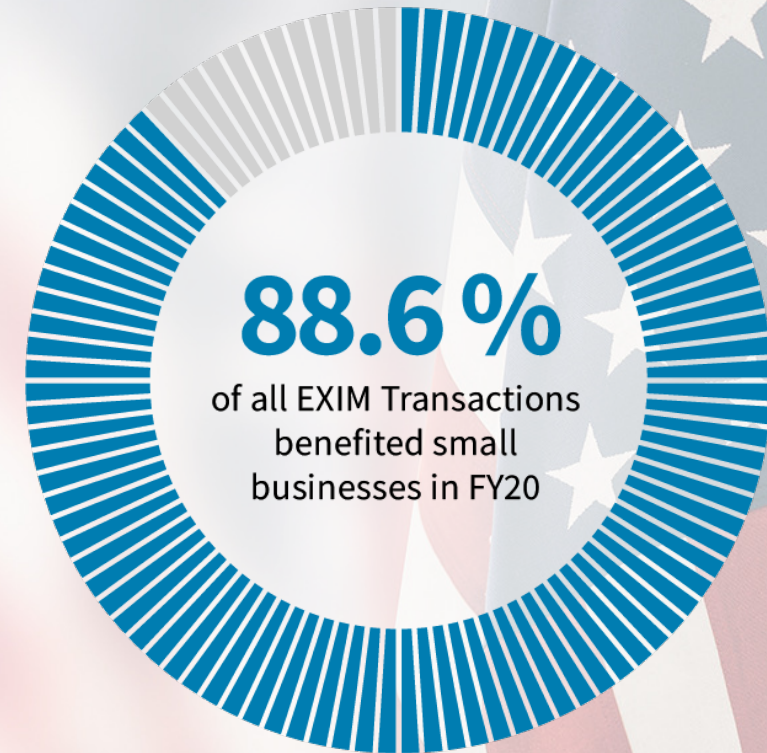
Insights from the Minority & Women-Owned
Business Outreach Division (MWOB)

Who We Are

EXIM is the official export credit agency of the United States. (ECA)

Mission: Maintain & create U.S. jobs by supporting the growth of U.S. exports.

- › Fills gaps or complements private-sector lender/insurance offerings.
- › Levels the playing field for U.S. companies competing for global sales.



MWOB Division

What's Stopping Your Business from EXPORTING?

Risk of Buyer
Nonpayment

You Need:



Export Credit Insurance (ECI)

EXIM helps small business
exporters mitigate financial
risks to achieve success.



Protects & insures
foreign accounts
receivable



Covers up to 95% of
invoice value



Can apply to single or
multiple foreign buyers

With ECI You Can:



Offer open account
credit terms & win
new sales contracts



Borrow against
insured foreign
accounts receivable



Expand your
products to
global markets

Access to
Cash Flow

You Need:



Working Capital Loan Guarantee (WCLG)

EXIM helps you secure a loan
by providing your commercial
lender with a guarantee.



Guarantees 90% of
loan to the lender



Supports advances
against export-
related inventory &
accounts receivable

With WCLG You Can:



Use cash for
materials, labor,
& production



Borrow against
work-in-progress
for more capital



Lower collateral rates
for performance & bid
bonds (25% vs. 100%)

Start Your Journey:

exim.gov/who-we-serve/minority-women-owned-businesses/schedule-consultation

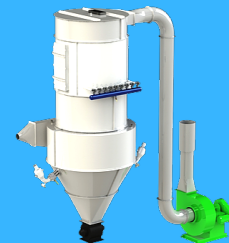
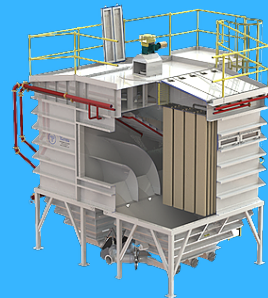
SMALL BUSINESS EXPORTER



Ben Moore
President
ATMOS 360 Manufacturing



Complete Dust &
Air Filtration Solutions



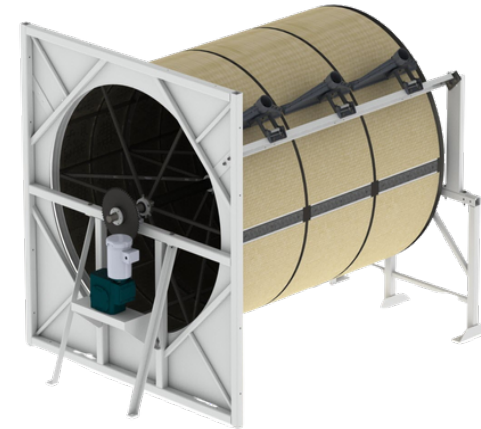
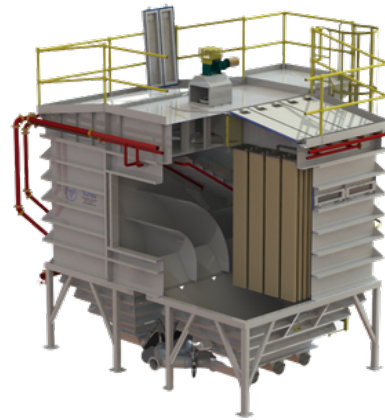
GOING GLOBAL AND THE EXIM BANK

ABOUT US



Ben Moore – President

ATMOS360 is a global manufacturing company specializing in Industrial Air Filtration Equipment that provides improved air quality for employees, reduced levels of air contaminant and improves consumer product quality.
(atmos360.com)

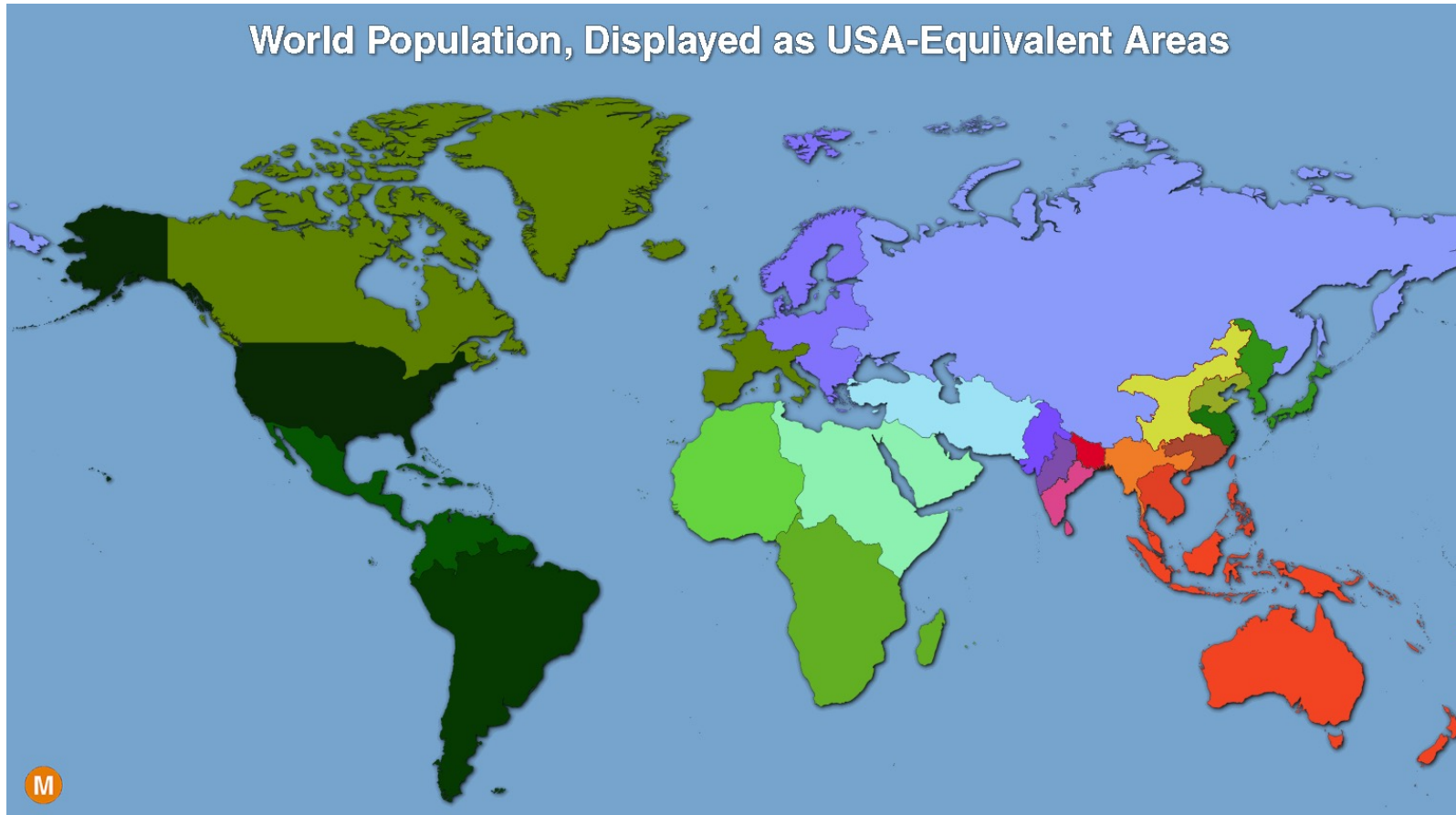


Overview

- **Why Go Global**
- **How To Go Global**
- **Using the EXIM Bank**
- **Learning from Our Mistakes**



Why Go Global



This map shows the US has about 5% of world's population

Do you want your business to only be 5% of the size it can be?

How To Go Global

- **Sell to Multi-National Corporations**

If you have a solution that works for one of their facilities, they will want that solution at other facilities overseas

- **Contact Your State Department of Development**

They have programs to help companies export

- **Find International Distributors**

Join ManaOnline.org, International Tradeshow, etc.

Using the EXIM Bank

Export Credit Insurance

Export credit insurance is an insurance policy that covers a business' foreign accounts receivable against commercial and political risks. It assures U.S. companies that their bottom line will be protected should a foreign customer fail to pay.

This allows us to factor our foreign accounts receivables and have more cash on hand for growth activities.

Learning from Our Mistakes

- **Don't Get Stuck Paying Duties and Taxes**

Sometimes duties and taxes can be up to 30% of the value of the shipment

- **Learn Your Incoterms**

Have buyer schedule shipment (EXW) or take ownership at your shipping dock

- **Get Quotes Before Shipping**

Services like DHL and others have very high rates that they discount. Get a quote before shipping and make sure they adhere to the quote



ATMOS³⁶⁰

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SMALL BUSINESS EXPORTER



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PANEL DISCUSSION



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*Business Development Specialist
(Moderator)*
MWOB Division, EXIM



Ron Busby Sr.

President & CEO
U.S. Black Chambers Inc.



Ben Moore

President
ATMOS 360 Manufacturing



Augustus Pela

CEO
LeapEnergy USA



Questions?

CLOSING REMARKS



Tammy Maxwell
*Acting Senior Vice President of
Small Business, EXIM*

