WELCOME TO THE INTERACTIVE WEBINAR

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A copy of the slides will be emailed after the event

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INTRODUCING OUR SPEAKERS

Debra Franklin
Director

Jon Bittner
Executive Director

Alyssa Rodrigues
Director

Aerek Stephens
Export Finance Manager
Increasing Jobs at Home by Growing Exports
Why Exports Matter

More than 70% of the world's purchasing power is outside of the United States. Competitors are increasing their global market share while the U.S. is underperforming.
With only 12% of our GDP generated by exports...

It’s safe to say we have a lot of **room for growth**.
State Impact

Investing in exports means more Alaska jobs.

37,100 Jobs
Supported by exports from Alaska companies.

315 Companies
In Alaska sell to customer’s all over the world.

57 Percent
Of Alaska’s exporters are small or medium sized companies.

$5.0 Billion
$5.0 Billion
Total goods exports in 2019.

Alaska Impact
ALASKA’s TOP Exports 2019

Source: U.S. Census
USATrade Census.gov

<table>
<thead>
<tr>
<th>Commodity</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Commodities</td>
<td>4,620,072,732</td>
<td>4,350,280,935</td>
<td>4,941,371,092</td>
<td>4,840,480,086</td>
<td>4,969,355,377</td>
</tr>
<tr>
<td>Fish, Fresh/chilled/frozen &amp; Other Marine Products</td>
<td>2,447,232,003</td>
<td>2,218,000,608</td>
<td>2,534,099,917</td>
<td>2,444,124,046</td>
<td>2,372,973,810</td>
</tr>
<tr>
<td>Minerals &amp; Ores</td>
<td>1,472,637,479</td>
<td>1,525,371,996</td>
<td>1,794,576,211</td>
<td>1,773,510,748</td>
<td>1,635,437,692</td>
</tr>
<tr>
<td>Oil &amp; Gas</td>
<td>246,177,551</td>
<td>146,745,423</td>
<td>86,039,287</td>
<td>127,964,325</td>
<td>349,200,065</td>
</tr>
<tr>
<td>Primary Metal Mfg</td>
<td>3,684,956</td>
<td>14,163,496</td>
<td>10,785,749</td>
<td>10,126,965</td>
<td>265,861,574</td>
</tr>
<tr>
<td>Forestry Products, Nesi</td>
<td>90,290,574</td>
<td>95,823,336</td>
<td>70,369,516</td>
<td>90,367,606</td>
<td>93,550,265</td>
</tr>
<tr>
<td>Petroleum &amp; Coal Products</td>
<td>163,227,881</td>
<td>159,794,455</td>
<td>210,399,403</td>
<td>200,901,539</td>
<td>89,365,540</td>
</tr>
<tr>
<td>Transportation Equipment</td>
<td>55,012,077</td>
<td>40,277,839</td>
<td>94,293,194</td>
<td>68,378,666</td>
<td>58,290,695</td>
</tr>
<tr>
<td>Food &amp; Kindred Products</td>
<td>30,833,190</td>
<td>32,020,568</td>
<td>28,671,821</td>
<td>23,379,964</td>
<td>22,132,620</td>
</tr>
<tr>
<td>Machinery, Except Electrical</td>
<td>27,208,958</td>
<td>19,953,177</td>
<td>27,671,581</td>
<td>22,907,290</td>
<td>19,682,490</td>
</tr>
<tr>
<td>Computer &amp; Electronic Products</td>
<td>36,036,334</td>
<td>21,396,653</td>
<td>23,704,556</td>
<td>23,231,220</td>
<td>15,820,292</td>
</tr>
</tbody>
</table>
## ALASKA's TOP 2019 Export Markets

<table>
<thead>
<tr>
<th></th>
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<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Korea, South</td>
<td>733,190,454</td>
<td>731,631,388</td>
<td>675,256,421</td>
<td>906,876,143</td>
<td>1,083,525,915</td>
</tr>
<tr>
<td>China</td>
<td>1,203,202,694</td>
<td>1,184,207,360</td>
<td>1,322,284,306</td>
<td>1,017,709,023</td>
<td>854,781,285</td>
</tr>
<tr>
<td>Japan</td>
<td>964,120,306</td>
<td>815,624,578</td>
<td>812,377,507</td>
<td>797,471,984</td>
<td>679,326,542</td>
</tr>
<tr>
<td>Canada</td>
<td>419,208,939</td>
<td>484,844,595</td>
<td>706,937,389</td>
<td>647,443,183</td>
<td>581,391,952</td>
</tr>
<tr>
<td>Netherlands</td>
<td>119,045,690</td>
<td>134,561,096</td>
<td>180,909,140</td>
<td>263,079,130</td>
<td>350,157,519</td>
</tr>
<tr>
<td>Australia</td>
<td>85,795,722</td>
<td>73,551,173</td>
<td>158,545,793</td>
<td>132,025,295</td>
<td>345,619,895</td>
</tr>
<tr>
<td>Germany</td>
<td>279,242,605</td>
<td>256,920,827</td>
<td>181,776,469</td>
<td>208,567,711</td>
<td>216,066,981</td>
</tr>
<tr>
<td>Spain</td>
<td>150,356,227</td>
<td>151,735,778</td>
<td>161,335,998</td>
<td>167,166,221</td>
<td>153,714,202</td>
</tr>
<tr>
<td>Belgium</td>
<td>49,361,509</td>
<td>37,354,083</td>
<td>60,505,467</td>
<td>70,391,515</td>
<td>124,566,341</td>
</tr>
</tbody>
</table>

Source: U.S. Census, USA Trade, Census.gov
U.S. Commercial Service Overview
Our Mission -
Grow U.S. exports to increase U.S. jobs.

How we are different:

Worldwide Recognition
As the U.S. government, we can open doors that no one else can in markets around the world.

Global Network
Our unmatched global network with trade experts in more than 80 countries can provide you with on-the-ground knowledge and connections.

Results Driven
Our expert, in-person counseling is unparalleled and designed to help you succeed in global markets.
The world is open for your business.

Our global network of experienced trade professionals is located throughout the United States and in U.S. Embassies and Consulates worldwide. Whether you’re looking to make your first export sale or expand to additional markets, we offer the expertise you need to connect with lucrative opportunities and increase your bottom line.

Our Services

Export Counseling
- Develop effective market entry and sales strategies.
- Understand export documentation requirements and import regulations of foreign markets.
- Navigate U.S. government export controls, compliance and trade financing options.

Market Intelligence
- Analyze market potential and foreign competitors.
- Obtain useful information on best prospects, financing, laws, and cultural issues.
- Conduct background checks on potential buyers and distributors.

Business Matchmaking
- Connect with pre-screened potential partners.
- Promote your product or service to prospective buyers at trade events worldwide.
- Meet with international industry and government decision makers in your target markets.

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.

Worldwide Recognition
As the U.S. government, we can open doors that no one else can in markets around the world.

Global Network
Our unmatched global network with trade experts in more than 80 countries can provide you with on-the-ground knowledge and connections.

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Contact Our Local Office

U.S. Commercial Service Alaska
222 West 7th Avenue, Suite 524, Box 38
Anchorage, Alaska 99513
907.271.6237

Debbie Franklin
Office Director
Debra.Franklin@trade.gov
INTERNATIONAL TRADE OPPORTUNITIES

Jon Bittner
State Director
Alaska SBDC
The Alaska SBDC COVID-19 Resource Center

The impact of Coronavirus disease (COVID-19) on Alaskan communities and businesses is changing daily. The Alaska SBDC is here to support and prepare small businesses in the days, weeks, and months to come. In our COVID-19 Resource Center, you will find guidance, updates, and resources to help adapt in an unpredictable situation.

Visit: aksbdc.org/covid19/

• Assisting you in preparing to submit disaster relief funding or bank loan applications
• Completing financial analyses and modeling on your business
• Providing no-cost training for financial modeling, SBA programs, transitioning to online operations, and more
Economic Recovery

When will things go back to normal

- CNN Business’s Back to Normal Index released Monday – US at 78% of normal
- National Association of Business Economists say economy won’t return until 2022

Export Trends

- July exports were $168.1 billion
- Exports of goods increased by $12.3 billion in July
- Automotive, Consumer, and Capital goods as well as Industrial Supplies increased
- Goods surplus in South/Central America, OPEC, Hong Kong, UK and Saudi Arabia
- Service exports recovering slower
Economic Recovery

In a muted recovery, it could take more than five years for the most affected sectors to get back to 2019-level contributions to GDP.
### How can SBDC Help?

#### Business Advising
- Free and confidential
- SBDC Advisors are all certified SBA Foreign Trade Specialists

#### In-Person and Online Training
- Nearly 100 classes from financing to marketing and beyond
- Many available online, on-demand

#### Market Research and Tools
- SBDC provides several market and economic data sets
- Access free business, marketing and financial tools
- Partnerships with the SBA, University of Alaska, State of Alaska, Export-Import Bank and others

- Don’t see what you need? Let us know!
- Variety of other online resources and reports
SBA Export Loans

Export Express Loan

• Export express lenders can underwrite loan without prior approval from SBA, allows for quick turnaround

• Offers financing up to $500,000

• Funds can be used for anything that increases a company’s ability to export

Export Working Capital Program

• Short-term working capital needs of small exporters

• Up to $5 million (turnaround in 5-10 business days)

• Can be structured as a Foreign Purchase Order line of credit to support direct and indirect export sales

International Trade Loan

• Help small businesses enter foreign markets

• Up to $5 million

• SBA maximum guarantee of up to 90% on total loan
Alaska MEP: Here for Manufacturers

Alyssa Rodrigues, PhD
Helping Advance Manufacturing in Alaska:

• Quality
• Productivity
• Competitiveness

We offer:

• One-on-One Technical Assistance
• Webinars
• On-Demand Training

Part of:

• National Institute of Standards and Technology (NIST) MEP National Network
• UAA Business Enterprise Institute
Growing Alaska’s Manufacturing Sector

- Economic diversity and resilience
- Manufacturers of any size
- Manufacturing issues big or small
- Partners are helping to sustain and grow manufacturing
Half of the Business are Urban, But Only ¼ of the Jobs

Percent of Manufacturing Businesses

- Combined Rural Areas
- Fairbanks North Star Borough
- Mat-Su Borough
- Anchorage Municipality

Percent of Manufacturing Jobs

- 100%
- 90%
- 80%
- 70%
- 60%
- 50%
- 40%
- 30%
- 20%
- 10%
- 0%
Alaska Manufacturers:

ALASKA TOOL co.
Most Manufacturers are Small

Percent of Businesses by Size

1-20 Jobs: 81%
21+ jobs: 19%

1-20 Jobs is the majority, comprising 81% of businesses, with 19% having 21 or more jobs.
Trends in Statewide Manufacturing

Seafood Processing

Other Manufacturing

Source: AK Dept of Labor and Workforce Development, Research and Analysis Section
Coordinating PPE Production:

• Over 10,000 masks
• 25 gallons of hand sanitizer
• 375 face shields
• 2,000 Tyvek coveralls
• 700 gowns
• Giving Came First!
Manufacturing Your Online Market

In response to the challenges brought on by COVID-19, the Alaska MEP is excited to launch our *brand new marketing workshop* designed to get you online and connected with clients in three easy steps.
1. **Build E-Commerce Site**
   Access to step by step video instructions on how to build or make updates to your existing e-commerce website.

2. **Marketing 101**
   Access to a four-part webinar series that covers all the need to know marketing basics to help you have a successful launch online.

3. **Marketing Professional**
   Receive a one-hour consultation to discuss your specific business questions with a marketing professional.
Alaska MEP:
Here for Manufacturers

Alyssa Rodrigues

Cell: 907-230-8673
avshanks01@Alaska.edu
www.Alaska-MEP.com
Export Expansion: Trade Finance Solutions for U.S Exporter
EXIM is an independent agency of the U.S. Government.

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

- Established in 1934
- Headquartered in Washington, D.C.
- 12 Regional Offices nationwide
- Support for all U.S.-based companies who export
INTERNATIONAL EXPORTING

95% Of Sales Opportunities Are Outside of the US
Why Do Only 1% of Companies Export?

Fear of the Unknown ..... RISK!
OUR FINANCING MAKES THE DIFFERENCE

☑️ Minimize risk
☑️ Level the playing field
☑️ Supplement commercial financing
EXIM SUPPORTS SMALL BUSINESS!

**FY 2019**

- EXIM authorized **$8.2 billion of loan guarantees**, export credit insurance, and direct loans in support of U.S. export sales.

- U.S. export sales backed by EXIM in FY 2019 supported an **estimated 34,000 U.S. jobs**.

- In FY 2019, EXIM’s small business authorizations totaled nearly **$2.3 billion**, representing **27.5 % of total authorizations**. Transactions that directly **benefited small business exporters** were more than **89% of total transactions**.

- EXIM authorized **$440.6 million for minority- and women-owned businesses** in FY 2019.
EXIM BANK FINANCING COVERS THE SPECTRUM

**Pre-Export Financing**
- Working Capital Guarantees

**Post-Export Financing**
- Insurance Guarantees
- Direct Loans
### HOW CAN EXIM PRODUCTS ASSIST YOU?

<table>
<thead>
<tr>
<th>You Need:</th>
<th>Your Solution:</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image.png" alt="Icon" /> Funds to Fulfill Orders</td>
<td><img src="image.png" alt="Icon" /> Working Capital Guarantee</td>
</tr>
<tr>
<td><img src="image.png" alt="Icon" /> Risk Protection</td>
<td><img src="image.png" alt="Icon" /> Receivable Insurance</td>
</tr>
<tr>
<td><img src="image.png" alt="Icon" /> Extension of Credit</td>
<td><img src="image.png" alt="Icon" /> Medium and Long Term Insurance and Loan Guarantee</td>
</tr>
<tr>
<td><img src="image.png" alt="Icon" /> Access to capital</td>
<td></td>
</tr>
<tr>
<td><img src="image.png" alt="Icon" /> Buyer Financing</td>
<td></td>
</tr>
</tbody>
</table>
Provides lenders with a 90% guarantee to extend short-term loans allowing exporters to purchase inventory, pay for labor, overhead, etc.

- Advance rates are larger than lenders typically offer:
  - Up to 90% against export accounts receivable
  - Up to 75% against exportable inventory (including work-in-process)

- Also covers standby of credit
EXPORT CREDIT INSURANCE – BENEFITS

Risk Protection
Protects against buyer nonpayment due to commercial risks and political risks.

Sales Tool
Allows exporter to offer competitive credit terms to foreign buyers, generally up to 180 days, some products may qualify for 360 day terms.

Financing Aid
Obtain additional financing. Insured foreign receivables may be added to your borrowing base by assignment of policy proceeds (claim payments) to a lender.
95% coverage for nonpayment due to commercial insolvency/bankruptcy/default) and political (war, revolution, “transfer risk”) risks

Insuring existing buyers is optional

No deductible! No application fee!

EXIM pre-approves all credit limits requested and obtains credit information on your buyers at no additional cost to you

5 business day buyer approval turnaround on credit limits of $500,000 or less (longer turnaround on higher amounts)

No minimum sales volume or premium ... pay only on the gross invoice value of what you ship, when you ship!
Rates are charged according to the length of the credit term you extend and the buyer type: for a sale to a private sector buyer on terms up to 60 days open account - $0.65 per $100 of the gross invoice value:

- On a $25,000 sale, that’s only $162.50 in premium!

- If you use insurance with a working capital guarantee from either EXIM OR the SBA, you get a 25% rate reduction on your premiums!
WE SUPPORT A VARIETY OF INDUSTRIES

- Manufacturing
- Construction Equipment
- Medical Equipment
- Mining
- Power-generation
- Aircraft & Avionics
- Services
- Renewable Energy
- Agribusiness
- Wholesale/Retail
- Oil & Gas
PUBLIC POLICY (CHARTER RESTRICTIONS)

Just a few:

- No Military or Defense-related products or obligors *(exceptions apply)*
- U.S. Content *(Standard-Term: 50+%; Medium-Term: 85% U.S.)*
- Restricted Countries *(Country Limitation Schedule)*
- Economic impact
- Shipping
- Additionality
CALL EXIM, IF YOU...

▷ Have a **foreign buyer that wants credit terms**.

▷ Export routinely but **your growth in foreign sales is limited because of risks of non-payment**.

▷ Are **losing export opportunities** because you will only accept a Letter of Credit (L/C) or cash pre-pay.

▷ Are **encountering cash flow problems due to increased foreign sales**.

▷ Have a **buyer that needs several years** to pay for capital equipment.
ADDITIONAL RESOURCES

Additional resources and assistance in applying for EXIM products are available from:

› **Insurance Brokers**
  
  *Broker Locator:*
  www.exim.gov/tools-for-exporters/broker-and-lender-locator

› **Delegated Lenders**
  
  *Working Capital:*
  www.exim.gov/tools-for-exporters/repp

› **Regional Export Promotion Program (REPP) Members**
  
  *REPP Locator:*
  www.exim.gov/tools-for-exporters/repp

› **U.S. Export Assistance Centers (USDOC & SBA)**
  
  www.export.gov
STAY CONNECTED WITH EXIM

LinkedIn

www.linkedin.com/company/eximbankus/

Twitter

www.twitter.com/eximbankus

EXIM Blog

www.grow.exim.gov/blog

Teleconference Calls

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  *Regional Director*  
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  Office: (949)-660-0633
Aerek N. Stephens
Export Finance Manager
202-565-3913
aerek.stephens@exim.gov
Questions?
Export Expansion: Trade Finance Solutions for U.S. Exporters

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