



# EXPORTING IN OREGON

Your Coastal Location Can Help  
Grow Your Business

# EXIM and Oregon Exporters, a Perfect Match

Due to its coastal location, Oregon has a history of exporting valuable products to foreign markets. Today the Export-Import Bank of the United States (EXIM Bank) works with Oregon manufacturers to provide low risk, low cost ways to grow their business and get the liquidity needed to enter new markets and diversify their portfolio of customers.



## Top 3 Exports Destinations

Export Volume in U.S. Dollars (2015)



# EXIM Has What You Need To Grow Your Oregon Export Business

## Expand your borrowing base

As an exporter, bridging the gap between a dollar spent on inventory or materials and a dollar received from your customer can cause headaches. Working capital is crucial, but your bank may be hesitant to lend against your export-related assets. With a guarantee from EXIM Bank or an insurance policy to protect your foreign receivables, your lender may allow for the inclusion of export-related assets in the borrowing base. The upshot? Increased borrowing power from the same set of assets.

## Safeguard against nonpayment

International markets bear both promise and risk. EXIM's [Export Credit Insurance](#)<sup>1</sup> can empower your company to capture the upside of the opportunities abroad, while locking in margins. Policies protect your foreign accounts receivable, often the largest uninsured asset on the balance sheet. You pay a premium only after you ship. If your buyer defaults, you're covered at up to 95% of the invoice value. Simple protection from EXIM keeps your bottom line safe.

## Win sales on the quality of your product

Two-thirds of small and mid-sized exporters ship their products only upon payment in full. Yet, demanding payment in advance can cause customers to take their business elsewhere.

You might have the best product, but are you leaving sales on the table because you can't match your competitors' credit terms? With EXIM insurance, you can offer customers open account terms up front—without the uncertainty of repayment—and win more deals.

## Leverage speedy, sound risk analysis and flexible policies

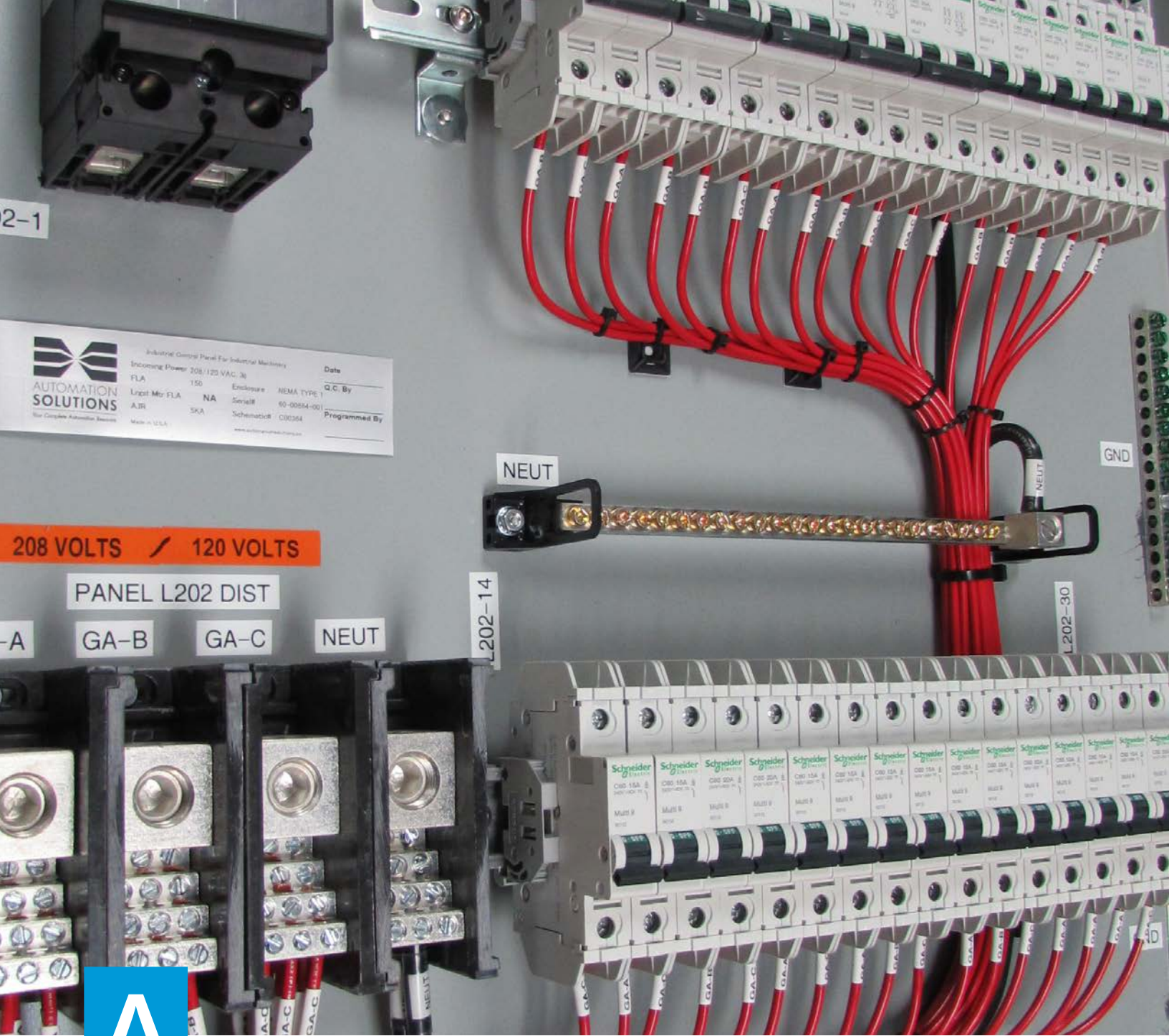
Let's face it—as a business decision-maker, you've got enough on your plate. You don't have the time to conduct thorough underwriting of your international prospects. Yet, you can increase your company's international sales by offering credit terms in foreign markets.

No need to worry: we're experts. We vet your foreign buyers and offer quick, quality decisions on risk. In addition, we offer multiple policies to meet your needs, whether you need to insure receivables from a single buyer or a portfolio of customers.

*"The Export-Import Bank has played a key role in keeping Bob's Red Mill competitive in important export markets. Bob's Red Mill is a USA manufacturing company employing more than 350 people in the Portland, Oregon area and we have numerous broker representatives employed all over the country and the world supporting our efforts. Because of the help from the EXIM Bank, we now have 12 customers on credit ranging from \$10,000 to \$300,000. This government program is easy to manage and we have increased export sales 35% over previous year."*

**Bob Moore | Founder of Bob's Red Mill**

<sup>1</sup>[grow.exim.gov/eci-ebook](http://grow.exim.gov/eci-ebook)



Automation Solutions<sup>1</sup>, based in Oregon, provides systems integration, programming, control panels and field support to manufacturers in the automation machinery industry.

In 2012, the company was asked to evaluate equipment produced by a nearby original equipment manufacturer (OEM) of laser

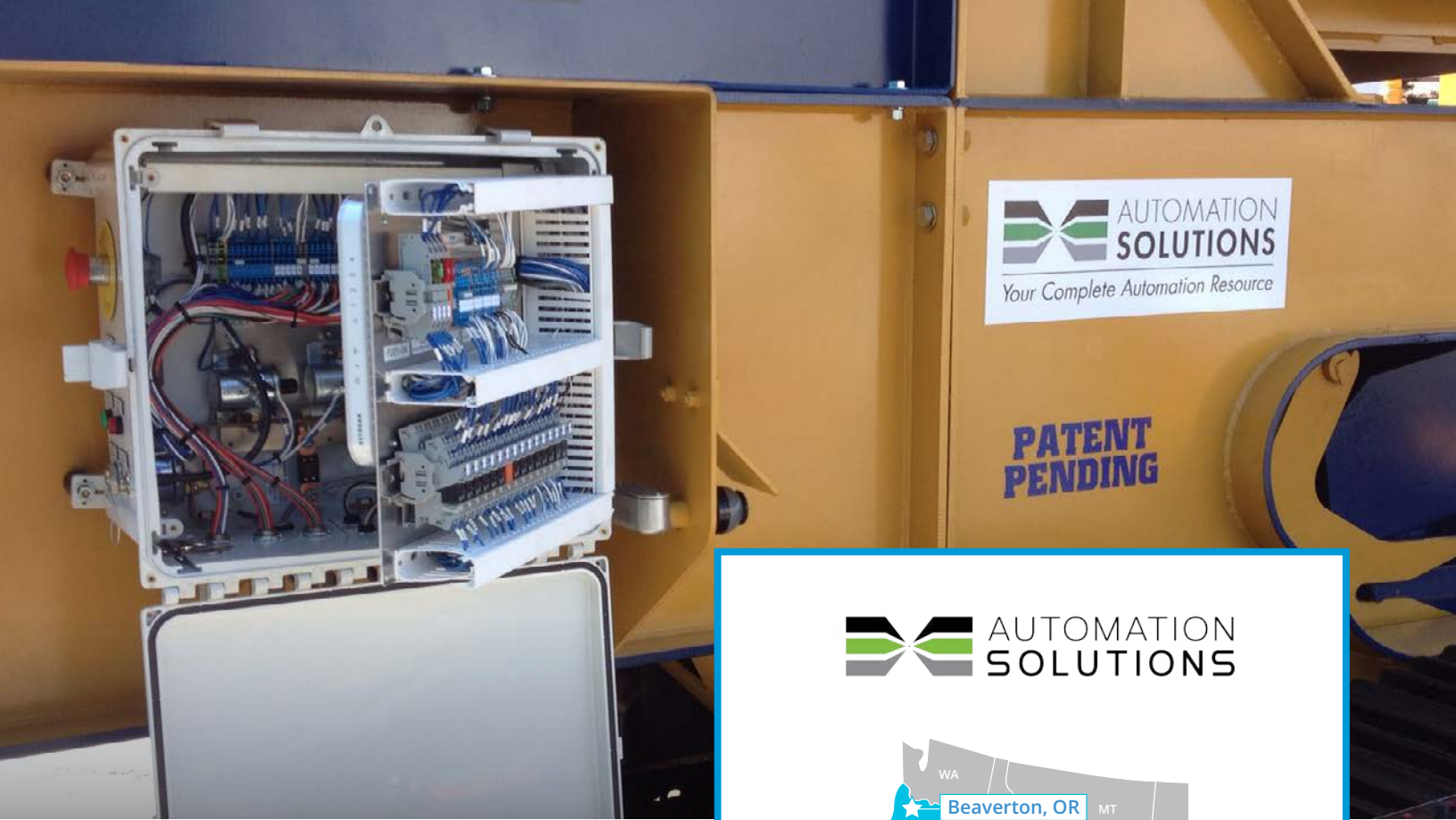
machinery. Automation Solutions identified areas of improvement and built a power distribution component prototype, which exceeded the customer's expectations. The OEM was enthusiastic about the solution's potential and that enthusiasm resulted in an order of 40 components.

To fulfill the sale, Automation Solutions found itself dealing with

the OEM's contract manufacturer—in Malaysia. Suddenly, they were partnering with a company 8,000 miles away instead of ten minutes down the road. On top of that, in order to make the sale, Automation Solutions had to extend credit terms to the buyer.

"I had huge trepidations about that," said Kip Johnston, President of Automation Solutions. "I didn't know

<sup>1</sup>www.automationsolutions.cc



*“I don’t think I would’ve taken the order without credit insurance from EXIM”*

- Kip Johnston, Automation Solutions



who these people were. I didn’t want to offend my customer and it was huge exposure for a company of my size.” Johnston had previously been introduced to the Export-Import Bank of the United States (EXIM) through the [City of Beaverton](#)<sup>2</sup>, his local EXIM [Regional Export Promotion Program \(REPP\)](#)<sup>3</sup> Member; he followed up with EXIM to discuss options for support. Automation Solutions used EXIM’s [Export Credit Insurance](#)<sup>4</sup> to safely offer credit terms to the buyer and capture the sale.

The company took out a Small Business Insurance policy with EXIM, safeguarding the credit terms it extended. If the buyer defaulted on its payment, Automation Solutions’ receivables would be protected at 95% of the invoice value. The policy required no advanced premium, allowing the company to pay within 30 days of the month of shipment. EXIM credit insurance provided the protection and peace of mind Automation Solutions needed to take on the deal.

Insured against nonpayment, Automation Solutions took on and fulfilled the order. As a result, the company was able to deliver a quality product and significantly increase its revenue. By leveraging export credit insurance, Automation Solutions expanded its sales overseas. “It was probably a 15% increase in sales,” Johnston said.

Automation Solutions is now planning to expand its footprint into other countries and is looking to utilize EXIM again for additional export credit insurance and financing support. ■

<sup>2</sup>[www.beavertonoregon.gov/1246/Export-Assistance-Program](http://www.beavertonoregon.gov/1246/Export-Assistance-Program)

<sup>3</sup>[www.exim.gov/who-we-serve/repp](http://www.exim.gov/who-we-serve/repp)

<sup>4</sup>[grow.exim.gov/export-credit-insurance-video](http://grow.exim.gov/export-credit-insurance-video)

# Your Local EXIM Contacts Are Here to Help



## Regional Export Finance Center

### Western Region

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### Regional Director

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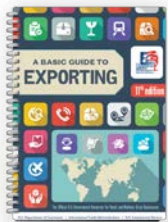
# Request a Free Consultation

EXIM has experienced export finance professionals throughout the United States. A local EXIM Export Specialist can help determine whether you qualify, and get you started on your path to growing your business abroad!

Fill out our short questionnaire and an EXIM Export Specialist will respond shortly!

[grow.exim.gov/contact-a-trade-finance-specialist](http://grow.exim.gov/contact-a-trade-finance-specialist)

## Additional Exporting Information



### BASIC GUIDE TO EXPORTING

Learn the basic fundamentals of exporting and turn export opportunities into sales.

[grow.exim.gov/basic-guide-to-exporting](http://grow.exim.gov/basic-guide-to-exporting)



### GUIDE TO EXPORT CREDIT INSURANCE

Learn how to protect your foreign receivables from bad transactions.

[grow.exim.gov/eci-ebook](http://grow.exim.gov/eci-ebook)



### EXIM.GOV

For more in-depth information about EXIM, visit our website.

[exim.gov](http://exim.gov)

