



Expanding Global Opportunities for Veteran-Owned Businesses



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WELCOME TO THE INTERACTIVE WEBINAR



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INTRODUCING OUR SPEAKERS



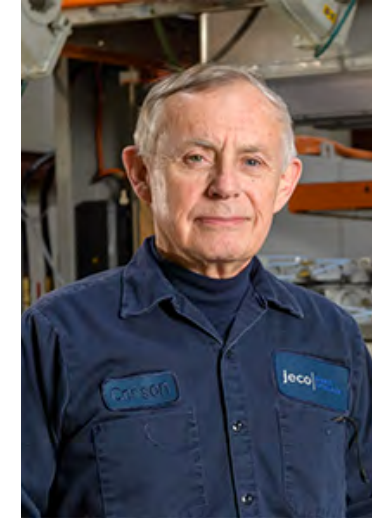
Keith King
Founder & CEO



Murat Muftari
Senior International Trade
Specialist, International
Trade Administration



Michael K. Jackson
Business Development Specialist;
Minority & Women Owned
Business Outreach Group



Craig S. Carson
Owner & CEO



OPENING REMARKS



Keith King
Founder & CEO





NATIONAL VETERAN BUSINESS DEVELOPMENT COUNCIL

A 501c3 non-profit organization



RISK MITIGATION-WHY CERTIFICATION IS REQUIRED

- The corporate need for self-preservation from public scandal and scrutiny to promote their civic duty is key to relying on 3rd party certification organizations.
- **ASK YOURSELF:** Why would a buyer, purchasing professional, Supplier Diversity Manager and the Corporation as a whole **risk** jeopardizing their name and reputation by issuing a contract to any VETERAN, MINORITY, WOMEN, OR LGBTQ company that is **NOT CERTIFIED???**



WORKING IT...KEYS TO YOUR SUCCESS

- NVBDC Certification opens doors, but it is your services, products, and company capabilities that wins the day.
- So, **expect nothing but an opportunity** because you are a **certified SD/VOB**
- **There is no free lunch, don't get caught in the fantasy that there is a quick fortune to be made**
- Network, form teams, work as a sub (second or third tier), learn the corporate culture, learn *their* best practices & policies and prove to them that **you are adding value** to the corporations.
- Help your fellow SD/VOBs to grow once you're secure.



NEW DOORS OPEN

- In 2017 the **Billion Dollar Roundtable (BDR)** named the NVBDC as their accepted SD/VOB certification body and included Tier 1 spend.
- BDR issues rules that **SD/VOBs MUST BE NVBDC CERTIFIED** for the corporations **to capture and report their spend.**
- including reported Tier 1 veteran spend and the Prime Corporations' overall DIVERSITY spend **opens \$80 Billion market for SD/VOBs.**
- **This rule changes the entire market for NVBDC certified SD/VOBs.**



THANK YOU

For additional information on NVBDC Certification please contact:

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 **(888)-CERTIFIED**



VETS GO GLOBAL

CONNECTING VETERANS TO GLOBAL MARKETS

Murat Muftari

Vets Go Global Team Leader,
Senior International Trade Specialist
U.S. Department of Commerce
International Trade Administration
Commercial Service - East Michigan

OUR MISSION



- Increasing & Retaining Jobs at Home by Expanding U.S. Exports
- Economic Security is National Security

VETS GO GLOBAL MISSION

Assist veteran-owned businesses to **maximize their export potential** and increase their access to economic opportunity by fostering growth through global trade. Capitalizing on our domestic network of International Trade Specialist VGG team, we will **proactively engage and serve the veteran-owned business community** as a thought leader and collaborative partner in international business development and global market expansion through **export assistance and education**.

VETS GO GLOBAL VALUE ADD

- Continuous and proactive dialogue with VOB community to offer customized support based on VOB input and requests
- Assisting and counseling VOB's in exporting their goods and services with dedicated veteran trade specialists
- Helping VOB's diversify their sales channels from USG and domestic to Foreign Government and foreign commercial
- Providing export education and export bootcamps to veteran business community stakeholders on key export programs, opportunities, and resources through national, state and local channels of engagement
- Advocating on behalf of VOB community on export related initiatives with interagency programs and support for VOB's
- Helping grow revenues and veteran job creation through global sales

WHY VETERAN?



Adaptable, Attention to detail,
Calculated risk-taker, Force
multiplier, inter-cultural skills



Best job creator, **68 jobs/average** if
they do export



Turn to entrepreneurship at > rates



New frontlines, strategic value to
mission that veterans miss

The Challenge:
Only 9% VOB's export

WHY AMERICAN?

Why American Made?



High quality, durable, safe



Flexible & prepared to modify products and services



Reputation for excellent after-sales service & warranty coverage



Honest end-to-end solutions that create long-term value

WHY GLOBAL?

Why Global?



95% hold 75% purchasing power



Smooth your business cycles,
whether economic or seasonal



Increase value of IP and business



Creates 18% higher paying jobs



We have **global relationships** and **expertise** in **every major industry sector.**

LEVERAGE THE STRENGTH OF THE U.S. GOVERNMENT

- Market access problems
- Unfair contract competition
- Meetings with the right partners
- Getting paid



HOW WE DELIVER

Supporting your
export **growth**
every step of
the way



Country Commercial Guides
Your Starting Point for Global Success



EXPORTING BASICS
Episode 09: Sales Channels

Market Diversification
Tool

You can also access self-help resources on
www.export.gov

TRADE LEADS

ABOUT TRADE LEADS

Our trade leads database contains contract opportunities for U.S. businesses selling their products and services overseas. From a variety of official government agencies and non-government organizations. Currently trade leads are provided from-

- U.S. State Department Business Information Database System (BIDS)
- U.S. Federal Government Business Opportunities (FedBizOps)
- U.S. Trade and Development Agency (USTDA)
- The Millennium Challenge Corporation
- Australia (Government)
- United Kingdom (Government)
- Canada (Government)

www.export.gov/Trade-Leads

Key DCS Benefits

- Country negotiates directly with U.S. company providing item.
- May allow firm-fixed pricing.
- May be better for non-standard items.
- Not subject to FMS Admin Surcharge.
- Not subject to DoD acquisition process. May be faster.
- Allows countries to set standards for competitions.
- Commercial banking procedures possible.
- Country resolves disputes with company.

Key FMS Benefits

- U.S. Military assistance to identify and develop requirements.
- Total Package Approach.
- Standardization and increased operability.
- Uses DoD acquisition process.
 - Same program office that buys for DoD
 - U.S. ethics and transparency
- Economy of scale purchasing.
- Product improvement notifications.
- U.S. logistics information/products.
- U.S. resolves disputes with company.



2016.export.gov/advocacy/

UNITED NATIONS (UN) OPPORTUNITIES



www.export.gov/article?id=United-Nations-Market-Overview

The UN system spends more than \$17 billion annually for types of goods and services. In 2016, total UN procurement spending was \$17.7 billion, a one percent increase from 2015. Based on 2016 data, the six largest sectors for UN procurement are: 1) health; 2) consultancy, administration and operations; 3) transport; 4) food and farming; 5) construction and engineering; and 6) peace and security.

In 2016, the UN system procured goods and services from 221 different countries, with 122 countries having an annual procurement volume of more than \$10 million each. United States companies provided the largest share of UN procurement, capturing \$1.6 billion or almost 9

MULTILATERAL DEVELOPMENT BANKS

Multilateral Development Banks

Multilateral Development Banks (MDBs) are organizations comprised of donor and recipient countries that provide financing and advice for the purpose of economic advancement in developing countries. The Global Markets/Commercial Services Advocacy Center is responsible for Global Markets/Commercial Services Liaison Officers. These representatives, officially called "Liaison Officers," are responsible for protecting U.S. interests at the MDBs, which finance development projects worth billions of dollars. Liaison Officers report to the Advocacy Center in order to markedly increase the proportion of MDB projects that benefit U.S. companies. Contact information for our MDB Liaison Offices is included in the [Staff Directory](#).

The MDB Liaison Offices are dedicated to supporting U.S. companies by:

- Counseling on how to approach the MDB and borrowing governments;
- Conversing with project task managers at the MDB to provide U.S. firms with information on project opportunities;
- Advocating on behalf of U.S. firms to ensure that their project bids are given equal consideration in relation to other project bids;
- Identifying business opportunities;
- Identifying MDB-funded projects that present opportunities for U.S. firms;
- Informing U.S. firms of relevant Invitations to Bid (specific procurement opportunities);
- Identifying upcoming projects that present a good opportunity for U.S. firms;
- Keeping U.S. firms informed of MDB procured contracts, including policies on labor, gender, the environment) and goods/services directly procured by the MDBs.

[THE GUIDE TO DOING BUSINESS WITH THE MULTILATERAL DEVELOPMENT BANKS](#) provides information on how U.S. businesses as they begin exploring the opportunities offered by the MDBs.

The MDB Liaison Offices' websites provide helpful information on their work with U.S. companies. Visit the websites below to acquaint themselves with the procedures

WORLD BANK

GM/CS Liaison Website: [The World Bank \(WB\)](#)
World Bank Official website: <http://www.worldbank.org/>

AFRICAN DEVELOPMENT BANK

GM/CS Liaison Website: [The African Development Bank \(AfDB\)](#)
AfDB Official Website: <http://www.afdb.org/>

ASIAN DEVELOPMENT BANK

GM/CS Liaison Website: [The Asian Development Bank \(ADB\)](#)
ADB Official Website: <http://www.adb.org/>

INTER-AMERICAN DEVELOPMENT BANK

GM/CS Liaison Website: [The Inter-American Development Bank \(IDB\)](#)
IADB Official Website: <http://www.iadb.org/>

EUROPEAN BANK FOR RECONSTRUCTION & DEVELOPMENT

GM/CS Liaison Website: [The European Bank for Reconstruction and Development \(EBRD\)](#)
EBRD Official Website: <http://www.ebrd.com/>

2016.export.gov/advocacy/eg_main_022753.asp



**U.S.
COMMERCIAL
SERVICE**

United States of America
Department of Commerce

CONTACT US



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Twitter: [Twitter.com/USCommericalSvc](https://twitter.com/USCommericalSvc)



EXIM's Trade Finance Solutions

Increase Export Sales with
Minimal Risks!

WHO WE ARE – WHAT WE DO

EXIM is the official Export Credit Agency (ECA) 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



TAKING THE FEAR OUT OF EXPORTING



- › Should I enter that new market?
- › When and will I get paid?
- › How will I get cash to make the product?
- › I made the big sale, but will my buyer be able to obtain financing?



OUR FINANCING MAKES THE DIFFERENCE



Minimize risk



**Level the
playing field**



**Supplement
commercial financing**

WE SUPPORT A VARIETY OF INDUSTRIES



Manufacturing



Services



Construction Equipment



Renewable Energy



Medical Equipment



Agribusiness



Mining



Wholesale/Retail



Power-generation



Oil & Gas



Aircraft & Avionics

EXIM BANK FINANCING COVERS THE SPECTRUM



*Pre-Export
Financing*

*Post-Export
Financing*



**Working Capital
Guarantees**

**Insurance Guarantees
Direct Loans**

HOW CAN EXIM PRODUCTS ASSIST YOU?



You Need:



Funds to Fulfill Orders



Risk Protection
Extension of Credit
Access to capital



Buyer Financing

Your Solution:

Working Capital Guarantee

Receivable Insurance

Medium and Long Term
Insurance and Loan Guarantee

WHO'S NOT WORRIED ABOUT GETTING PAID?



PRICING: EXPRESS POLICY



Term / Type of Foreign Buyer	<i>Class I:</i> Sovereign	<i>Class II:</i> Bank	<i>Class III:</i> Private
Sight Letters of Credit	\$0.04	\$0.04	N/A
S/DD/P; CAD	\$0.07	\$0.09	\$0.24
1 - 60 Days	\$0.19	\$0.09	\$0.24
61 - 120 Days	\$0.32	\$0.39	\$1.06
121 - 180 Days	\$0.41	\$0.50	\$1.35
181 - 270 Days	\$0.51	\$0.63	\$1.70
271 - 360 Days	\$0.62	\$0.77	\$2.08

**Pricing per \$100 of insured shipments*

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](http://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

› **US Export Assistance Centers (USDOC & SBA)**

www.export.gov



Questions?



EXPORT-IMPORT BANK
OF THE UNITED STATES



Michael K. Jackson

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Jeco Plastic Products, LLC

Use of EXIM for Export Sales

JECO MARKETS

40 years of hollow part and single wall experience within multiple industries worldwide:

- › Automotive
- › Printing
- › Aerospace
- › Pharmaceutical



Plainfield, Indiana Facility



FACILITIES



Rotational Molding



5 Axis CNC



Twin Sheet Pressure Forming



TYPICAL EXPORT PRODUCTS: SHEET FED PRINTING PALLETS



52cm Format



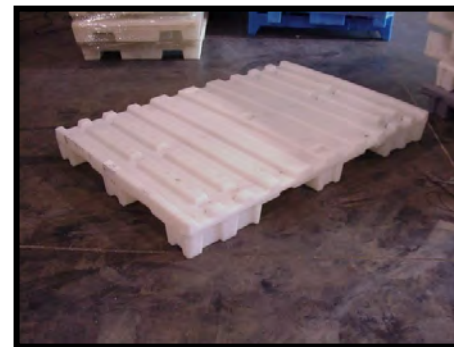
74cm Format



102 - 106cm Format



142cm Format



162cm Format



185 - 205cm Format

BACKGROUND

Primary markets for high tolerance products overseas

- › EXIM customer since 1998
- › EXIM products include ST insurance
- › Export markets include Western and Eastern Europe, North and South America, Japan, and Middle East
- › Competition is mainly from local firms, although China is a worldwide competitor
- › EXIM lapse in authority was a near disaster





EXPORT ISSUES



- › Jeco is an SME (each sale is proportionately large)
- › Exports comprise 65% of our sales volume
- › Most customers require open account payment terms
- › Legal recourse for payment issues is not practical in most cases

EXAMPLES

- › Key European customer offered 60 day terms instead of 30 day. (Actual terms with freight 110 days from shipment)
- › Unforeseen Bankruptcy in Canada
- › Large German automotive customer special credit limit of \$500k
- › Extended payment terms from materials suppliers to Jeco for large European order shipping over six months



RESULTS

- › 2016 Export “E” award from Department of Commerce
- › Double digit sales growth
- › Bad debts less than 0.5%
- › Large single sales doubling yearly
- › Trade credit replaced bank debt



IMPACT ON COMPANY BEING A VOSB

- › No effect in the U.S. on government or public business
- › Negative effect overseas
- › Internal effect: Accomplish mission





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Veteran Owned Small Business, ITAR registered, ISO 9001-2008 certified, JCP Certified, CCR registered



Expanding Global Opportunities for Veteran-Owned Businesses



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