

The background of the entire page is a close-up, slightly blurred photograph of a person's hand holding a silver stethoscope. The person is wearing a white lab coat, and the background is a soft, out-of-focus light blue and white. The stethoscope's chest piece is prominent in the center, and the tubing extends downwards and to the right.

# EXPORTING MEDICAL DEVICES

A Growth Engine for Small Business



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he United States is home to some of the most innovative companies in the world, many of which help save lives every day. According to the Advanced Medical Technology Association (AdvaMed), medical advances over the last 30 years have helped to increase life expectancy by five years and reduce fatalities from heart attack, stroke and breast cancer by more than half. Additionally, AdvaMed reports that the \$150 billion industry in the U.S. is fueled by small businesses and entrepreneurs, providing 1.9 million high quality U.S. jobs.

As impressive as that is, the U.S. market is less than half of the \$340 billion global market, and U.S. medical technologies are in high demand internationally. So if you are one of the 6,500 U.S.-based medical device manufacturers,

exporting can be the key to driving business growth and improving healthcare worldwide.

With 1,400 trade professionals located throughout the United States and in U.S. Embassies and Consulates in more than 70 countries, the U.S. Commercial Service (the export promotion arm of the U.S. Department of Commerce's International Trade Administration) offers expertise and introductions to help you grow your business in markets overseas.



**Small business is our business.**  
No company and no deal is too small!



## Financial Solutions

The Export-Import Bank of the United States (EXIM) empowers exporters of U.S. goods and services to win sales that otherwise would go to its foreign competitors. As the official export credit agency of the United States, we provide financial support to ensure a level playing field for U.S. exporters competing in the intense global marketplace.

Whether a small business needs working capital to fulfill sales orders, protection against buyer nonpayment, the ability to extend credit terms or obtain competitive financing for buyers, EXIM has a solution. Importantly, no company or no deal is too small for EXIM and we provide support in more than 180 countries.

## Resources

The U.S. Commercial Service's 2016 Healthcare Technologies *Resource Guide, A Reference for U.S. Exporters*, outlines four ways the U.S. Commercial Service can help you get started:

- **Market Intelligence**
- **Trade Counseling**
- **Business Matchmaking**
- **Commercial Diplomacy**



### SUCCESS STORY:



### Florida Medical Supply Company Expands Sales Around the World

DemeTECH, a Florida manufacturer of surgical sutures and blades, expanded their business into more than 100 countries and grew revenue by over 400 percent. Working with EXIM Bank, DemeTECH was able to offer credit terms to foreign buyers, while at the same time protecting itself from buyer nonpayment with an Export Credit Insurance policy. Today, 80 percent of their revenue comes from exports to international markets in the Middle East, Europe, Asia and Australia. More than 60 percent of DemeTECH employees are working to fill orders supported by exports.



## Did you know?

Every year the U.S. Commercial Service hosts a Discover Global Markets: Healthcare Connections Expo. This expo helps U.S. companies find new healthcare sector opportunities and industry experts share best practices, tips and advice on how to succeed in international markets.

### Event highlights

- Meet with commercial diplomats from 20+ countries
- Hear from leading healthcare industry experts
- Meet your next international buyer

### Who should attend

C-level executives accountable for business development opportunities and sales/marketing professionals accountable for acting on sales prospects and market demands.

## Why should you speak with an EXIM rep before attending

EXIM Bank partners with the Department of Commerce to help U.S. companies prepare before meeting international buyers at the expo. With export credit insurance, you can obtain financial due diligence on foreign buyers, agents and distributors you meet at the event.

### Learn more

<http://2016.export.gov/discoverglobalmarkets/healthcareconnections/index.asp>

# Additional Information

U.S. Government agencies have a wealth of resources to help you grow your business through exporting. EXIM Bank trade finance directors are located throughout the country and work hand-in-hand with the Small Business Administration (SBA) and Department of Commerce (DoC) to meet all of your small business exporting needs

## Let's get started:

Request a free consultation with an EXIM Bank regional specialist.

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



### 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.

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