



Nevada Governor's Office of
ECONOMIC DEVELOPMENT

Export Growth Strategies for Nevada Companies: Resources to Help Find Global Customers, Get Paid, and Access Financing Support



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INTRODUCING OUR SPEAKERS



Paul Duncan
Western Regional Director
EXIM



Janis Kalnins
Director
*Reno Export
Assistance Center*



Karen Brown
Accounting/HR
DSG



Dijana Mitrovic
Intl. Business Dev. Coordinator
& Nevada STEP Director
*Nevada Governor's Office of
Economic Development*

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Pawel Pietrasienski, Ph.D.
Director of International Trade
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EXIM Nevada Partners Webinar

January 12, 2022

Nevada Governor's Office of

ECONOMIC DEVELOPMENT

Tools and Resources for Businesses

Rural Community Development Block Grants

Build prosperity and enhance the quality of life in rural Nevada, by focusing on housing, and the creation of economic opportunities in rural parts of the state.

Nevada Main Street

Encourages development of capacity and capital to revitalize Nevada Main Streets by improving aesthetics and promoting business creation/retention.

Entrepreneurship Program for Rural Nevada

Entrepreneur network will create a complete ecosystem of entrepreneurs, mentors, and investors resulting in successful business development across rural Nevada.

Film Office

Offers transferable tax credits for film and other productions; it has a variety of production resources and crew + service information.

Procurement & Technical Assistance Center

Helps simplify the process and cut through the red tape of selling services and/or products to the government, connecting businesses with lucrative opportunities.



Workforce Development Programs



Workforce Innovations for a New Nevada – administered by GOED

Employers may receive assistance from GOED to connect to an existing program or develop a custom program to meet their unique need.

Learn & EARN Advanced-Career Pathways (LEAP)

LEAP integrates education, government and industry in a standardized process to ensure that workers have the skills they need to succeed in both the short and long-term.



Workforce Connections

Southern Nevada's Local Workforce Development Board responsible for the operation of the One-Stop Delivery System in the Southern Nevada Local Workforce Development Area. It connects Employers to a Ready Workforce establishing dynamic partnerships with employers and the community to connect job seekers to education, job training, and employment opportunities.

Nevada Governor's Office of

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Nevada Global

- Partnership-based soft-landing platform targeting high growth international companies
- Soft-landing ecosystem to attract international businesses to Nevada
- Connects homegrown entrepreneurial ecosystem to international networks and new sources of capital
- Market access, business set up and operations, and work force requirements assistance



International Partnerships



2020 Trade Data for Nevada

All data collected from US Census Bureau Trade Data for 2020

2020 Exports: \$10.35 billion

Top 3 Commodities

	HS Code	Description	2020 Value	2020 % Share
1	710812	Gold (including gold plated with platinum) unwrought or in semi manufactured forms (other than powdered)	\$2.52 billion	24.4%
2	854231	Processors and controllers, whether or not combined with memories, converters, logic circuits, amplifiers, clock and timing circuits, or other circuits	\$947 million	9.2%
3	847330	Parts and accessories of machines for automatic data processing	\$768 million	7.4%

2020 Imports: \$12.92 billion

Top 3 Commodities

	HS Code	Description	2020 Value	2020 % Share
1	854231	Processors and controllers, whether or not combined with memories, converters, logic circuits, amplifiers, clock and timing circuits, or other circuits	\$1.16 billion	9%
2	851712	Telephones for cellular networks or for other wireless networks	\$981 million	7.6%
3	854239	Electronic integrated circuits; parts thereof: Other	\$567 million	4.5%

Building Bilateral Relationships

Nevada Trade & Education Mission to Europe

During the trade mission to Europe, conducted in 2020, GOED ID took the lead and coordinated over 50 meetings and events with international state and local government officials, academic institutions, chambers of commerce and businesses. Two highlighted companies that the delegation was able to meet with were the Slovenian company Roto (industry leader in roto molding) and the Czech company HE3DA (industry leader in energy storage). Both these businesses have interest in opening their headquarters in Nevada. Following the mission, GOED ID has continued working with the U.S. Commercial Service to attract companies from the Czech Republic interested in investing in Nevada.



You are cordially invited to
the first ever
**EUROPE – NEBRASKA
GLOBAL SUMMIT**
Showcasing Successful Trade & Educational Partnerships
with
Croatia, Czech Republic, Italy, Poland, Slovenia and Turkey

Friday, March 6, 2020
15:00 - 17:00
Kempinski Hotel Adriatic
Istria, Croatia
Albani 200 A-52470
Savudrija, Croatia

Please RSVP to:
schae@state.nv.us
Text: WhatsApp/Viber: +1 (702) 735-7718



Looking to export?

State Trade Expansion Program (Step)

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State Trade Expansion Program

Step was authorized by Section 1207 of the Small Business Jobs Act of 2010. Trade Facilitation and Trade Enforcement Act of 2015 made the State Trade Expansion Program a permanent provision of the Small Business Act to make grants to States to carry out projects that help develop exports by eligible small business concerns (ESBCs).

A promotional poster for the Nevada Governor's Office of Economic Development. The poster features a dark blue background with a large, light blue seal of the State of Nevada in the center. The seal includes the text "SEAL OF THE STATE OF NEVADA" and "ALL FOR OUR COUNTRY". Surrounding the seal are several hexagonal images: a city skyline at night, a coastal town, a modern building, and a scenic view of a town. The text on the poster includes:

Nevada Governor's Office of
ECONOMIC DEVELOPMENT
Empowering Success

**JOIN NEVADA GLOBAL
TRADE & EDUCATION
MISSION TO EUROPE**

February 28 - March 10, 2020

*Croatia • Czech Republic
• Poland • Slovenia*

**POWERED BY
SBA**

"Funded in part through a Grant with the
U.S. Small Business Administration."



How Does Step Work?

- A reimbursement grant to assist small businesses looking to begin exporting or expand into new export markets
- Financial assistance with up to **100%** back on eligible expenses in the approved amount up to **\$10,000**
- Zero cash match requirement

Eligibility Requirements

U.S. Small Business Administration (SBA) Eligible Small Business Concerns:

- Registered in Nevada as a for-profit business
- Physically located & operational in USA at least one year
- Not barred from federal funds
- One or more full-time employees
- Export-ready U.S. company seeking to export goods or services of U.S. origin OR have at least 51% U.S. content
- Sufficient resources to bear the costs associated with trade
- In accordance with SBA guidelines and size standards: <https://www.sba.gov/size-standards/> or [Electronic Code of Federal Regulations](#)



What Can Step Be Used For?

U.S. Commercial Service services

Export Training

International website, e-commerce platform

Marketing media

Foreign trade missions, sales trips

Trade show exhibition

Fees for shipping sample products

Compliance testing

Export research tool subscriptions

Procurement of Consultancy Services

CONTACT US FOR A COMPREHENSIVE LIST



Step Stats:

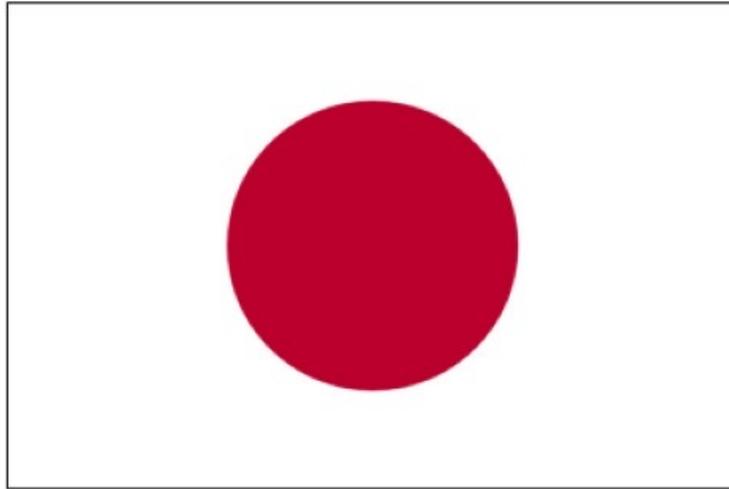
- Total Funding Since 2011: Over \$2 million
- Step 9 Base Year Funding: \$249,500 (Completed)
- Step 9 Continuation Year Funding: \$250,000 (Ongoing)
- Step 8 Export Sales by Companies: \$13 million
- Step 8 Return on Investment: \$50.40 for every \$1.00 expended
- Step Companies assisted: Over 300
- Companies Identified as Part of Disadvantaged Small Business Communities: 50%



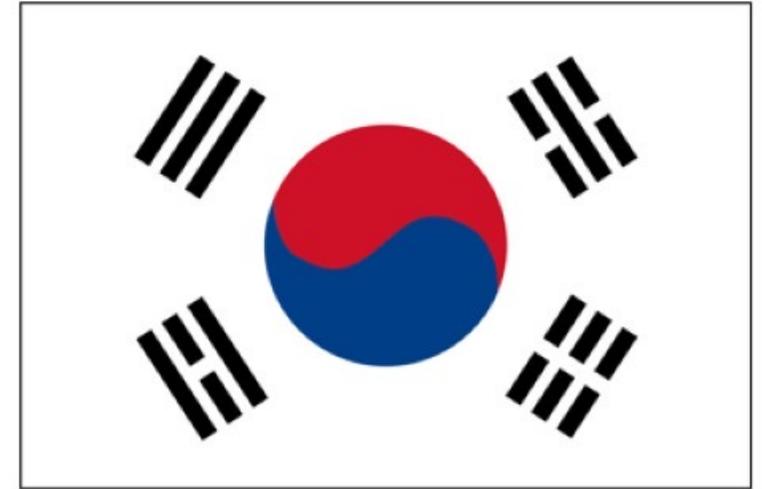
Upcoming Step Trade Missions 2022



United Arab Emirates
- Expo Dubai 2020 -



Japan



South Korea

Success Stories

Nevada Governor's Office of

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Ioterra: Reno



It's STEP's 10 YEAR ANNIVERSARY! Shout-out to #Nevada STEP client, @Goloterra who joined our European trade mission in the beginning of 2020. As a result, they're successfully exporting to new partners: Embiq and Untitled Kingdom from Poland, Chipolo and Qubino in Slovenia. @SBA



3:30 PM · Sep 28, 2020 · Hootsuite Inc.



"I cannot speak highly enough of the work done by the GOED team...As a result of these efforts, Ioterra is now exporting services to four separate companies (Embiq in Lublin, Untitled Kingdom in Krakow, Chipolo and Qubino in Slovenia) and is in detailed conversations with five more. Additionally, due to one of these partnerships, we were able to bring a large (>\$100k) implementation project to Breadware, an Ioterra partner that is headquartered in Reno."

– Danny deLaveaga, CCO, Ioterra



Fisher Space Pen: Boulder City

“Immensely grateful to have received assistance which has enabled us to regularly attend the annual Paperworld Fair stationery trade show in Frankfurt, Germany” – Mike Ibarra, Sales Coordinator

PR Diamond Products: Las Vegas

“We’ve appreciated the help as it enables us to grow. Sales were deteriorating and down to \$1.9M; we just surpassed \$3M. The grant money helps us small folks exhibit at large interactive, international shows...” - Leo Schafer, CEO



Bon Tool: Henderson

“Through grant money awarded by GOED, we have secured export sales to over 30 countries...We [have] made many meaningful contacts and were able to convert them into sales...even in these uncertain times.” – John Bongiovanni, President



Retro Manufacturing: Henderson

"The Step Grant has allowed us to meet our international dealers face-to-face and better address their customers' specific wants and needs. We have been given opportunities we normally wouldn't have, which has led to an increase in our export sales...Step Grant has been a critical component in achieving our goals worldwide." - Steve Harrington, President



Catherine Trifiletti, LTD: Las Vegas

"The Step grant has greatly helped our company ramp up our global footprint. Not only [did] we [host] the "First Global Hospitality Fashion Show" to seven countries including the USA, but once we air the virtual fashion show on YouTube we will be able to Quantify the number of viewers, the international viewers, as well with major brand extensions Internationally...With [GOED's] help, we have also been reaching out to some of the embassies trade professionals..."

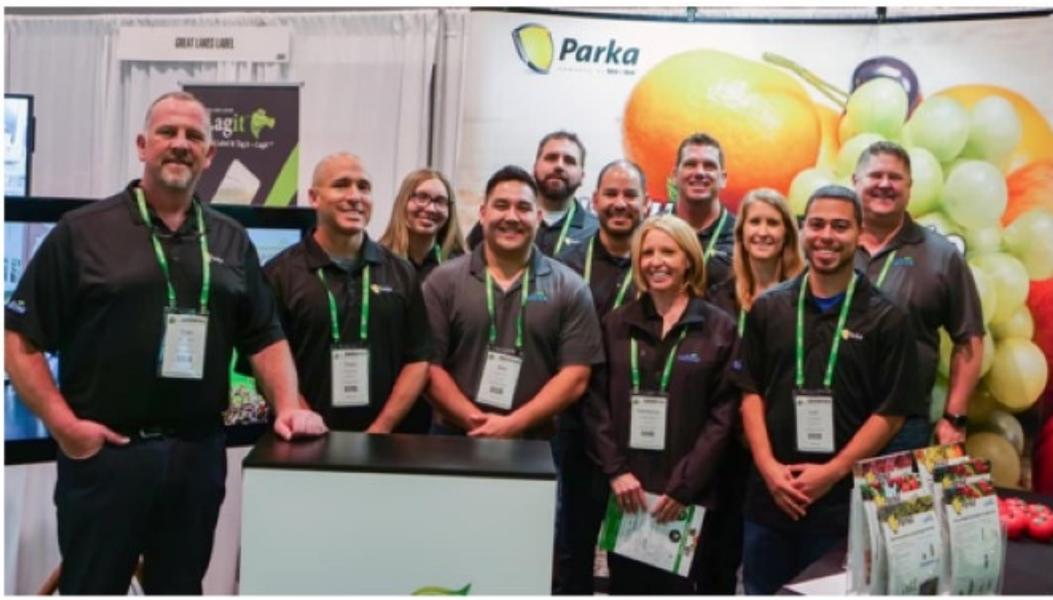
- Catherine Trifiletti, CEO / Creative Director





Free Brands: Las Vegas

Free Brands, a Nevada woman-owned company attended international trade shows, redesigned their website and led international marketing. The grant has made a significant impact on their focus to gain exposure, expand the product line to foreign markets and to start exporting into international markets.



Cultiva: Las Vegas

“The Step grant allowed Cultiva to expand our research and development efforts in Europe, a market of significant importance for us as we continue to grow and deliver solutions to increase marketable yields for growers across the globe.” – Luis Hernandez, CEO

Thank You!

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@NevadaGOED

INTRODUCING OUR SPEAKERS



Janis Kalnins

Director

Reno Export Assistance Center



U.S. Commercial Service

Nevada Export Assistance Centers Contact Information

Las Vegas Office

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Hector Rodriguez – Hector.Rodriguez@trade.gov

Reno Office

Janis Kalnins – Janis.Kalnins@trade.gov

Website: www.trade.gov

INTRODUCING OUR SPEAKERS



Paul Duncan
Western Regional Director
EXIM



WHO IS EXIM?

EXIM Bank is the official Export Credit Agency (ECA) of the United States government

Mission: support U.S. jobs through growth in U.S. exports

- › Established in 1934
- › 12 Regional Offices nationwide
- › Supports all U.S.-based companies who export, including service providers



MORE ABOUT EXIM

- › Despite our name, EXIM is not a bank and does not support imports. Think of us as an insurance company
- › EXIM is a government agency
- › We are similar to the SBA, but for exports. Exporters can hold policies directly
- › To qualify, exporters must sell products that have $\geq 50\%$ U.S. content including labor and overhead, but exclusive of markup



WHY DO COMPANIES USE US?



Risk Mitigation

Most firms have insurance on nearly all biz aspects - but often overlook liquid A/R

- › Is it a sale if you don't get paid?
- › How much additional sales needed to cover one loss?
- › Continued ripple effects of COVID on supply chain etc.

Sales Tool

CASH is KING - but...

Financing Aid

- › Foreign A/R with your bank
- › Pre-A/R Working Capital lines (through your bank)

Our Products COVER THE SPECTRUM

*Pre-Export
Financing*

*Post-Export
Financing*



› Working Capital Loan
Guarantee

› Insurance
› Guarantees



WORKING CAPITAL LOAN GUARANTEE

A guarantee to a commercial lender that makes a loan to an exporter to purchase or manufacture U.S. goods for export

- › Guarantees 90% of loan amount; YOUR DA bank approves, not us.
- › • EXIM has no minimum or maximum amounts (your lender will)
- › • Supports advances against export-related inventory (including WIP) and foreign receivables (*during COVID - ANY potential exportable inventory*)
- › • May be used to collateralize a stand-by L/C or performance bond
- › • EXIM is a 3rd source of repayment behind your cash flow and the assets that support the transaction

COLLATERAL

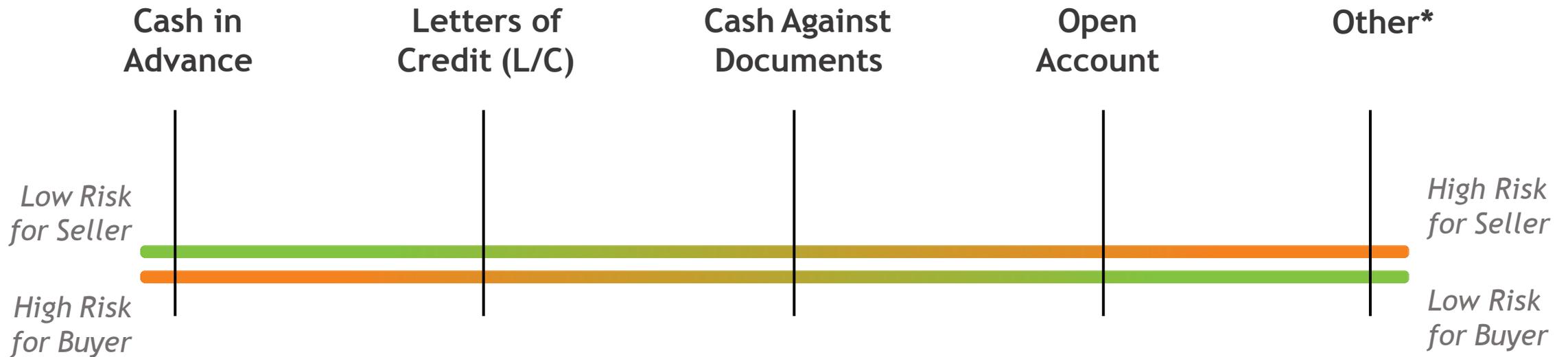
BASE

Expansion of Your Clients



		Your Working Capital Facility <i>without</i> EXIM		Your Working Capital Facility <i>with</i> EXIM	
Collateral (Inventory)	Amount	Advance Rate	Borrowing Base	Advance Rate	Borrowing Base
<u>Export Inventory</u>					
Raw Materials	\$200,000	20%	\$40,000	75%	\$150,000
WIP	200,000	0%	0	75%	150,000
Finished Goods	600,000	50%	300,000	75%	450,000
<u>Export/ Foreign Accounts Receivable</u>					
Open Account/ Foreign Receivable	\$400,000	0%	0	90%	\$360,000
L/C Backed A/R	600,000	70%	\$420,000	90%	\$540,000
Total Borrowing Base			\$760,000	\$1,650,000	

TURN OPEN ACCOUNT INTO **SECURED** TERMS



* Consignment / Large corporates with various fees / returns etc.

WHAT IS COVERED?

Commercial:

- ✔ Insolvency
- ✔ Bankruptcy
- ✔ Protracted Default

Political:

- ✔ War, revolution, insurrection
- ✔ Currency transfer risk
- ✔ Cancellation of import or export license

Disputes with the buyer are *not* covered.



EXIM vs PRIVATE SECTOR: DIFFERENCE

	<i>EXIM:</i>	<i>Private Sector:</i>
Mandate	Export assistance, increase U.S. jobs	Profit seeking, commercial endeavor
Countries	Virtually all “First in, last out” Country Limitation Schedule	More reactive to current risk conditions
Premium	Monthly reporting “Pay as you go”	Annual, with true up
Minimum	None for multibuyer, \$500 for single buyer	Minimum annual premiums from \$10,000 to \$15,000
Rates	Generally higher than private \$0.55/\$100 of value at least 60 days OA	Commercially competitive (~\$2,000,000+ threshold)
Restrictions	U.S. content required No military	Few Any products

EXPORTER-HELD POLICY TYPES

Multi Buyer

Discretionary credit authority
(N60 days .0055% \$10,000 sale is \$55)

Portfolio Coverage

(1) Standard (2) Small Business

Express

No discretionary credit authority
(N60 days .0065% - Free C/R)

Self Insure,
Letter(s) of Credit

Buyer
1

Buyer
2

Buyer
...

Single Buyer

*(One policy per buyer –
varies per market)*

Buyer
1

Buyer
2

Buyer
3

Buyer
4

Note: Premium discount of 25% available when combined with SBA or EXIM Working Capital Guarantee



CREDIT STANDARDS

EXIM has predefined credit standards:

Transparency about what underwriting will need for a certain sized credit limit when applying for invoice coverage

QUALIFYING A FOREIGN BUYER

Documents required by EXIM underwriting for consideration of Export Credit Insurance approval



Ready to Start Your Journey?

Request a free consultation: grow.exim.gov/consultationrequest

This is a descriptive summary to be used only as a general introductory reference tool. The complete terms and conditions of the policy are set forth in the policy text, applications, and endorsements.

ADDITIONAL INFORMATION

- › EXIM charges \$0 buyer underwriting fees
- › Policy coverage on sovereign foreign buyers is 100%
- › Open in buyers is 185+ countries, see CLS
- › Underwriting times typically average several weeks during busy periods
- › Works with independent insurance brokers who can help you submit an application to our underwriting department (and private sector)



HOUSEKEEPING



- Exporter must be in operational business at least one year



- Pay as you go, no minimum annual premium on MB



- Have [DUNS number](#) and financial info for underwriting review



U.S. content: so important, it's listed twice



No need to inform buyer insurance is in place unless/until claim



We pay your loss, zero recourse to you; we recover from buyer (thus “documentary”)

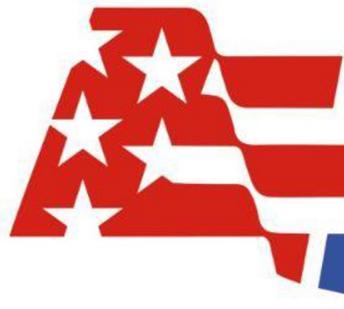
INTRODUCING OUR SPEAKERS



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 DSG

/ Timeline

- **2021**

Today, DSG, Inc. works with several engine manufacturers and has developed an extensive line of high quality replacement parts for Caterpillar and Cummins, as well as some Navistar, Detroit Diesel and Komatsu applications. DSG sales offices are in 7 different countries.

A new assembly and distribution facility is established in the UAE.





/ Distributor's locations

LOCAL PRESENCE

DSG, Inc. has established relationships in over 40 countries and maintains an active presence around the world.



/ Product

APPLICATION MATRIX



EARTHMOVING



POWER
GENERATION



MARINE



TRUCKING



MINING



LOGGING
INDUSTRY



USA



ITALY



DUBAI



THE OFFICES

PRIMARY FACTORS AFFECTING TRADE



FREIGHT

More Port News News & Analysis



Charleston congestion easing offshore despite heavy volumes



Port congestion behind November dip in US imports from Asia



Lack of dray capacity restricts CSX Memphis-Charleston container movement



Efforts to move long-dwell LA-LB containers yield uneven progress

Port congestion behind November dip in US imports from Asia

Charleston congestion easing offshore despite heavy volumes

Congestion curbs supply of Christmas goods in Germany: survey

Port of Virginia weathers record volumes with automation, agility

PSA steps into end-to-end logistics market with BDP acquisition

Top US ports urge Biden to encourage, incentivize extended gates

LA-LB to keep anchored container ships farther off coast

Loss of effective container capacity driving record spot rates

- Delays/Rollovers
- Shortage of Containers
- Shortage of Truckers
- Increased Fees
- Demurrage Charges

COVID



WORLD TRADE
ORGANIZATION

- Strained global supply chains and increased COVID-19 and variant outbreaks.
- 4.7% increase in trade predicted for 2022.
- Delta variant has already prompted governments to reinstate some containment measures.

LABOR CHALLENGES



- Labor market is suppressed
- More competition
- Higher Wages
- Faster turnover

ADVANTAGES OF EXIM BANK



INSURED WITH EXIM BANK SINCE 2015



- 100% had a positive impact on the growth of the company.
- Export financing-ability to offer increased credit limits
- Benefit to recruit new customers
- Limiting our risks-International Customers respect financing through Exim Bank and honor their terms.
- Satisfying bank regulatory requirements.



Questions?



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Closing Remarks