

EXPORT TOOLS & OPPORTUNITIES

for

NEW HAMPSHIRE EXPORTERS



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GROWING REVENUE

With 95% of the world's consumers located outside the United States, New Hampshire companies can grow their business by exporting their U.S.A.-made goods and services around the globe. Record-setting U.S. export levels underscore the vast opportunity. In 2023, U.S. exports of goods and services increased 1.1%, to \$3.05 trillion, according to the U.S. Census Bureau and the Bureau of Economic Analysis, at the U.S. Department of Commerce. You can be part of this revenue stream with EXIM's assistance.

New Hampshire's Top 5 Export Markets for Goods in 2023:

Countries	Total Sales
Canada	\$1.4 billion
Germany	\$1.3 billion
Mexico	\$698.6 million
United Arab Emirates	\$356.1 million
China	\$350 million





STATE EXPORTS

AT A GLANCE



2,175 New Hampshire companies exported goods in 2021



88% were small- and medium-sized enterprises



TOP INDUSTRIES

Transportation Equipment Computer & Electronics Machinery (Except Electrical) Chemicals Electrical Equipment

www.bea.gov/news/blog/2024-03-07/2023trade-gap-7798-billion#

www.trade.gov/data-visualization/ state-economy-and-trade-factsheets



WHAT'S STOPPING YOU FROM EXPORTING?

Imagine this: your U.S. business has identified an international buyer for its product, you have agreed on pricing, and your buyer wants open account credit terms. How will your company manage the risk of nonpayment by your international buyer? Insuring the receivables generated by international sales with EXIM's Export Credit Insurance is a great place to start.

Export Credit Insurance is an insurance policy that covers international receivables.

Export Credit Insurance mitigates the risk of nonpayment and empowers you to meet, or beat, your competitors by offering attractive credit terms. Your business can use open account credit terms to win new customers and increase sales to existing buyers.

Another benefit to insuring international receivables is that lenders will often accept them as collateral, expanding your borrowing base and improving cash flow.

Export Credit Insurance:

- Increases your ability to compete in international markets
- 🔗 Protects your international invoices from nonpayment
- Sector Expands your borrowing base for improved liquidity



BENEFITS INCLUDE:

Increased Sales

Every business wants to be more competitive. Providing open account credit terms can be the difference between winning and losing a deal. With more time to pay, customers have the financial flexibility to increase the size of their orders. Open account credit terms speeds up the delivery of goods by avoiding delays associated with a letter of credit or cash in advance.

Risk Prevention

The challenge for exporters, particularly small businesses, is clear. Selling to international buyers on open account credit terms can be risky. If the buyers don't pay, there is little recourse for a U.S.-based company and the financial impact can be significant. Export Credit Insurance mitigates the risk of nonpayment by insuring international receivables.

Cash Management

When your business needs cash to fulfill orders or pay for operations you often look to your local lender. These lenders are more likely to include international receivables in your borrowing base when those receivables are insured, giving you access to additional financing and improving cash flow. "A new opportunity became an important market for Badger and EXIM solved what would otherwise have been an impasse."

Iris Piedmont-Fleischmann

Director of Sales W.S. Badger Company, Inc. Gilsum, New Hampshire







Expand your products to global markets

performance & bid bonds [25% vs.100%]

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.

Start Your Journey: grow.exim.gov/consultationrequest

WHAT POLICY OPTIONS ARE OFFERED?

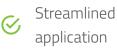
Express Insurance

Most attractive to small businesses with limited or no prior export experience.

Features Include:



- 🐼 No deductible
- Pay-as-you-go
 premiums



Multi-Buyer Insurance

Options to cover all or part of your export portfolio.

Features Include:

- ✓ 95% coverage
- ✓ No deductible
- Pay-as-you-go
 premiums

Single-Buyer Insurance

Covers one buyer for a predetermined period of time and dollar amount.

Features Include:



Polices to cover all the deals from a single buyer

TIP: With Single-Buyer Insurance, you can have multiple policies for the same buyer covering different deals.



WHAT'S NEXT?

EXIM is here to support you on your exporting journey. We offer a wide range of financing tools for your company's unique needs, as well as free consultations, educational material, exporter resources, and more. You can:



Talk to an Expert

EXIM specialists are ready and waiting in your area to give you a free consultation:

grow.exim.gov/consultationrequest



Learn Exporting Basics

The Basic Guide to Exporting, a free eBook, provides valuable insight and guidance to get you started:

grow.exim.gov/export-guide



Get Helpful Advice

Do you have questions about account terms and financing for exporters? Our experts are here to help:

grow.exim.gov/export-financing-faqs



Unlock Your Business's Cash Flow

Learn how EXIM works with your lender to provide access to working capital:

grow.exim.gov/wclg-guide



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