



# Hispanic Businesses Going Global: Celebrating Hispanic Heritage Month



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# INTRODUCING OUR SPEAKERS



**Laly Rivera Perez**  
Director of Scheduling,  
Office of the Chair  
*EXIM*



**Mary H. Aldeis**  
Program Director  
*Women's Business Border  
Center*



**Terri Reed**  
Program Director  
*MBDA Business Center El  
Paso*



**Toya Woods**  
Business Development  
Office  
*EXIM*



**Maria Paredes**  
Owner & President  
*TSD Group Corp.*



# INTRODUCING OUR SPEAKER



**Laly Rivera Perez**  
Director of Scheduling,  
*Office of the Chair*  
*EXIM*







Advocating for Your Business Success.

# GO GLOBAL WITH EXPORT OPPORTUNITIES

*WITH EXIM BANK*





# MARY HELEN ALDEIS

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PROGRAM DIRECTOR  
WOMEN'S BUSINESS BORDER CENTER



# OUR VISION

The Vision of the Chamber is to continue to be the core component for the El Paso Region in fostering “Entrepreneurial Economic Development where our existing companies are growing, where our entrepreneurs are reaching new horizons and where our small, minority and women owned businesses are thriving and out pacing all other markets.





# BENEFITS OF THE CHAMBER





# THE ENTREPRENEURIAL TECHNICAL ASSISTANCE (ETA) CENTERS

Comprised of three grant funded centers:



## WOMEN'S BUSINESS BORDER CENTER



In partnership with the El Paso Hispanic Chamber of Commerce and the US Small Business Administration

(A joint partnership of the El Paso Hispanic Chamber and the United States Small Business Administration)

## MBDA BUSINESS CENTER



Operated by El Paso Hispanic Chamber of Commerce

(Funded by the U.S. Department of Commerce and operated by the Hispanic Chamber)

## MINORITY WOMEN'S ENTERPRISE DIVERSITY CENTER



(Funded by the U.S. Department of Commerce and operated by the Hispanic Chamber)

# BENEFITS OF THE WOMEN BUSINESS BORDER CENTER



**Government Contracting  
Counseling**



**Business Counseling**



**Startup Analysis**



**WOMEN'S  
BUSINESS  
BORDER CENTER**

In partnership with the El Paso Hispanic Chamber of  
Commerce and the US Small Business Administration



**Financial Forecasting**



**Loan Packaging**



# BENEFITS OF THE THE WBBC CORONAVIRUS RESPONSE & RELIEF TEAM



**Business training**



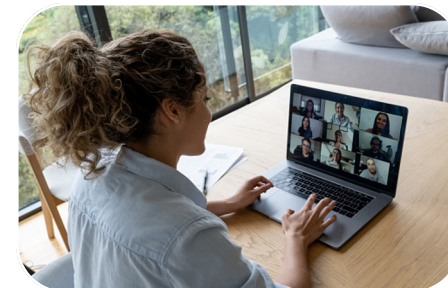
**Educating and advising  
about COVID-19**



**Resources**



**Researching**



**Guidance about remote  
customer**



# TERRI REED

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PROGRAM DIRECTOR

MBDA BUSINESS CENTER EL PASO



# BENEFITS OF THE EL PASO MBDA BUSINESS CENTER



Small business certifications



Procurement opportunities



Generate increased financing



Network



Critical financing

# BENEFITS OF THE EL PASO CORONAVIRUS RESPONSE & RELIEF TEAM



**Business training**



**Educating and advising  
about COVID-19**



**EL PASO CORONAVIRUS RESPONSE & RELIEF PROJECT**  
FUNDED BY THE U.S. DEPARTMENT OF COMMERCE,  
MINORITY BUSINESS DEVELOPMENT AGENCY'S  
CORONAVIRUS RESPONSE AND RELIEF AWARD



**Risks of cyber threats**



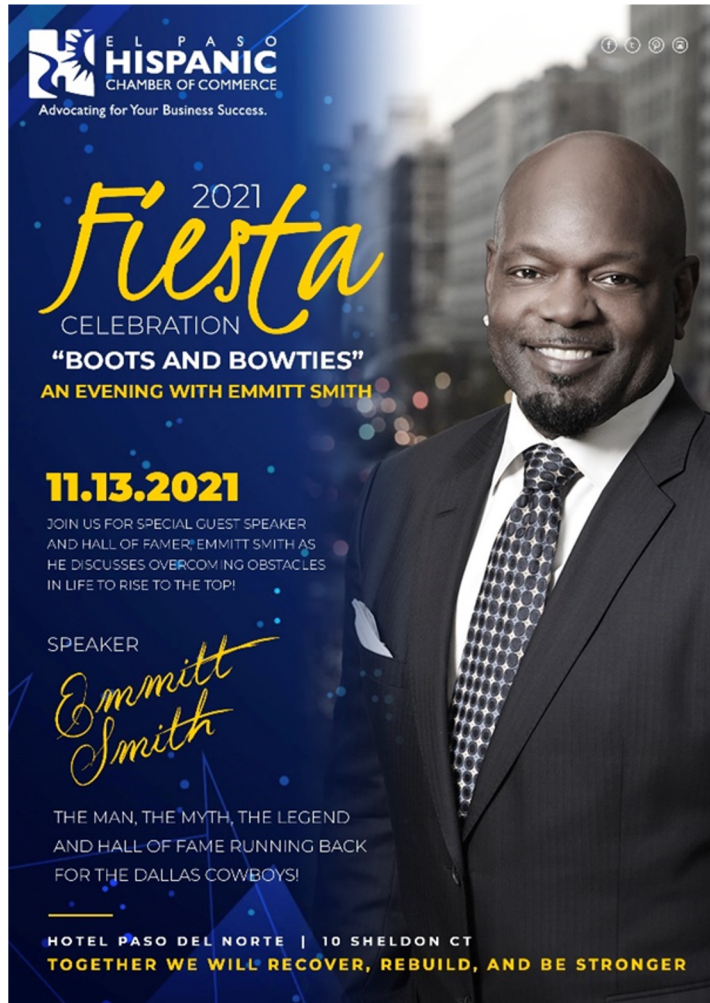
**Researching**



**Guidance about remote  
customer**



# EVENTS FOR EPHCC



**EL PASO HISPANIC CHAMBER OF COMMERCE**  
Advocating for Your Business Success.

2021 *Fiesta*  
CELEBRATION  
"BOOTS AND BOWTIES"  
AN EVENING WITH EMMITT SMITH

**11.13.2021**

JOIN US FOR SPECIAL GUEST SPEAKER AND HALL OF FAME, EMMITT SMITH AS HE DISCUSSES OVERCOMING OBSTACLES IN LIFE TO RISE TO THE TOP!

SPEAKER  
*Emmitt Smith*

THE MAN, THE MYTH, THE LEGEND AND HALL OF FAME RUNNING BACK FOR THE DALLAS COWBOYS!

HOTEL PASO DEL NORTE | 10 SHELDON CT  
**TOGETHER WE WILL RECOVER, REBUILD, AND BE STRONGER**



**EL PASO HISPANIC CHAMBER OF COMMERCE**  
Advocating for Your Business Success.

**DIPLOMAT COMMITTEE MEETING**

Join us for the Diplomat Committee Meeting on **Wednesday, October 6th at 5pm** at **La Havana Bar and Grill - 7250 Doniphan**  
Come see what our membership department is planning for the coming months.

RSVP to Kendra Banuelos | [kbanuelos@ephcc.org](mailto:kbanuelos@ephcc.org)

[www.ephcc.org](https://www.ephcc.org)



**EL PASO HISPANIC CHAMBER OF COMMERCE**

**New Member Orientation**  
**October 1st**  
**9:00 am**  
MWEDC Training Center | 4141 Pinnacle St. Suite 120

What is the Chamber?  
How can the Chamber help me GROW my business?  
Can I get a ribbon cutting?  
What services do they offer?  
What is the benefit of becoming a member?  
Do they have trainings?

Join us for a brief presentation about us & How to fully utilize your benefits!

**RSVP:**  
**Kendra Banuelos**  
**915.566.4066 or**  
**[kbanuelos@ephcc.org](mailto:kbanuelos@ephcc.org)**

Coffee and Pastries will be provided!



# EVENTS FOR THE WBBC





**SHOP SMALL**

## Learn, Laugh & Leap Into Business Marketplace

Dynamic Women To Women

Location listed at  
MWEDC Training Center,  
441 Pinnacle, Suite P20,  
El Paso, Texas 79902

**FREE FOR THE PUBLIC & FREE FOOD & DRINKS**  
**VENDORS PAY FOR SPACE: \$25.00**



Speaker  
Elizabeth Sanchez Zelenak  
Owner of Chick'nCone



Speaker  
Lilli Gutierrez  
Owner of Float + Calm Spa

**RSVP SPACE IS LIMITED**

Mary Helen  
WBBC Project Director  
915-566-4066 ext. 14

www.womenbordercenter.com  
maldeis@ephcc.org

Event Time & Date:  
4pm-6pm on Oct 21, 2021

**LEARN**  
About how Entrepreneurs were able to select the right Business Model.

**LAUGH**  
And network put your business out there

**LEAP**  
Into amazing opportunities that will help you and your business by showcasing your products and or services.




## OPPORTUNITY ZONE 101 INVESTING WORLD

LEARN ABOUT INVESTING IN THE RIGHT PLACES

**DON'T BE LEFT BEHIND BE SMART ABOUT IT !!!!!**






**A MUST FOR ANY BUSINESS OWNER**

With:  
**Catherine Lyons**  
Director of Policy and Coalitions  
Economic Innovation Group

**JOIN US ONLINE IT'S A FREE EVENT**  
**SEPTEMBER 30, 2021 | 02:00 PM MDT**

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**SIGN UP NOW WITH**  
**MARY HELEN -WBBC PROJECT DIRECTOR**  
Phone: (915) 566-4066 | Email: maldeis@ephcc.org






**FREE FOR MILITARY SPOUSES**

**LET'S START YOUR BUSINESS:**  
SET YOUR DREAMS INTO ACTION!  
**OCTOBER 20, 2021 | 9 AM**

**RESERVE YOUR SPOT TODAY!**

Location: 2494 Ricker Rd, Fort Bliss, TX 79916

LEARN HOW TO:

- Build a business plan
- Finance your business
- Find the right business venture for you
- Find Important Resources



With **Mary Helen Aldeis**  
WBBC Project Director  
maldeis@ephcc.org

**@ephcc | ephcc.org**








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# EVENTS COVID TEAM

COVID-19 RESPONSE TEAMS

MINORITY WOMEN'S BUSINESS CENTER  
WOMEN'S BUSINESS CENTER  
HISPANIC CHAMBER OF COMMERCE  
MINORITY WOMEN'S ENTERPRISE DIVERSITY CENTER  
POWERED BY SBA

A LIVE DISCUSSION WITH THE SBA ON :

## PPP LOAN FORGIVENES

"Can I get more funds?"

"Why hasn't my PPP Loan Forgiveness been approved?"

"My PPP Loan forgiveness was not approved can I appeal?"

- ✓ Live Q & A with SBA Representative!
- ✓ Answering questions you have on loan forgiveness!
- ✓ Updates on NEW SBA programs!

Contact Stephanie Nevarez  
WBBC COVID CARES Program  
Coordinator for more info!

915-566-4066

SNEVAREZ@EPHCC.ORG

BIT.LY/3ZBEXAM

EL PASO CHAMBER OF COMMERCE  
Advocating for Your Business Success.

To Register: [bit.ly/growenhancecovid](https://bit.ly/growenhancecovid)

## SAVE THE DATE

"How to Grow & Enhance your Leadership Style During Covid-19"

WEBINAR VIA ZOOM

Presented by:  
**Elizabeth Reveles**  
REV IT UP CONSULTING

**RevitUp!**  
CONSULTING GROUP  
Relevant Leaders... Sustainable Results

Thursday, October 21, 2021 at 10 AM  
**For more information**  
Call: (915) 566-4066  
Email: [vmuriel@ephcc.org](mailto:vmuriel@ephcc.org)

EL PASO CHAMBER OF COMMERCE

EL PASO CORONAVIRUS RESPONSE & RELIEF PROJECT  
FUNDED BY THE U.S. DEPARTMENT OF COMMERCE,  
MINORITY BUSINESS DEVELOPMENT AGENCY'S  
CORONAVIRUS RESPONSE AND RELIEF AWARD



# THANK YOU!



[TREED@EPHCC.ORG](mailto:TREED@EPHCC.ORG) - TERRI REED



[MALDEIS@EPHCC.ORG](mailto:MALDEIS@EPHCC.ORG) – MARY HELEN ALDEIS

[EL PASO HISPANIC CHAMBER OF COMMERCE  
\(EPHCC.ORG\)](http://ELPASOHISPANICCHAMBEROFCOMMERCE(EPHCC.ORG))





*EXIM Bank Executive Overview Presentation*  
*Toya Woods*

# WHO WE ARE

EXIM is the official export credit agency of the United States. (ECA)

*Mission:* Supporting American jobs by facilitating the export of U.S. goods and services.

- Fills gaps or complements private-sector lender/insurance offerings.
- Levels the playing field for U.S. companies competing for global sales.





*We Are*

# SMALL BUSINESS FOCUSED



About ~90% of EXIM Bank transactions supported small business exporters



No company or transaction is too small



EXIM has supported sales of just a few thousand dollars

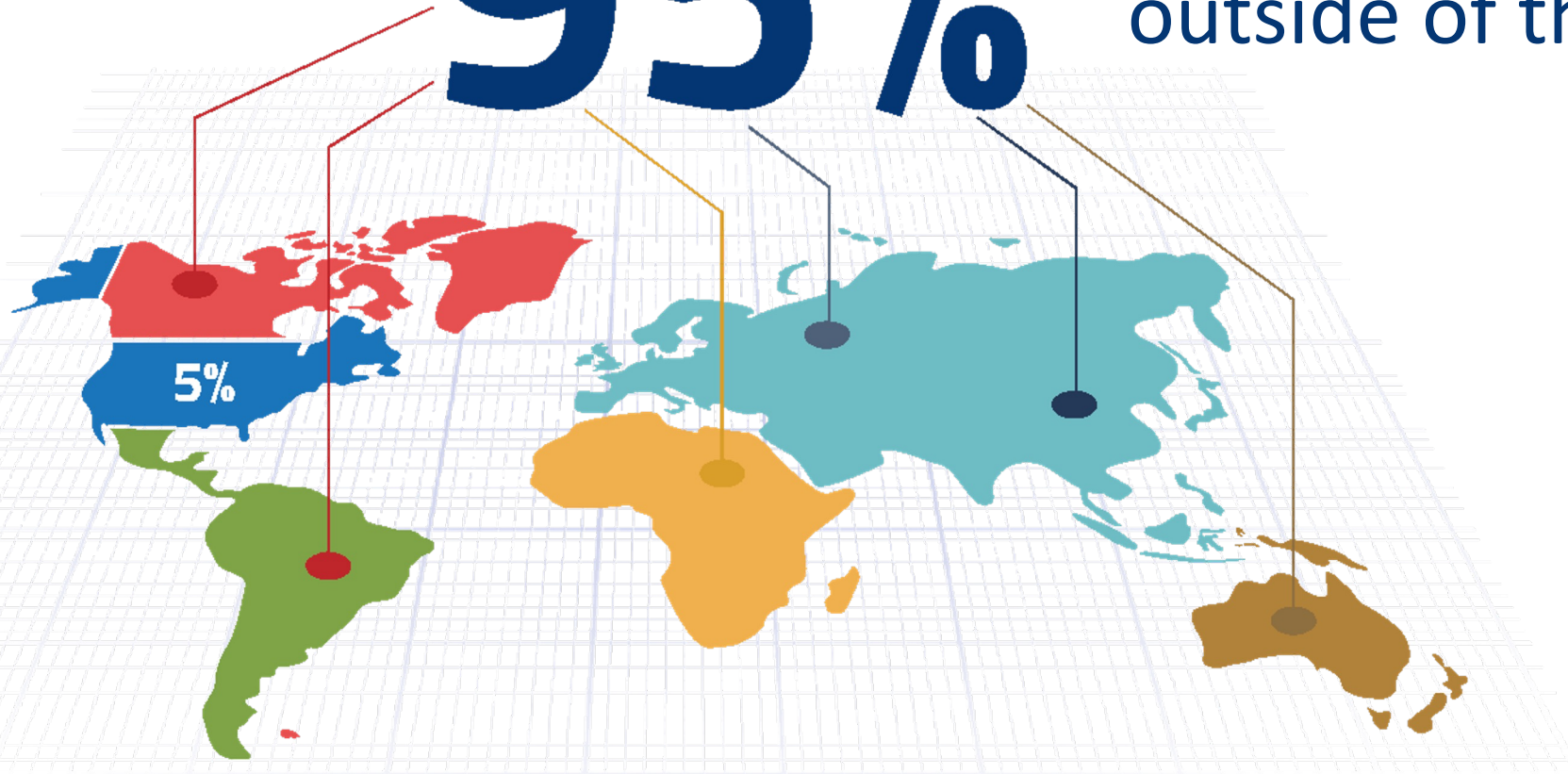


# GLOBAL POPULATION



95%

of consumers are outside of the U.S.





# OUR FINANCING MAKES THE DIFFERENCE



**Level the  
Playing Field**



**Minimize risk**



**Supplement  
Commercial Financing**

# What's Stopping Your Business from EXPORTING?

## Risk of Buyer Nonpayment

### You Need:



### Export Credit Insurance (ECI)

EXIM helps small business exporters mitigate financial risks to achieve success.



Protects & insures foreign accounts receivable



Covers up to 95% of invoice value



Can apply to single or multiple foreign buyers

### With ECI You Can:



Offer open account credit terms & win new sales contracts



Borrow against insured foreign accounts receivable



Expand your products to global markets

## Access to Cash Flow

### You Need:



### Working Capital Loan Guarantee (WCLG)

EXIM helps you secure a loan by providing your commercial lender with a guarantee.



Guarantees 90% of loan to the lender



Supports advances against export-related inventory & accounts receivable

### With WCLG You Can:



Use cash for materials, labor, & production



Borrow against work-in-progress for more capital



Lower collateral rates for performance & bid bonds [25% vs. 100%]

Start Your Journey:  
[grow.exim.gov/consultationrequest](http://grow.exim.gov/consultationrequest)



# WE SUPPORT A VARIETY OF INDUSTRIES



Manufacturing



Services



Construction Equipment



Renewable Energy



Medical Equipment



Agribusiness



Mining



Wholesale/Retail



Power-generation



Oil & Gas



Aircraft & Avionics

*Tools for Exporters*

# COUNTRY LIMITATION SCHEDULE

- ✔ EXIM Bank conducts business in most countries throughout the world.
- ✔ Restrictions may apply based on political or economic conditions and are highlighted on the Country Limitation Schedule.







# ADDITIONAL RESOURCES AND ASSISTANCE



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](http://www.exim.gov/tools-for-exporters/repp)

- **Regional Export Promotion Program (REPP) Members**

*REPP Locator:*

[www.exim.gov/tools-for-exporters/repp](http://www.exim.gov/tools-for-exporters/repp)



**Ms. Toya Woods**

**Business Development Specialist**

**202 565 3355**

**Email: [toya.woods@exim.gov](mailto:toya.woods@exim.gov)**



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

800.565.3946 (EXIM)





# INTRODUCING OUR SPEAKER



**Maria Paredes**  
Owner & President  
*TSD Group Corp.*



# EVERYTHING SMELLS A LITTLE NICER WITH EXIM

Exporter/Customer: TSD Group Corp.  
Export Destinations: Mexico, Chile, Colombia, Costa Rica,  
Honduras, Nicaragua, Guatemala, El Salvador

## Challenge

With nearly 100% of TSD's sales being export related and its overseas customers paying on credit terms ranging from 30 to 90 days, TSD needed to find a way to obtain working capital to fulfill and grow its expanding international orders.

## Solution

When TSD contacted the Florida Export Finance Corp. (FEFC), they not only helped with obtaining a working capital loan but also introduced them to EXIM. Working with EXIM broker ARI Global, TSD began using Export Credit Insurance to cover its foreign accounts receivable. This helped the company get a working capital loan.

By obtaining working capital lending, TSD was able to outline favorable payment credit terms with their international buyers.

EXIM Bank Product: Export Credit Insurance  
**Jobs Supported: 6**

## Results

*With EXIM's Support, TSD:*



Increased sales from \$500,000 to a projected \$1.8 million within 2 years



Sells globally in 16 different countries





Questions?





# Closing Remarks