

EXPORT INSIGHTS

Advice from
Export Professionals
to New Exporters

EXIM
EXPORT-IMPORT BANK
OF THE UNITED STATES

REASONS TO EXPORT

Exporting professionals from all over the country were asked what advice they would give to exporters or individuals interested in the prospect of exporting; here are their answers:



"I think if you haven't discovered exporting, you're missing out on about 90% of the world. I think it's time you start looking at it. But not only do you need to learn about the markets, but you need to learn about financing in order to be able to enter the markets and compete successfully."

Steve Green
COO of Atrafin, LLC.



"It's always important to diversify, just [do] not put all your eggs in one basket and...sell to the U.S. There's a lot—95% of the world's consumers are located outside of the U.S."

Sandra Campbell
Director of Tampa Bay Export Assistance Center
and U.S. Department of Commerce



"American goods are very strong. Ultimately, American companies need to get their equipment overseas; they need to support the companies, they need to provide financing and they need to do the same things the foreign companies do if they want to be active in these markets."

Ken Tinsley
Chief Risk Officer at EXIM



"You don't need to be a billion dollar company to sell your product into a different market. You have to have a product that's good enough to be sold and accepted in that particular market, but it's all about the relationships that you maintain, the advisors that you have, and the partners that help you bring these solutions to life."

Andy Arduini
Senior Vice President,
Manager of Banking & Global Trade
at Huntington Bank

DO YOUR RESEARCH



"Every market is a little different. If you're new in the export space, it can be challenging. You have to do your homework about a particular market or region since things can vary."

Ken Tinsley

Chief Risk Officer *at EXIM*



"Get to know your customer. Visit with them; know what they need; know what their needs for the product are; and know what their financial needs are."

Arthur Lorga

Vice President of Product Financing
at Thrush Airlines, Inc.



"General business practice can vary largely from country to country. Develop your relationships & partnerships, and don't go into these markets assuming that your common business practices are going to translate to those particular markets."

Andy Arduini

Senior Vice President, *and* Manager of
Banking & Global Trade *at Huntington Bank*





Visit a USEAC:

“U.S. Export Assistance Center is a one-stop shop for companies that are looking to start exporting or increase their exports... We have a great website on [export.gov](https://www.export.gov) that can have all the information on what we do, but then also what other agencies do, such as EXIM.”

Sandra Campbell
Director of Tampa Bay Export Assistance Center
and U.S. Department of Commerce

CHOOSE THE RIGHT PARTNERS



“One of the most important things that an exporter can do is to align themselves with an experienced freight forwarder. A freight forwarder is a key partner to an exporter because they’re not only going to help with logistics—the movement of their freight from the U.S. to their foreign buyer—but freight forwarders are experienced in documentation, in the bills of lading and in all the other important documents that are needed. That way the exporter can rest assured that they don’t have to worry about that piece of the business.”

Sharyn Koenig

Managing Director of the Eastern Region, EXIM



“U.S. manufacturers sell more, and sell it more easily in the international market if they offer financing. Find a good lender that you can work with, and your deals will get done.”

Joe Barrett

Owner of Barrett Trade and Finance Group



“Stay open minded about what the options might be and don’t lock yourself into one way of thinking. There are so many tools out there in the market, so many ways to structure a transaction, so many payment terms, so many things you can do to help your customer make it easier to buy from you. You really can make customers feel like you’re their partner and not just a vendor.”

Brian Gordon

International Banking Group of Commerce Bank

CHOOSE THE RIGHT PARTNERS



"The forwarder is the best connection in the source of any deals outside of the country. They are very knowledgeable. They communicate with 100 countries around the world. So, there is a very good source of connection and business opportunities."

Musya Tumanya

Senior Vice President of Hoffman International Inc.



"Address the additional risks associated with foreign trade and again that could be additional political risks, commercial risks. Partner with institutions to address those risks, whether it's a bank, an experienced freight forwarder, legal firm, CPA firm. All of these parties can be valuable partners for companies as they embark internationally."

Lori Helmers

Executive Director of JP Morgan Chase

Consider the [Gold Key Matching Service](#):

"You get on a plane and meet with potential distribution partners. We find that the most effective way for companies to succeed is to actually get on the road. I'm often told 'I need customers overseas, I need buyers.' We have great match-making, whether they need a list of contacts of potential buyers or distributors, all the way up for us to set up appointments with them in particular countries of potential buyers or distributors, or government partners. We have that capability and we have a network of over 120 offices in over 70 countries worldwide, through our embassies and consulates."

Sandra Campbell

Director of Tampa Bay Export Assistance Center and U.S. Department of Commerce

MITIGATE YOUR FINANCIAL RISKS



"EXIM comes in with me, guarantees my loan should anything happen, and all of the sudden I can offer a loan at the best rates around to help that American manufacturer make the sale."

Joe Barrett

Owner of Barrett Trade and Finance Group, LLC.



"Most countries don't have very good financing options and that's why we turned to EXIM; they actually give us the option of financing our products abroad at very interesting rates, at very interesting conditions and terms."

Arthur Lorga

Vice President of Product Financing of Barrett Trade and Finance Group



"EXIM was the answer for our customers because there is no other alternative in the market that is as complete as EXIM. They allow the banks to mitigate the risk associated with doing international business."

Juan Acevedo

Senior Vice President of Amegy Bank



"One of the tools that I rely on is the country limitation schedule, which has ratings of what markets EXIM is open in, and what EXIM is closed in, and being able to rely on that expertise to know what countries are risky and what countries we can do business in is a key resource for us."

Dan Ward

Director of Trade Finance of Western Forms International

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

This free eBook, The Basic Guide to Exporting, will teach you everything you need to get started:

grow.exim.gov/export-guide



Protect Your Business from Risk

Avoid the danger of buyer nonpayment with Export Credit Insurance:

grow.exim.gov/eci-guide



Unlock Your Business's Cash Flow

Learn how EXIM works with your lender so you can compete internationally:

grow.exim.gov/wclg-guide



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.