

U.S. EXPORT ASSISTANCE CENTERS

Empowering U.S. Small
Businesses to Succeed in
Global Markets

EXIM
EXPORT-IMPORT BANK
OF THE UNITED STATES

WHAT IS A USEAC?

USEACs—U.S. Export Assistance Centers—are one-stop shops that equip U.S. businesses to compete on a global scale.

Your U.S.-based business wants to expand internationally, and you don't know where to go. Finding the right market is one key to your success and you are not sure what else you need. Fortunately, there are resources specifically created to empower American exporters.

The U.S. Export Assistance Centers, or USEACs, bring multiple exporting resources together in one convenient location. These centers are situated throughout the country to offer support directly to businesses currently exporting or thinking about exporting.

USEAC offices are staffed with three of the federal agencies engaged in assisting export businesses:

- ✓ The U.S. Department of Commerce (DoC)
- ✓ The Small Business Administration (SBA)
- ✓ The Export-Import Bank of the United States (EXIM).



TIP: Don't be afraid to go global. Collaborate with your local USEAC to discover the opportunities of exporting.



WE ARE HERE FOR U.S. EXPORTERS

With over 110 locations throughout the United States and access to more than 75 markets across the globe, your local USEAC is a powerful and convenient place for expert advice and resources on international trade. Representatives from the following government agencies are ready to help at your local USEAC.



EXIM

The Export-Import Bank of the U.S. (EXIM) has tools that can help grow your export business while minimizing risks. One way that EXIM assists companies is by providing Export Credit Insurance. An Export Credit Insurance policy covers the accounts receivable generated by international sales, protecting your company against nonpayment by foreign buyers. The insurance policy mitigates risk while empowering your company to meet or beat your competitors. Your business can use open account credit terms to win new customers and increase sales to existing buyers.



Department of Commerce

The Department of Commerce (DoC) is here to help you learn how to export, connect with foreign buyers, and expand operations in new foreign markets. The DoC has developed a toolkit of 12 [Export Solutions](#) designed to give you the advice, market intelligence, and tools you need for a successful international sales strategy.



Small Business Administration

The Small Business Administration (SBA) is ready to support small businesses that are exporting or interested in learning more about exporting. With the help of its partners, the SBA provides counseling and training, helps businesses find buyers with the State Trade Expansion Program, and has loan guarantee programs available specifically for exporters.

FINANCING TOOLS FROM EXIM

Risk Prevention

Running a small business comes with risks but getting paid does not need to be one of them. EXIM's [Export Credit Insurance](#) empowers you to grow sales while mitigating the risk of selling internationally.

But what does it do beyond protecting your foreign receivables?

Use Export Credit Insurance to:

- ✔ Empower you to offer open account credit terms to compete more aggressively
- ✔ Protect your foreign receivables from nonpayment
- ✔ Expand your borrowing base and improve cash flow

Working Capital Loan Guarantee

EXIM's [Working Capital Loan Guarantee](#) provides exporters with access to the cash needed to fulfill sales and take on new business abroad. Exporters can use a working capital loan to cover the costs of labor, materials, overhead, and supplies required to fulfill a foreign sale.

Use Your Working Capital to:

- ✔ Pay for materials, equipment, supplies, labor, and other expenses to fulfill export orders
- ✔ Post standby letters of credit serving as bid bonds, performance bonds, or payment guarantees
- ✔ Purchase products for export

“EXIM allowed us to take on a larger customer overseas. We never would have expanded our exports without the support offered by EXIM. We could take on multiple orders, pay our vendors on time and offer better terms to our customers without concern for receipt of payment.”

L. James-Meyer, CEO of BioSafe

USE THE DoC TO FIND NEW BUYERS

Locating new buyers overseas can be time consuming, expensive, and frustrating. The U.S. Department of Commerce is available to help by matching American exporters with foreign buyers.

There are two great programs that can grow your business overseas:



Gold Key Matching Service

This service arranges meetings with interested partners in international markets. The Gold Key team first identifies foreign buyers, assesses them, and provides profiles of the best matches. When it comes time for a meeting with a matching foreign company a member of the Gold Key team can accompany you and provide support.



Single Company Promotion

The DoC can organize a variety of promotional events to increase awareness of your company's products and services in a specific international market. These promotional events may include targeted email campaigns, seminars, webinars, direct mail campaigns, and receptions all designed to reach an audience of potential clients. The DoC handles all the logistics, project management, and provides a post-promotion review to discuss next steps.



SBA TRAINING FOR SMALL BUSINESSES

The Small Business Administration's [SBA Learning Center](#) gives you access to courses on all of these topics and more.

- ✔ Planning and strategy to develop an international business plan
- ✔ Legal and regulatory to help you navigate regulations and legal issues
- ✔ Documentation and product requirements
- ✔ Pricing development and strategy
- ✔ Marketing and social media

Are You Ready?

Don't wait to take advantage of these resources for exporters! [Schedule an appointment at your local USEAC location](#) and get the assistance you need.

Loans

The SBA also works with lenders to guarantee loans in support of international trade. These include:

- ✔ The Export Express Loan
- ✔ The International Trade Loan
- ✔ The Export Working Capital Loan

Grant Programs

The SBA also has a grant program called the State Trade Expansion Program (STEP) that provides funding to state and territory governments. These STEP funds are exclusively available to help small businesses with export development.



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.