



EXPORT FINANCE WORKSHOP

How to Access Capital in Today's Tight Credit Markets



Penn State Great Valley
Conference Center, Main Building Room 130/131
30 East Swedesford Road
Malvern, PA 19355-1443

April 15, 2010
8:30 am to 12:30 pm

AGENDA

8:30 am **Registration and Networking**

9:00 am **Welcome and Introduction**

Linda Mysliwy Conlin
President
World Trade Center of Greater Philadelphia

Dr. Craig Edelbrock
Chancellor
Penn State Great Valley

9:15 am **Export Credit Insurance**

Increase Export Sales While Minimizing Risk

Learn how to increase your export sales by using export credit insurance to protect against buyer non-payment, provide extended credit terms with confidence to buyers, insure foreign receivables as collateral for working capital loans, and more. Single buyer, multi-buyer and special policies for small and medium-sized businesses are available.

Thomas P. Cummings
Regional Director
Northeast and Mid-Atlantic Region
Export-Import Bank of the United States

Company Presentation:

Karl Brown
President
SB Global Foods, Inc.

Q&A

9:45 am

Working Capital Loans

Pre-Export Financing to Help U.S. Exporters Maximize Borrowing Potential

With an Ex-Im Bank working capital guarantee, small and medium-sized businesses can obtain loans from lenders at competitive rates for the production of goods or services for export. Working capital loans can improve cash flow by providing capital to purchase inventory, pay for labor or overhead to fulfill an export sales order. Working capital guarantees can also be used to cover standby letters of credit serving as bid bonds, performance bonds, or payment guarantees.

“The Working Capital Loan Program: How it Works”

Brian E. Hurley

Business Manager for Global Trade Finance

Royal Bank of Scotland

“Gearing Your Application for Success: Best Practices and Lessons Learned from A Lender’s Perspective”

Tom Parides

Vice President and Manager of International Trade Finance

PNC Bank

“Obtaining the Financing: It’s All in the Preparation”

Anne Marie Hughes

Vice President, Global Banking and Trade Solutions

Wells Fargo Bank

Company Presentation:

Jack Collins

Vice President

Wallquest, Inc.

Q&A

10:30 am

Break / Networking and Consultation with Lenders and Insurance Brokers

10:50 am

Export Financing: Small Business Administration Program

Robert L. Elsas

Regional Manager

Export Solutions Group

Office of International Trade

U.S. Small Business Administration

Philadelphia, PA

11:00 am

Medium and Long-Term Buyer Financing

Competitive Financing for International Buyers

The ability to offer a customer attractive financing can make the difference between making or losing an important sale. Lenders will often not provide medium and long-term financing to buyers in emerging markets. With an Ex-Im Bank guarantee, lenders can offer medium and long-term loans for capital goods and services at competitive rates, often in riskier markets where credit from in-country lenders is often unavailable or prohibitively expensive to buyers.

“Customer Financing: The Tools to Close the Sale”

H. Suha Kocabal
Vice President
TD Bank Financial Group

“Knowing Your Buyer: A Primer for Successful Applications”

Rick Von Minden
Senior Development Manager
UPS Capital-Export Credit Agency

Company Presentation:

Richard Kelly Carroll
Director Trade Finance
JLG Industries, Inc.

Q&A

11:45 am

Networking and Consultations with Lenders and Insurance Brokers

12:30 pm

Closing

The World Trade Center of Greater Philadelphia (WTCGP) is the leading international trade services organization helping regional companies succeed in global markets. In 2009, the WTCGP assisted companies in the region who reported over \$80 million in incremental export sales.

Ex-Im Bank is the official export-credit agency of the United States. For over 76 years, the independent, self-sustaining federal agency has helped create and maintain U.S. jobs by financing the sales of U.S. exports, primarily to emerging markets throughout the world, by providing loan guarantees, export-credit insurance and direct loans. In fiscal year 2009, Ex-Im Bank set a record, authorizing more than \$21 billion in support of U.S. exports to help ease tightened liquidity during the economic crisis.

On November 4, 2009, the WTCGP joined the City of Philadelphia as an official City / State Partner of the Export-Import Bank of the United States. The Export Finance Workshops support the overall goal of the partnership to increase financing and export sales for small and medium-sized businesses in Southeastern Pennsylvania and Southern New Jersey. To offer the latest export finance products to area companies, the WTCGP is partnering with the following experienced international banks and Ex-Im lenders, and insurance brokers: PNC Bank, Royal Bank of Scotland, TD Bank, UPS Capital Business Credit, Wells Fargo Bank, and Securitas Global Risk Solutions.