

The World Trade Center of Greater Philadelphia and the New Jersey Business Action Center present:
An Export Finance Workshop: Financing Tools to Drive Your Global Sales
November 16, 2011 | 8:00 a.m. – 12:30 p.m.

DATE AND TIME

November 16, 2011
8:00 a.m. – 12:30 p.m.

LOCATION

Trenton Marriott Downtown
1 West Lafayette Street
Trenton, New Jersey 08608
[Directions](#)

REGISTRATION FEE

WTCGP members: \$45
Non-members: \$60

REGISTER ONLINE

www.wtcphila.org

[Register Now](#)

FOR MORE INFO, CONTACT:

Erin McNichol
emcnichol@wtcphila.org
215.586.4240 ext. 124

CO-HOSTED BY:



WORLD TRADE CENTER®
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STATE OF NEW JERSEY
DEPARTMENT OF STATE

IN COOPERATION WITH:



Who should attend?

CEOs, CFOs, and international marketing managers of export-ready companies

You will learn how to:

- Utilize export credit insurance to protect against non-payment, minimize risk, and offer extended credit terms to international buyers to increase sales
- Obtain working capital loans with U.S. government backing to provide capital for inventory, hiring, and performance bonds to support export sales orders and free up needed capital
- Offer financing at competitive rates to prospective customers to help close the sale
- Take advantage of a range of global banking services to support your international sales growth
- And more...

Expert speakers and panelists include:

- **Anthony Szymelewicz**, Business Advocate, New Jersey Business Action Center – Division of the Department of State
- **Regina Gordin**, Export Finance Manager, Export-Import Bank of the United States
- **Toni Corsini**, Regional Manager – Export Solutions Group, U.S. Small Business Administration
- **Local businesses** featuring successful financing strategies
- The region's top trade **finance lenders**

If financing is not part of your export strategy, you could be missing out on important sales.

Don't miss this opportunity to meet the region's leading trade finance lenders to receive the latest information on new financing programs available with U.S. government backing from the Export – Import Bank of the United States and the Small Business Administration. You will also hear from companies like yours who have successfully utilized this financing to grow their international business.

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Agenda

8:00 a.m. Registration and Networking

8:30 a.m. Welcome and Introductory Remarks

Linda Mysliwy Conlin, *President*, World Trade Center of Greater Philadelphia
Anthony Szymelewicz, *Business Advocate*, New Jersey Business Action Center –
Division of the Department of State

8:45 a.m. Export-Import Bank of the United States: Export Finance Products

- **Export Credit Insurance** - *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. Learn about single buyer, multi-buyer and special policies for small and medium-sized businesses.*
- **Working Capital Loan Guarantees** - *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.*
- **Medium and Long-Term Customer Financing** - *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*

Regina Gordin, *Export Finance Manager*, Export Import Bank of the United States

9:30 a.m. Small Business Administration: New Export Finance Products

To assist small businesses with their exports, the SBA offers the following programs:

- Export Working Capital
- International Trade Loans
- Export Express

Toni Corsini, *Regional Manager – Export Solutions Group*, Small Business Administration

- 10:00 a.m. Break and Networking
- 10:15 a.m. A Lender's Perspective: "How to Be Successful in Securing Financing"
- Moderator: **Charles Dugan**, *Vice President, Global Trade Finance*, TD Bank N.A.
- Panelists: **John Pagagua**, *Senior Vice President*, HSBC Bank USA, N.A.
Stephen Scaturro, *Senior Business Development Officer*, UPS Capital Corp.
Anne Marie Hughes, *International Business Development Manager*, Wells Fargo Bank
- 10:45 a.m. Exporters Panel: "Case Studies on Financing to Support Your Global Business Growth"
- Moderator: **Regina Gordin**, *Export Finance Manager*, Export Import Bank of the United States
- Panelists: **Musya Tumanyan**, *Senior Vice President*, Hoffman International, Inc.
Mallesh Hiriyur, *Chairman*, IMPX Traders. Inc.
- 11:15 a.m. Meet the Presenters: Panelists will rotate to audience tables for 10 minute sessions
- 12:00 p.m. Networking
- 12:30 p.m. Closing