

**NWX-US DEPT OF COMMERCE**

**Moderator: Deborah Rivera-Nieves**  
**May 9, 2019**  
**1:00 pm CT**

Coordinator: Welcome, and thank you for standing by. At this time, all participants will be in a listen-only mode until the question-and-answer session of today's call. At that time, you may press Star 1 to ask a question from the phone lines. Today's call is being recorded. If you have any objections, you may disconnect at this time. I'd now like to turn the call over to our host, Mr. Omari Wooden. Thank you. You may begin.

Omari Wooden: All right. Thank you very much for the introduction. Good afternoon, everyone, and I would like to welcome everyone listening in on their phones and dialed in on their computers to the first webinar in the Go Global Webinar series, Find New Buyers, Finance Deals and Get Paid. As stated, my name is Omari Wooden with the US Census Bureau. This webinar is the first in a four-part series hosted by the US Census Bureau.

This webinar was created by your federal partners, US Small Business Administration, the Export-Import Bank of the United States, the International Trade Administration, US Commercial Service, US Agency for International Development and US Trade and Development Agency. This in-depth webinar series provides the government resources to help you become a successful

exporter from finding compatible markets to financing your export programs to discovering international opportunities. These webinars will take place every Thursday at 2:00 p.m. in the month of May, 2:00 p.m. Eastern Time. Each webinar is completely free, and it is a great way for you to understand the resources that the US government offers to you. Our next webinar, *Managing Challenges in the Global Marketplace*, will be held on Thursday, May 16 at 2:00 p.m. again Eastern Time.

Please be aware that after our speakers have completed his or her presentation, we will open the webinar up for a question-and-answer session. By the end of today's webinar, our goal is to make sure that you walk away with the answers to the following questions: Why should I consider selling my goods or my services outside of the United States? How do I target markets to find buyers? How can I finance global market deals to make sure that I get paid? The goal of today's webinar is to make sure again you get these questions answered.

Our presenters today again, as I stated, my name is (Omari Wooden) with the Census Bureau, as I will be your host. We have Steve Sullivan, a senior international trade specialist from the Small Business Administration. We have Howard Melamed, the CEO and president from CellAntenna Corporation to share with you some experiences he has had from the private sector. We will have William Lawton, a senior trade specialist from the US Commercial Service and our Miami US Export Assistant Center. We will also have David Leonard, a regional export finance manager from our Atlanta Export Assistant Center also with the US Small Business Administration.

Finally, we will have Jennifer Simpson, Regional Director from our eastern region from Export Import Bank of the United States. So, we've got a wealth of resources here today to share a lot of great information to you. So, with our

introductions complete, I'd now like to turn it over to Steve Sullivan to get us started.

Steve Sullivan: Thank you, Omari, and thanks, everyone, for joining us today for the first of this year's World Trade Month Gold Global Webinar series. I'm really pleased to have the opportunity to interview an old friend today. I met Howard about ten years ago. He was a featured Department of Commerce success story at a big event that I helped organize in Hialeah, Florida. I thought CellAntenna had a great export success story back then and even more so now, so Howard, thank you for joining us and agreeing to share your experience with fellow and future exporters.

Howard Melamed: My pleasure.

Steve Sullivan: Great, so the first question I wanted to ask, Howard, is please tell us a little about your company so the people listening in have a better idea of what CellAntenna does.

Howard Melamed: Okay. Great, thanks for having me, and by the way, these type of seminars are incredible, and everybody should be tuning in in order to find out how they should move forward their business especially in the export market, so it's a little plug, and of course, I've used this all these years, and I'm proponent for these type of items happening. My company, CellAntenna, we're about 17 years old.

We started off as a mama-papa type of operation. I have the privilege of working for my wife. We're a woman-owned company, and we started off small, couple of people, as I said, my wife and myself, back in 2002, and today we are a multinational, I would call it. We sell products around the world. We also do a decent business here with 45 employees operating out of

Coral Springs, Florida. I can tell you that we've been exporting for 15 years which is an incredible feat.

We get a good understanding of what's happening, and the countries, as well, that we export to as you see on the slide, of course, are numerous. I can tell you that the three main products are verticals we use in the United States are distributed antenna system business. This basically allows us to install systems in buildings to increase cell phone coverage. We work for carriers in major department stores, as well as hospitals and hotels.

We also do engineering services where we actually seek out interference and by helping out the carriers to ensure that you have good service outside in open areas. The main products that we have is basically our products that we sell to police agencies around the world. That's what we really export. That intercepts, locates and manages cell phones, and that is the product we've had tremendous success for.

Steve Sullivan: Great, thank you. So, with all you have to manage as a business owner, why add exporting into an already packed schedule? Talk to us a little bit about, you know, why you export, why you got into exporting.

Howard Melamed: Well, what's important is it's another vertical. It's an addition to what you do here in the United States. It provides you some diversification. In times where the economy - right now, we don't have to worry about that, but when the economy is a little bit faltering here, sometimes in places around the world, the economy's much stronger, much more robust, so you have an additional resource of where you can bring in product and profit from it, and of course, it's profitable. That's very important. Our products that we sell around the world, of course, we make money on them, and it's a profitable

business, another avenue to increase the bottom line of your company, as well, and I will tell you also patriotism comes into effect.

I'm proud of selling made in USA product, the products we produce in the United States. Trade is our strongest ally when we look at the strength of this country. We look at our military, but when we trade with other countries, we actually strengthen this country, and of course, we lower our trade deficit, and we improve our appearance around the world, as well. I will tell you everybody out there wants to buy made in USA products. All we have to do is make sure we're out there.

Steve Sullivan: Great. All right. Thanks, so how did you know there was a market overseas for your product? Tell the folks what you told me earlier about how you pick markets, but kind of what goes into that whole process of understanding there's opportunities out there.

Howard Melamed: So, quite frankly, I mean, you know, I enjoy traveling, and sometimes I like to - if you could pick a market simply by saying you know, I would love to visit that country, never been there before, and then you do the research, you see if your product can, in fact, work in that market place. The research, today we use Google, specifically looking to see what other manufacturers or people are selling our products in those particular locations that you're interested in.

I will also tell you a lot of it's incoming. You'll get inquiries from overseas, and you want to handle those inquiries. You want to gather them together and see if, in fact, they really need your product in that specific location. Once you decided specifically those things, then you've got to use the Department of Commerce all that you can. A lot of small businesses don't have the boots on the ground, they don't have the salespeople in those markets. There's

nothing like the Department of Commerce that really worked for us, small business, in order to see if the market is there and the product is usable in that particular location.

Steve Sullivan: How did you first get started in exporting? What brought you there?

Howard Melamed: The regional - it was kind of interesting. We got a call must've been about 15 years ago from Experian, one of the credit facilities in the UK, and they needed our distributor in (unintelligible). They needed to bring signal inside their buildings, and it wasn't available there. So, they called us in. We flew our team over. We installed it, and then we get call from St. James Palace, on the side of the monarchy, call it.

They needed signal also in the St. James Palace. We did that, too, and then quite frankly, I said now I know there's a market, so in this case, it's incoming calls, calls that we receive from outside. In other cases, it's stuff that you can do, be proactive by using again the Department of Commerce. But it was a lot of fun in the start of this business and seeing that, you know, how all these other countries work.

Steve Sullivan: Yes, I imagine that's part of the joy of exporting, the adventure of it and the fun.

Howard Melamed: Well

Steve Sullivan: That comes with it.

Howard Melamed: There's also the airline points, but let's not talk about that, but it is the joy of visiting, you know, new cultures, new experiences. Don't get me wrong, though, it's profits, it's revenue, but nevertheless, there's that added benefit of

actually getting an understanding of how other countries work and revolve. It's exciting in that respect, but bottom line, it's again the diversity. It's again our ability to look for another vertical, another market.

Where we can contribute our product into another area of the world, and that's very important. It's very important you look at it from that point of view, too. I must tell you one thing is that if you have a choice between - this is what I found out in the world - made in China and made in the US, there is nobody I know of in the world that say, no, no, give me that made in China product.

They'll always choose the made in the USA product almost 100% of the time. Now, if you'd realize that, all you have to do is be there. You've got to be there for that opportunity so when it does come around, they're buying your stuff and not the other stuff.

Steve Sullivan: Great, thanks. So, here's the big question, what are some of the challenges that you face in your global sales growth? I'm sure we have a lot of people on the phone who are just thinking about exporting and maybe worried about it, not knowing where to start, but like in terms of your success, like what are the secrets to your success and how have you utilized the federal partners that are here today as part of this?

Howard Melamed: So, I think that what's important is you can't be afraid of it. I know that sounds crazy, but a lot of people are afraid to export. They're afraid to move their business into another frontier. I think that's important. You can't be afraid of doing this. You've got to be business-like in that. You have to have a lot of patience. You'll find that the rest of the world doesn't necessarily work like stuff happens here in the US of A. Here, we're all about business, you know, give me your order, give me your order. In some of these other places,

sometimes it takes time. In some places in the Caribbean, 18 months to two years.

In other places, if you're at the right place at the right time, immediate, but you have to be patient, and you have to hang in there all the time, and then what's very important is that you use the resources of the government. They're here for us. It's what our taxes are paying for, Department of Commerce which is your boots on the ground in any of these countries. You pick a country, speak to the Department of Commerce, and they'll let you know if there's a market or no market. It's still up to you to sell your wares, but you can use them as the scouts, the people that go out and see if there is something there.

Then, of course, you know, it's funny you said you want to make sure you get paid. You also want to make sure you can produce the stuff. So then, of course, you have the SBA which we'll talk about, Small Business Administration guaranteeing loans for you so you can produce the product without hurting your bottom line here in the United States using a different line of credit and a different loan in order to produce that stuff that you want to export.

Then you have the Exim bank to make sure that bottom line in that statement that Omari made. You got to make sure you get paid. Well, one of the ways of making sure you're getting paid is using the Exim bank, another institution of ours that is very, very important. Exim bank, in fact, guarantees your payment, and it is your friend out there in making sure that you can have the losses that you would normally have in going into these new frontiers.

Steve Sullivan: Well, help us understand like that how that works for you, how have you been able to like get deals done because you have the support of these agencies?

Howard Melamed: So, again, as you see from this slide, DOC, SBA, Exim, this is what you need. The Department of Commerce has allowed me not to have to hire people overseas, and I work with them, and just today, we had some time, we met with the Department of Commerce, the person who was in charge of Brazil, the market that I'm thinking of going into that's not part of my list. So, it's my first thought is with the DOC. The DOC could be locally, as well, or it could here - I'm in Washington, so it's easy, met with the person from Brazil.

I have a plan of action going forward. They're going to find out for me exactly who I need to speak to inside country. Now when that happens already, I don't have to fly there yet. I don't have to do it, but it's a great opportunity that I just now used the resources of my government in order to see if there is the market and who should I speak to, and they'll arrange it through different functions, Gold Key Service which I'm sure you're going to hear about later, where they can actually target meetings for you, set up meetings, you stop to fly over, get those airline points, you fly over, and you meet with people that they set up for you ahead of time, so you don't waste your time, and that's very important.

Now, once you've done that, once you've gotten those ducks in a row, so to speak, you've got to make sure that you finance, you have your financing in the way. It's very important that your domestic company, the stuff you do here in the United States isn't encumbered by your decision to move to the export, and SBA will arrange a special export loan for you, and that normally is arranged only in one leg, in one problem. You said you have to have Exim bank, they have to have insurance. If you can insure your customer in making sure you get paid when the bank is happy, as well, in making sure that they give the right amount of money you need to produce the product, and it's sort

of a triangle when you think about it. BOCS, BA, Exim, all these three working together, separation agencies all working together on your behalf, and it's a fascinating world when you look at this. Can you imagine that I don't have to worry?

Ninety-five percent of my contracts that I'm getting out there are guaranteed by the US government through Exim bank. Now it's not a bank. It's an insurance company run by the government. It's called bank. I don't where that came from, but it's an insurance company. Exim, export, import insurance, and that to me is the way I look at it at least, and I think that is the low risk part of it, taking the risk out of the play. Now if you don't have to gamble with export - and that's what Exim bank does for you - and if you have the financing that you need in order to produce the products that you can sell, and you have the boots on the ground with the DOC, this is a formula that has worked for me already.

We know each other ten years, Steve, close to 12, 13 years, and it's worked well for me, and that's one of the things I would suggest, if you're going to do a takeaway from this meeting is use your resources, use your government resources in hand. You don't have to be a big company out there in order to use government resources. In fact, everybody in the DOC, the SBA and the Exim, they want small business. The success of the organization, your success is their success, and over these years, I have to tell you I've had tremendous success with using the system, and it's my pleasure, of course, in order to make sure that everyone else also understands that, as well.

Steve Sullivan: Great, thanks. So, we're going to hear briefly from some of the fed agency reps, but is there any advice that you'd like to give folks, kind of your big takeaway advice for somebody thinking about getting into exporting. What would you say to somebody? Why should I be doing this?

Howard Melamed: Don't think, do. Get out there. There is no better country in the world when it comes to product and business. We're the top, and the only way that we can be there at top, and the only way that you can actually get your product out there and prove me right all the time is to make sure that, in fact, you do the export. Don't be afraid of it. Use the government agencies in order to help you in your quest, in your strive, and I am 100% certain that if you use the system, and you can almost guarantee your success if your product is the right product. That's the way I would work.

Steve Sullivan: Great, thanks. Thanks, Howard. I really appreciate that input. We're going to open it up soon to question and answer, but before we go to the questions from the listeners, we want to give our federal reps who are here to support the Q&A a few minutes to briefly highlight their services and how you can access them. So, first, for the Department of Commerce, we have Bill Lawton. Bill, can you introduce yourself and tell us what DOC does for us?

Bill Lawton: Hi, Steve. Thanks an awful lot for this. I appreciate it. What does DOC do? Well, a lot of things, and I guess before I go into any detail, I want to stress that our bottom line is if you export. That's all I care about, so we can be really flexible about a lot things, and we're good at describing. We can be, first of all, contacted. Most every large city has an export assistance center. Often, like here in Miami, we're co-housed with SBA and Exim, and then overseas, we're at almost every US embassy and consulate, there's a commercial section. Now, there's commercial specialists both in the US and overseas. Think of it as sort of two ends of the telephone. The key to really understanding us and what we can bring to the party is our people overseas.

We attempt to have them, to retain them for eight, ten, fifteen years, if we can, because they're the ones that maintain the contacts within that sector of the

business community that they're tasked with and enable us in return to bring back market intelligence to you, i.e., we'll have on many markets a best market report that's updated every year, and these are like 100, 150-page reports that go into detail on what are the best markets for your product, where are they and what are the strategies you might use to get into that country?

Also, for each country, we have a country commercial guide. We call it a CCG, and again, updated every year, but a good broad breaststroke idea of how to do business in that country, and then oftentimes we'll have other research that drills down even deeper than that. We're willing to sit down with you and develop an export strategy, both overall and for a specific country. Also, I wanted to just throw this in, Howard was talking about getting calls from overseas. With this day of the Internet, that often happens. We're also able to very quickly vet those calls.

Are you dealing with a real potential or is it somebody trying to scam you? We can help on that. We also have a whole advocacy division, and all they do is help you in a bid, like a government bid. We're the ones that will go in there, and I've been overseas when I was stationed in Shanghai (unintelligible), and brought the ambassador in to advocate. It's quite common. The other thing we do and that Howard alluded to was our matchmaking services. We'll sit down with you and find a rep, a joint venture partner, anything that you can think of like that, we will and can match. It's called a gold key, lucky name but it works, also, and shows very, very often. Like we have a show we just finished here, also a technology conference in Houston.

We brought in almost 23 different countries. They had delegations of at least ten companies each that we had vetted previously with our commercial person in that country, and they were interested in buying US products and services.

Then to have to show, we played matchmaker and matched up viable US producers with viable overseas buyers.

Anyway, I don't want to take up too much time. I'm interested more in your questions. My contact data is here on the screen, [theexport.gov](http://theexport.gov) which will give you the locations nearest you and then [export.gov](http://export.gov) period just the general one will have a lot of access to market research even slide shows to basics of how to export. Anyway, Steve, that's all I have for right now. Thank you.

Steve Sullivan: Great, thanks so much, Bill. Next, we'll go to David Leonard for the SBA. Welcome, David.

David Leonard: Thanks, Steve. Thanks for having me on today. Just to introduce myself again, my name's David Leonard. I'm the regional manager for the US Small Business Administration Office of International Trade, and I service small direct and indirect exporting businesses in Alabama, Georgia, Tennessee and Kentucky specifically. I work in one of the usiaks that we were just talking about, the domestic usiaks. I'm located here in Atlanta, and a lot of my partners from Exim bank, I help provide financial solutions for exporting companies. SBA has two programs that we focus on export financing. The first is a reimbursement grant.

This is for finding and developing new buyers of your export products or services called STEP. Forty-seven states and territories currently participate in the program. Each has developed a use of proceeds approved by SBA. Some examples of the possible use of funds are export training for your staff, participation in the trade missions and exhibitions and matchmakers that Bill was just talking about, services that support foreign market entry and Web site development for foreign buyers, so some of the things that Howard talked about, too, as you're getting prepared, and for more information on what

states participate, how to apply for the grant, what expenses are eligible for reimbursement and local contacts more importantly, just click on the links there at the bottom of the slide, [www.sba.gov/step](http://www.sba.gov/step), and we can go ahead and get you more information.

Once you've got a contract in hand, SBA has three loan programs, guaranteed loan programs that provide a full range of financing options. The export working capital program provides working capital advances up to \$5 million on eligible foreign receivables, export inventory or export contracts. As Howard was talking about, you know, it's separated from your domestic lines of credit, and banks can't normally loan against foreign receivables, so these now receivables that have been sitting under books now become leverageable, so with a government guarantee, a lender can make a loan to a small business, own these assets.

The loans are usually structured as a one-year revolving loan that are renewed annually, so they're renewed each year. Next, we have the export express program. It provides a fast track guarantee approval to lenders on smaller loans from \$10,000 up to \$500,000, and the funds from these particular loan programs can be used for export market development activity for fixed asset purchases, refinancing of eligible loans, supporting export activity, and the loans can be structured either as a line of credit or as a term loan, so they're very flexible in how you can use the money. Last, actually, the most popular of the programs with lenders at least is the international trade loan guarantee.

It can be used for larger fixed asset purchases like buying a building, buying large equipment, refinancing of eligible debt and permanent working capital up to \$5 million, and the proceeds from these are structured as a term loan, and the maturity is based on the use of proceeds. Then finally, again, at the bottom of the page there is a link that'll give you more information about the

loan programs, but I personally recommend contacting one of the SBA regional managers.

Next slide there, there's 21 of their usiaks where we're located, and we can help you based on your business location. There's a regional manager that covers that area. The list there talks about the 21 lists which includes myself in Atlanta. I'm first on the list that goes by state. So, you just look up the state that you're in, and that's the manager who can help you, so reach out to that manager, call or e-mail the center for answers to your questions on financing and begin the process. Thanks, Steve. Thanks for having me on today.

Steve Sullivan: Thank you, David. Finally, from Exim bank, we have Jennifer Simpson. Welcome, Jennifer. All yours.

Jennifer Simpson: Thank you, Steve, and thanks for the inclusion allowing us to share some information about one of our most utilized tools, one the exporters come to Exim for. Contrary to what you might read about in the news aside from our financing, we're also heavily involved in what's called export credit insurance, and this is a product that we offer exporters who are going to be shipping their products into other country or providing their services prior to having gotten paid, so it's through negotiations with your customers at the help with commerce perhaps finding new customers and through those contract negotiations, you find that the customer really wants 60 days to pay, for example.

Instead of walking away from this sort of transaction because of financing which you can work with SBA or Exim for, there may be a risk, a reason that you might be concerned about giving the product to the customer ahead of time without having gotten paid, but you don't want you to walk away from

that order. We want to help make that happen, and that's our export credit insurance tool because this will protect your invoicing as Howard said. In case that customer doesn't pay you, Exim would step in and pay you.

It's typically a 90% or 95% guarantee, and for some government contracts, it could be as much as 100% protection for you on your invoicing, and I've put some reasons here, some of the top occurrences that exporters might come to us to ask for this sort of this protection. It's because of commercial and political risk of doing business in other countries. It is foreseen circumstances where a customer might not pay you. You can have the best relationship in the world with a customer, and something out of their control happens, and in fact, that is a lot of the claims that Exim bank does process.

It could be for currency inconvertibility or devaluations, and then, you know, companies going out of business, and you just weren't expecting it, for example. But it could just be cash flow, that they're having trouble moving the product or their end customer's not paying them, and then some folks come to use as a sales tool because the 100 plus other countries that have the same government program are helping their suppliers and manufacturers in other countries compete with us here in the US, so Exim bank providing the same tool to our exporters of US products.

So, whereas you might only normally give 30-day payment terms, by having the insurance, perhaps you may extend it to 60-day payment terms because you have the protection, so you can compete with other global suppliers and manufacturers who are doing the same thing through their government agencies. And then there's a financing tool whereas you have an SBA line of credit through your lender or an Exim line of credit. A lot of times, the banks would still want you to have insurance to protect those receivables in case the

customer doesn't pay, then it doesn't come out of your pocket to pay the bank back.

You can protect their receivable and actually get paid that way, and so we typically assign the bank a beneficiary to the insurance policy. It's a very simple process, and on this next slide, you'll see how easy it is to go through the steps of applying with Exim because I want to demystify the process with Exim since we have so many products.

Yes, there are some that do take months to get approved, but other than that, this program, this program is as simple as getting on the phone with one of our regional offices or Exim call center in DC or one of our insurance brokers whom we have, you know, around 100 around the country who can help you choose the right insurance product for you because we have about four options with various endorsements, and then we can do the application with you right over the phone and then send it to you to review and sign, and then literally within a two to ten-day timeframe, the underwriter in DC has reviewed it and processed it and come back to you with an e-mail approval, and then at that point, you know, you can offer credit terms to your buyer because you know you would have that protection.

This is all before you ship or provide any services, and in that way, this protection is in the back of your mind, but you don't have to tell your customer. You know, they think you're the best thing in the world. You're their best friend because you're going to give them credit, and they don't need to know that you have insurance behind the scenes protecting yourself, so you go ahead and in the contract or the purchase order state that you're giving them credit terms, and they accept that. The performance of the shipping of the product or the service happens, and then number five here, you log into an online system.

Exim's completed web-based, and you can record that that sale actually happened and only until up to that point are you paying Exim a fee, it is a fee-based service, but I'm going to give you a real example. If you had a \$20,000 sale to Mexico for 60-day payment terms, that would cost you \$130 to protect your invoice. It's way cheaper than hiring legal counsel or even traveling down there to visit your customer and find out why they're not paying, so on point six here finally just either the customer pays or you log back into that same system with Exim, and let us know that the client didn't pay after you've gone through, you know, trying to collect from them and salvage their relationship.

But it's just not working out or maybe they've gone out of business, and then Exim takes it over from there, and on our final screen here, you'll see if you do have an opportunity in one of the 180 plus countries that Exim bank offers its protection, please reach out to one of our regional offices. If you can find that link there to find that list on our Web site or please e-mail us if we don't get to your questions today. We'd love to talk to you to see if we can qualify you and your foreign buyer for protection. Thank you, Steve.

Steve Sullivan: Great, thanks, Jennifer, so we've already had a bunch of good questions come in, but before we turn it to Q&A, Howard, I just want to give you one last chance if you had any reactions from what folks said here, any final thoughts before we move to the Q&A.

Harold Melamed: Jennifer was very explicit in the way - Exim is an absolute fantastic tool. I believe one step was left out, Jennifer. The one step is that you can actually find out as you're speaking to a customer if they're credit worthy or not. You go online. You see if they, in fact, registered at Exim, if Exim have done business before, and if they're approved for Exim, and then if you know

they're approved for Exim, you know you have insurance. If they're not approved for Exim, then make sure you get paid in advance. It's bottom line.

I don't move now on any product that's out there that I'm selling to somebody outside the country unless I go to the Exim tool online first making sure that they're credit worthy. If they're not credit worthy, if they're not good enough for Exim, they're not good enough for me, and I can't tell you how important that is. One last point on that, you know, the offering of terms should be something you should give immediately. If you know that you can do 60-day terms because you got SBA - build in the interest payment that you have to make and offer those terms.

The companies that you're competing with around the world offer 60-day and 90-day terms. You should offer it, too. The 30-day terms that we hear in the United States getting paid 30 days, that's normal thing of doing business here, but around the world, they are expecting the 60 and 90, so give it to them. Be strong and bold when you give quotation, and put the terms there specifically if you have SBA and Exim backing you.

Steve Sullivan: Great, thanks. So, with that, I'm going to turn it back to our host, Omari, to ask some of the questions that have come in.

Omari Wooden: So, I'd like to first thank everyone that was speaking today, all the different resources from our partner government agencies that were available today, and also thank you very much to Howard. So, what we're going to do now is we're going to get to the point where we're going to open the webinar up for questions.

Before we open it up to questions from you all on the phone, we're going to cover a few questions that we received through the chat feature, so one of the

first things that I want to mention that I did not mention at the very beginning of the presentation, today's webinar is recorded, and it will be available in the same location where you signed into the webinar. So, I'll have the site up at the very end that lists the next upcoming webinar, and that is going to be the same location where you will be able to access the recording of this webinar.

So, that was a great question that we received that I wanted to make sure that I share with everyone is today's webinar will be recorded, and we will have a URL where you can get that from. So, we'll go over a few questions that we received through the chat feature, and I'll share with the speakers, and then they can then address those questions, and then we will turn it over to the operator to open those questions up. While we have the questions, one of the things that I'll do is I'll just put up on the slide some of the contact information.

Again, we had a lot of great information today. So, if ever you have any other questions, feel free to reach out to us, if you are unable to get your - to ask your question today, our contact information is available on the slide. So, one of the questions we received, and this is a question for Howard, is it best to start with Canada and then progress to other countries or what is your perspective on where to start when you're looking?

Harold Melamed: Well, that's a great question. I'm originally from Canada, so is it best? You know, I mean, those Canooks to the north, well, look, Canada is a great market. It's easy because it's close. It's the northern border of us, of course, and it's only 30 million people or 35 depending on which way the wind blows, right? So, yes, why not? But again, you know, Canada, it's funny because I don't really look at Canada as an export country, you know. Part of our group of countries that we do business with on a regular basis. But, yes, she can look further north.

The good news about Canada is that 95% of the population lives within 100 miles of the US border, and it's only in the five major cities, and so that, yes, you can focus and concentrate. You can do that google search quickly. You can also take a quick trip up there, and by the way, the DOC is there, as well, in Ottawa, and because of that, you can make a quick call, and see. By the way, a lot of Canadians come down here. You can always invite them over. That's one of the best things about living in south Florida is when it's January or February, and I invite one of the Canadians down to do business with me, they run for some reason, I don't know.

Omari Wooden: All right. Thanks, Howard. This question is for Bill. I attend foreign trade shows. Does Commerce offer support to us financially in other ways?

Bill Lawton: What we do, yes, we will have - for foreign trade shows, we very often will go in, buy a section of booths and sell them back, and that becomes the US pavilion. Then on trade shows here is as I described before, very often we'll bring in buying delegations. Does that answer the question?

Omari Wooden: Well, what we'll do is we'll then open it up to the callers, so if someone then has a more detailed question for that, we'll make sure we ask if they can follow up on that.

Steve Sullivan: Sure. I think one thing we do want to add to that, David spoke earlier about the step program, and so SBA does have that grant funding that can be utilized by businesses to participate in those types of shows.

Bill Lawton: That's very, very true. Like down here in Florida, our Florida analog will have grants for the gold keys, we'll have grants for you to go over the pay for

you going over the shows, pay for the shows themselves. So, yes, always check with us.

Omari Wooden: Great. So, I've got a few questions for Jennifer. I'll just start with two right now for our Exim bank representative today. Can the small business' local insurance broker work with Exim on behalf of the small business?

Jennifer Simpson: Yes, absolutely, a lot of our business actually comes in through insurance brokers who have received Exim bank training and who are usually very up to speed on our products because we do keep changing them, and so they'll work in conjunction with us to, yes, apply to Exim, get approved at Exim and then if there's any policy maintenance along the way, then the insurance broker will work alongside the exporters to make those changes because the exporter keeps meeting international buyers, and there's always some sort of administration ongoing, so yes, absolutely, and we pay those insurance brokers. They're paid by Exim for the most part. There's very few that charge their fees, so really that's a free service to the exporter. It's in their best interest to work with our recruit brokers.

Omari Wooden: Great. Another question, Jennifer, for you. Can Exim insurance be applied to existing accounts receivable balances or approved in advance?

Jennifer Simpson: Yes, as long as it's not already past due, we can potentially review a foreign buyer which you may be made a shipment on last week perhaps. I just one of those calls this morning, so yes, but traditionally what happens is before the export has happened, before the shipments occur that the services have been provided, then Exim does a preapproval process on that foreign customer, and it's anonymous. They don't know we're doing it again. It's just between us and the exporter, but yes, that should happen before the export's taken place ideally.

Omari Wooden: Okay. Thanks. David, we have a question for you for SBA. Domestic sales have been down lately. Will that hurt us as a business from getting an SBA loan and what are your thoughts on that?

Steve Sullivan: David? David Leonard, are you still there?

Omari Wooden: So, we'll reconnect with David. So, Jennifer, you're still up then. So, we've got two more questions for you, and then what we'll do is we'll open it up for the phones to see if anyone has again additional questions that weren't sent through the chat. So, we'll finish with these two questions, and then we'll open it, but again, questions that we receive through the chat, we'll still continue to put those up to the speakers. So, Jennifer, back to you, does Exim cover exports of rice to all countries and also all other types of commodities?

Jennifer Simpson: Yes, absolutely, we do, and in fact, we have what's called a commodity endorsement where we offer 98% coverage to exporters who export commodity items. We understand that there's a thin margin on those products, and so they really, you know, don't - it could be maybe 3%, 5% in the cash that they were going to make on the transaction, so we're trying to cover the exporters for as much as possible, so again, that's about 2% risk to the exporter when they are shipping a commodity, and they're protecting those invoices with Exim, they're only looking at about a 2% loss that could occur, so absolutely.

We're very interested in that, and I should mention on our Web site, you mentioned, you know, to all countries. I say that there are 180 plus countries that we do the service in, and that list is on our Web site, and it's constantly updated, but you can always e-mail us and ask us about a particular country.

Omari Wooden: All right. Great. Jennifer, last one for you just for right now, does risk insurance cover loss or custom fees and related charges for non-payment?

Jennifer Simpson: Good question. So, when somebody files a claim with us, they produce a copy of the invoice that they sent to their customer, and we would typically see a line item because they're services or products that were provided to the foreign customer, and then we may see a line item for freight a lot, so usually the US exports are ranging the freight, and then charging the foreign customer for it on the invoice, so we can cover product and freight costs.

Omari Wooden: Okay. Great. So, there was one question that I received that I will mention. Sometimes we as a business, we get calls from foreign buyers, and they want us to use their border, so it sounds like you're entering into what is known as a routed export transaction. You're interested in the sale, but you want to make sure that you don't enter into a situation that's a fraud.

So, one of the things that I would also recommend for you is there are different associations, such as National Customs Brokers and Free Borders Association. There are groups at the national level. There are groups probably within your area, and a lot of those associations have ongoing continuing education training to make sure that their foreigners and their brokers in their associations are trained, they're certified, they have certain licenses, so I would even start with talking with those associations to make sure that the foreigners that your buyers are recommending are compliant and all on the up and up.

So, that is what I would recommend at that point. So, what we're going to do at this point, we are going to now open up the webinar for questions. So, thank you everyone that has submitted questions through the chat line. Now,

we are going to see if anyone has any questions that are over the phone. So operator, can you please provide instructions to ask questions?

Coordinator: Yes, sir, before I do, I do have David Leonard on the line with his line open. Did you need him to speak first?

Omari Wooden: Sure, what we'll do, David, I'll go ahead and pose the question back to you, and then operator, if you can then, could you then provide those instructions for callers to dial in. Thank you.

Coordinator: Yes, sir.

Omari Wooden: All right. So, domestic sales have been down. Do you think that that may hurt us as a business from getting an SBA loan, and what are your thoughts on that?

David Leonard: Yes, this is David. I apologize. I was talking, and nobody was hearing me which is kind of an odd experience for me. But in terms of domestic sales, SBA is a cash flow lender, so we're going to do a cash flow to the business, but we're not going to look at the historical cash flow, we're going to look at the projected income that would come from the export sales that we're talking about. As long as we can show positive cash flow to repay the debt, we're good.

Omari Wooden: Okay. Great, excellent. So operator, we'll turn it back to you to provide the instructions for questions.

Coordinator: Thank you. To ask a question from the phone lines, please press Star 1. You will be prompted to unmute your phone and record your name. Again, it's Star 1 to ask a question. One moment, please, for the first question.

Omari Wooden: So, while we're waiting for questions to come into queue, there's a question that we received that the multitude of government resources are available to answer, so I'll actually ask this question to the group. We hear a lot about products and goods and physical things leaving the United States. Does government provide help for services that are exported or service companies and industries?

Bill Lawton: Absolutely. This is Bill down here at the Department of Commerce. In fact, I would say of the work that I - just in one sector, energy, I would say products or services are probably a third of what we do so most definitely yes.

((Crosstalk))

Jennifer Simpson: This is Jennifer Simpson.

Omari Wooden: Go ahead, Jennifer.

Jennifer Simpson: I'm sorry. I apologize. I did want to mention I said the word services several times when I was talking, but yes, Exim does help service companies, as well. We just ask the employees providing the service to the international company, the US based employees, that's really our only rule with that, but architectural firms, engineering firms, we've seen all sorts of services come in the door.

David Leonard: Finally, this is David with SBA. Yes, of course, this is services, and both direct and indirect exporting, too.

Omari Wooden: What do you mean by direct and indirect exporting, David?

David Leonard: Direct exporting is what we've been talking about where a company is selling its goods or services over into a foreign market. Indirect exporting is where you've got a company selling to another domestic company who then exports the product. Once you're in the supply chain of Boeing, you sell them a buckle, it goes in the airplane, they export the airplane, that's an indirect export.

Omari Wooden: So, that company selling the buckles is eligible for SBA export financing in that case?

David Leonard: That's correct, and all three programs.

Omari Wooden: Thank you. Great. Operator, do you have any questions on the line?

Coordinator: Yes, sir, and our first question comes from (Rocco Copareso). Sir, your line is open.

(Rocco Copareso): Hi, good afternoon, and thank you for taking my question.

Omari Wooden: Absolutely.

(Rocco Copareso): I think I need the help from all the panelists.

Omari Wooden: That's okay. We're all here, we can help you.

(Rocco Copareso): Thank you, thank you. That's comforting. I run a company that's based in Ronkonkoma, New York, and we manufacture a full range of automotive reconditioning products - waxes, soaps, reconditioning, leather care products, polishes, that sort of stuff. We currently do business in many places around

the world. I've joined into this because right now, I've had some real large opportunities that are opening up specifically in the country of India.

I was there already once, and I'm heading back again in June. It's a more complicated market than some of the other markets that we currently do business in. Everything else that we've done so far has been, you know, where we've kind of figured it out on our own.

This particular country I'm looking at exporting bulk into the country, so I guess the question and maybe it starts out for Mr. Bill Lawton, can I get some support like structural support that has to do with connecting with structuring the deal where I'm exporting to the country bulk material in either barrels or totes, and then I need to contract with a local packaging company because then they can accommodate the local size packaging or language it needs, and then sell to the customer the finished goods.

So, I'm running through either a local packaging company or I was even contemplating the idea of setting up a US subsidiary of a Gliptone India, have them import the goods, control where the goods go for packaging, but then at that point, I've already taken title to the goods, so I'm wondering how my risk is going to then be affected if the ultimate customer ends up not paying the bill.

David Leonard: Bill, do you want me to answer that?

Bill Lawton: Yes, I do. Sorry, I was waiting for - ask him to jump in there for a second. Yes, definitely. What I would suggest is we get on conference call with your commercial specialist from New York and one of the commercial specialists in automotive in India, and then just brainstorm as far as what is the best path for you exactly, what would work for you, and then after that once we have

some of that somewhat settled, then I think SBA, Exim, the finance guys can address more of the risk, but caution, in India, a lot of patience is required because they have a phenomenal bureaucracy, but it's doable, and we're there in strength to say the least. Go ahead.

((Crosstalk))

Harold Melamed: Well, Jennifer, you go. Sorry, I'll go after you.

Jennifer Simpson: I'm so sorry. Yes, this is Jennifer Simpson. From a risk standpoint, if you make an intercompany sale from New York to your own company in India to do some more value add like you mentioned, we do offer political risk coverage on an intercompany basis if you weren't able to intercompany, you transfer the money from your Indian operation to pay yourself here because of the currency freeze or something like that.

As far as the company sales from India to the end user in that country, we can't offer the coverage just because it wouldn't be a final US produced product being exported from the US. It's already in India, but yes, that first step of risk we could cover if that's helpful.

(Rocco Copareso): Okay. Yes, that's helpful.

Harold Melamed: We use the tower here. We use this facility. We opened up a company in Poland, and it's called CellAntenna Spookazo. That's the name for limited in Poland itself, and we use this facility, as well. We use it mostly for warehousing and distributing the product that we ship from here through them including our services, but I'm not sure about opening up a company in India given as was mentioned the bureaucracy involved.

In Poland, there's a bureaucracy, but it takes you roughly three weeks to open up the company in order to get it going, and at the same time, you do have some influence with it. We do the same thing in the UK, as well. I own a CellAntenna UK Limited, and given Brexit, it's actually a good company to have at this moment in time.

(Rocco Copareso): Two countries that I'm going to be in within the next month, also, is England and Poland. We do business in both of those currently.

Harold Melamed: The DOCs are very strong there especially in Warsaw. They're located in the US embassy in Warsaw, great people to meet with. I definitely would tell you try to call them in advance or work through your local DOC guy here to make the appointments for you, and the same thing with the US embassy in London, excellent places, and they really do offer good advice. They helped me in both those markets for over the last ten years.

Omari Wooden: So, for the sake of time, operator, could we move onto the next question. I'd like to ask for those that questions to limit the time just to make sure we can try to get as many questions answered as possible. Operator, do we have any other questions?

Coordinator: Yes, sir. Our next question comes from (Tamika Kimbro). Your line is open.

(Tamika Kimbro): Hi, yes. This is really informative. I've been trying to do business with the government for a long time and I utilized different strategies within global platforms and healthcare, and delivery mechanisms, so just to hear that, you know, the information you provided helped me figure out where to go to have a conversation kind of helps me decide what to do in the future, so you know, I'm really happy that I was on this webinar because I would've never known the information that you guys said.

Like, I mean, even to know that as an agent, I deal with a lot of high network individuals in the aftermarket community that do international business, and I don't think they know anything about a lot of this information especially with the insurance piece because I truly understood that piece so well being in the business so long and helping with these conversations in my community and to know I can be a broker and actually learn more and deliver more is like really exciting because you want to help people as much with the right information from the right places, and I think this webinar is the first time in my history of being on different calls with the government since 2000 that I've ever felt like I actually know what they're talking about.

You know, I thank you guys for making it simple and deliverable where I can explain it to other people in different cultures that have different type of, you know, English as a second language platform and explain it real simple and tell them exactly where to go to talk to the right people, so it's really good, and I'm thankful that I'm here. I thank you.

Omari Wooden: Well, thank you very much, and again, we appreciate the feedback and also in addition for you and anyone else on the phone, the contact information is available on the slide now, so if you do have additional questions or clients you want to share this information with, again, this webinar will be available in a few days for the recording, but feel free to contact any of us on the contact information on the slide. Operator, can we have any other questions?

Coordinator: Yes, our next question comes from (Paul Decassa). Your line is open.

(Paul Decassa): Thank you, thank you very much. I'm going to make it very short, I know we don't have time. My question directly focused to Jennifer Simpson from Exim bank. There are several expo credit agencies, such as Easy Ace, that we

work with, China Exim, India Exim, and all others; I've been working with it for several years. I was wondering if Exim is really open at this time for us to petition.

The board is full, and the bank increased that limit from \$10,000 for projects the size of \$100 to \$100 million projects in order to facilitate that. The third question is I know you have posted six main questions that everybody was coming into Exim credit agency to get projects that we facilitated, are these questions something that we can work with? Some of them are really arduous task for the companies to satisfy them completely, and that's all the questions that I have.

Jennifer Simpson: Yes. Thank you, and your question's very timely. This morning, I listened to the swearing in of our brand new chairwoman, and we had two other board members which now creates quorum as of yesterday afternoon. So, yes, we are back open for this greater 10 million transactions, although there are few.

My understanding there's a on boarding process for those, the new board members, so it won't be next week, but yes, we are ready to start looking at it and considering deals over \$10 million whereas anybody else on the line that may already not know, but we have been limited to that for a few years to only look at transactions under \$10 million that are going overseas, so yes, we're very interested in those transactions, and you can find out on our Web site by searching letter of interest, the track list for submitting those sorts of requests to Exim to have them initially kind of cursory looked over to see if Exim could participate in the transaction over \$10 million in a particular country, and you mentioned that, you know, that maybe that checklist might be a little bit lengthy for an exporter.

Typically, you know, an exporter could work with a bank who may ultimately be the financing party to perhaps consider getting together those lists of documents that our underwriters need to see. These banks are very experienced submitting transactions to us since they will be the ultimate financing party. We're just the guaranteeing party of those transactions, and so I could direct you based on your products, the regions you're looking to sell to, the size of the contract about who you may be able to work with to package and request like that to us. I'll be happy to help you with that if you - make sure the email at the bottom of the page. Please reach out to us.

(Paul Decassa): I see that. Thank you very much.

Jennifer Simpson: Of course.

Harold Melamed: Jennifer we're not scaring anybody, right? I mean I do deals far, far less than the \$10 million, right? I mean you think the Exim bank can't handle small guys like me too. Am I right, 10,000?

Jennifer Simpson: Yes.

Harold Melamed: Five thousand, 20, right? Small business does have a chance, right?

Jennifer Simpson: Absolutely. I'm actually part of the small business division. So as you can see we have a whole division of people who do nothing but small business transactions. And so yes, I can see \$100 transaction. There is no limitation. If you're willing to do it, we're going to help you.

(Paul Decassa): Okay, thank you.

Omari Wooden: Operator, do we have any other questions?

Coordinator: Yes, sir. Our next question comes from (Zaire Croft). Your line is open.

(Zaire Croft): Hi, I'm a distributor and I wanted to know if I could utilize the services that are provided?

Omari Wooden: That answer is a definitive yes. I think the question will be is what services do you want to? So there are a lot of services that we discussed today. What my recommendation to you would be is depending on which services, again specifically as it even relates to as this product that are made in the United States, what way do you want to engage those types of services? So again, for the sake of time, all of the different speakers are available today. The contact information is available because if you say hey, I want to know about financing. I want to know about insurance. I would recommend that you either talk to Jennifer or Bill, David. We've got a lot of resources. Even talk to Howard. That you can certainly reach out to. So that would be my answer to that question.

Operator, do we have any other questions?

Coordinator: Yes, thank you. And our next question comes from (Sophie Pierson). Your line is open.

(Sophie Pierson): Thank you very much for this very informative webinar. My name is (Sophie Pierson) I produce yogurts. And my next expansion is in Europe. I'm hesitant regarding the country but I would think France would be a good fit. What kind of support can you give to a yogurt manufacturer who wants to sell their product in France? And what kind of distributor can you offer to distribute those yogurts?

Bill Lawton: (Sophie) I think that one's sort of mine. I'll grab it. This is Bill Lawton in (Miami). We - for an agricultural service which handles commodities like yours that - and set up exactly the same way we are. And so what I would do is probably refer you to them and have them sit down with you. Develop an export strategy. And then as far as setting up distributors overseas, yes, they can use gold keys the same way we can. So they, you know, very doable. Not a problem, just contact us.

(Sophie Pierson): Where do I contact you? Is your contact on the?

Bill Lawton: Yes, the contact's right there on the slide that's up right now.

(Sophie Pierson): Yes, unfortunately, I had some difficulties technically. So if someone can get in touch with me after the webinar and send me the direct contact, I would very much appreciate that.

Bill Lawton: Not a problem.

Man: Sure thing.

(Sophie Pierson): Thank you so much.

Man: By the way, on the product side, right, when I spoke earlier about Google searching, you should try to first see what your competitors are in that country, very important, especially yogurts anything perishable. Milk products are produced all through Europe and they really trade nicely but doesn't mean your product won't work in that area, but you should do your research ahead of time. Make sure that your price sensitive product is in fact usable in that area.

((Crosstalk))

Man: What was your name again so we make sure we follow up directly with you?

(Sophie Pierson): (Sophie Pierson). That's P-I-E-R-S-O-N.

Man: And (Sophie), you should note that one - the webinar that we have coming up in two weeks has some tools that kind of can get you information on pricing as well. So you might want to tune in for that.

(Sophie Pierson): Okay, very good. Thank you.

Man: Thank you.

David Leonard: (Sophie) this is David Leonard again with the SVA. I would recommend also that maybe you reach out to our - what's called - we haven't talked about them today. Small business development centers that's in the university system. In your state they have an international trade group and they're great for helping to determine new markets, preparing you, pricing, and getting ready to start exporting in entering new markets. So look up, small business development center in your state.

(Sophie Pierson): I would very much welcome an email with just an email of all of the contact that I should, oh I'm sorry, that I should reach out to. So if anyone can send me an email after the webinar with just the few emails that I need to reach out, I would be grateful.

Man: We will certainly do that. Thank you.

(Sophie Pierson): Thank you.

Man: Thank you. Operator, next question?

Coordinator: Thank you. Our next question comes from (Matthew Madden). Your line is open.

(Matthew Madden): Yes, good afternoon. A very quick question, we are looking at utilizing the Gold Key Service on our upcoming trip to South Africa. Who conducts these Gold Key Services in-country? Is that done - are those completed and those matches are they completed by foreign service officers in-country? Or foreign service nationals? And how do those people who are conducting these matches, how do they know about my company FlavorMan and the product we're selling and the services we provide? How does that work?

Bill Lawton: Thanks a lot. This is Bill down in Miami. The Gold Key will work because initially up front we'll ask you to fill out a Gold Key questionnaire. It's a 2-3 page questionnaire. And from that, you will describe the, you know, the drop from heaven essentially. What you can't give us too much detail. I've been in post and had the Gold Key questionnaires come back that were 10 pages. Those were the ones where we can really focus and really drop down and match from there. And who would be doing the matching? It would be both probably a commercial service officer or a foreign service national, both. But there at the embassy.

If we in some places we get overloaded and we get too many Gold Keys and we don't - can't service it, we'll find someone that can that we certify that has and will work with us and supervise them. But most the cases it's us.

(Mathew Madden): Thank you very much.

Howard Melamed: This is Howard again. I've used Gold Key Services around the world from Argentina, Columbia to even the UK, Croatia. And I was very successful on a few of them. Again it's, you know, they can only, you know, bring the horse to water, right, but the horse has to drink. And the bottom line is if you do have services and products that can be used, Gold Key is excellent in the introductions and getting you out there quickly. I've always found that after you do the Gold Key Service, a follow-up meeting is necessary as well in order to keep the momentum up in any particular market.

Bill Lawton: Absolutely.

(Mathew Madden): Excellent, thank you very much.

Omari Wooden: All right, thank you. Next question?

Coordinator: And our next question comes from (Brian Berker). Your line is open.

(Brian Berker): Yes, hello. Thank you for letting me speak here. I - this is the first time I've been on here and I've been on late. And I (unintelligible). I may have missed this because I'm a money business broker and I deal with a lot of companies that do import/export and those things. My question is, is there any countries that the insurance does not cover because of the volatility? Is there any products that they would not cover? Is there a certain field say you won't get into? So the next party wants to send something over there and they want to get something insured, is there something that the Exim bank would preclude for doing that?

Jennifer Simpson: Yes, there is. There's, you know, of course the trade embargo countries that Exim does not participate in. And on our Web site there's something called a country limitation schedule. And even people that don't have (M as a, you

know, fall back, they actually us that a lot of times, I understand, whether they're going to sell there or not or even to do cash advance turn sales. So yes, on our Web site Exim.gov, E-X-M dot G-O-V, country limitations schedule. I encourage you to look at it. It will be a simple yes or a no for each country listed.

And then as far as the products go, we're not known to assist with military transactions. So transactions that are for, there are some exceptions, are for humanitarian reasons. But they're still sold to the military, that's okay. Transactions for border protection or drug interdiction to help fight the drug wars in some countries, if it's still a sale to a military but it meets any of those three exclusion criteria, we can look to help with the transaction still. And in fact our exporter of the year for 2018 was somebody selling to the military. So I'm sure we just confused everybody by giving that award to them.

So that's why we encourage you to call us. If you're in that sector selling products to a distributor, but they're still military products and military hands. Please call us for anybody on the line, but yes, other than that we're - we help in most sectors. We don't, you know, back off of a sector because we have claims. We might treat future transactions differently and scrutinize them a little bit more. But we really, we're not the type to just back off of a whole entire industry other than the covenants that we already have set in our charter that we can't assist with.

(Brian Berker): What credit scores do you people look for? I mean you look for, as far as like, do you look at the exporter, their credit or base credit, their criteria? Do you follow or does it matter about the corporation being, you know, corporation for several years? How do you do so?

Jennifer Simpson: If you're talking about our insurance product, so we're looking to protect your invoicing out of the country, we're a lot more focused on the who the foreign buyer is because that's what we're protecting you against - them not paying you, so we're much more, yes, emphasizing on who they are. Have they been in business for three years or more? We like that. The owners of the company, we find out who they are. We run them against the O fact list. Are you as a US company allowed to sell to them? And if we find out in the future they've become on that list, we notify you. So we're all in this - it's like a check, you know, about who you shouldn't be selling to in that regard as well. So that's good to know for you

And then from a credit standpoint, let's say I'm going to use a real example. Let's say you had \$100,000 transaction and you have no prior sales with them, if you produce to us one reference from one other US supplier or UK supplier for example, first world country, here - a supplier has already sold to that same customer for at least half of what you want to do. You wanted to do 100 Grand, they've given them at least 50,000. We're going to give you the \$100,000. So we're going to double what another supplier is already doing with that foreign buyer. And give that to you on an insurance certificate. It's good for a year. You really only have to credit qualify your customer one time each year for us.

(Brian Becker): Great, are these (unintelligible), are there policies? Are they expensive? In other words, does the importer have to purchase that, I guess? Are they expensive or they kind of go by how much the amount is?

Jennifer Simpson: We do have more programs.

(Brain Becker): (Unintelligible).

Jennifer Simpson: I'm sorry. Go ahead.

(Brian Becker): I was just saying in other words (Joe) over here wants a \$5 million policy and Mike wants a \$500,000 policy, is there going to be much difference in the price or are they kind of just or how is that?

Jennifer Simpson: Good question. We base more off country risk, so what country you're selling to and what terms you're giving. Are you giving 30 days for the customer to pay? Are you giving them 180 days for them to pay overseas? That's a different risk category. And then we have four programs and a couple of them have fixed pricing. So it wouldn't matter if you were selling to a six rated fixed country or a two. We still give the same pricing. And that's mainly geared towards small business. In fact Howard said we help tons of small businesses and we sort of, give them fixed pricing. Makes it a lot easier for them to build that into their pricing to the customer because a lot of US companies make their customer pay for the insurance because you're essentially giving them financing.

((Crosstalk))

Man: Thanks, Jennifer for that. So again for sake of time, we're going to have to move onto the next question.

Jennifer Simpson: Thank you.

Coordinator: Thank you, and our next question comes from (Elan Nisouri). Your line is open.

(Elan Nisouri): Yes, thank you very much. Thanks to everyone in this panel. The information has been really very useful to me. My company is into language

service; translation, interpretation, cultural consulting. We have an office here in Washington, DC. I have some contracts with US government, Department of State, US courts, state courts. We provide a lot of cultural consulting. We have delegations come in from the Mena Region and Africa. We take them around the country. We show them the culture, institutions and so on and so forth.

I was just wondering what kind of help and system and follow up a company such as mine that is dedicated to education in other countries what kind of help and follow up an institution such as this, which is very small actually, can get? For example in terms of English language courses, promoting each language in foreign cultural - countries, providing interpretation services for delegations for example that go from the US to those countries that need to meet with delegations and so on and so forth. Thank you very much for your assistance.

Man: There's a pause.

Man: So is that a question for?

Man: I think it's services he's asking about. He does translation services. Would they be covered under perhaps Exim insurance, right?

Jennifer Simpson: I can say Exim we do. There's a company in Miami who does translation services. I've been to some of their events that are held in Miami, foreign customers actually came to Miami for the presentation. They did the translation services. But they were invoicing Luxemburg. So we were able to cover the transaction because it looked like an export sale but just the folks were here in Florida doing the actual, providing the service. But yes, we're - I

can speak for Exim, we're absolutely interested in helping with that. If you're doing that, providing that service worldwide.

(Elan Nisouri): Thank you very much.

Howard Melamed: Jennifer, it's important that again I wanted to point this out one more time. Is that you can get a preview of any customer you may be wanting to do business with. If you're - if you have that Exim bank platform on the internet, you just punch in the name of the person. If Exim bank says they're good to go, you're good to go. And anything unusual you can always send to you.

For instance, we had one case as you know Jennifer of a company that we're doing business with that it was not part of your platform. We handed you the name of the company. You did the research. It was a military-style company, but we were selling nonmilitary items that you were able to verify and then you came back with saying yes, you can do. They are insured under these type of conditions.

So but the first step is always to go to that platform. The minute you start talking to somebody, that's what we do, the minute we start talking to somebody that wants to buy something from us, the first thing I do is I go to the Exim platform. Register them or make sure that they're in fact creditworthy.

Omari Wooden: So operator, a real quick question before our next question. One, how many more questions do we have in the queue? And I would like to ask everyone if you have a question, please refrain from an extended question to keep it brief as - so we can try to keep ourselves on a good time. So, operator, how many more calls do we have in the queue?

Coordinator: At this moment, we have only one left in queue.

Omari Wooden: All right, perfect. So please proceed with that individual. Thank you.

Coordinator: Okay, thank you. Our last question comes from (Jack). Sir, your line is open.

(Jack): Hi, my name is (Jack Besois). I am working in the Southern Champion, Dallas, Texas and we manufacture and market the product called BuzzBallz, alcoholic cocktail beverages. It's a single serving cocktail beverages. Currently we are the leader by far in the US and exporting it to a couple of countries including China, Southeast Asia. My question is that while doing the market research that who could be the potential market for us, it takes huge time because we do not know exactly which countries can buy alcoholic beverages as part of (unintelligible) and far as packaging. That is one side.

The other side is that how much would be the risk factor to war countries like India or Philippines with potential buyer would (unintelligible) our kind of product?

(Crosstalk)

Omari Wooden: Go ahead.

Man: Yes, we can help with that. What I would do is - where are you exactly in the US?

(Jack): (Unintelligible) Texas, currently.

Bill Lawton: Not a problem, we've got three offices or two offices at least in Texas that I know of. But we'd work through them and then contact various countries and

we can have an answer to the alcohol question pretty quickly. And anything else as well shortly after that.

Man: So can you identify just when you say we can help you, who is that? Is this Bill?

Bill Lawton: Yes, this is Bill in Miami, right.

Man: Okay, right. So I just want you just to state when you say we can help you, just so that the caller understands who they should them be reaching out to. That's why I just wanted to be clear.

Bill Lawton: Yes, I'm sorry. I'm at [www.export.gov](http://www.export.gov) site. You'll be able to find the office and the names of people in the office in Texas. And a quick phone call or email to them will do the trick.

Man: Yes, and we did want to point out on this slide, there's a typo on there. So if you just - if you do [www.expert.gov](http://www.expert.gov) you will get to the site. Don't include that slash service part. So just the export dot gov and you can peruse the information there.

(Jack): Thank you so much.

Man: All right, thank you. So operator, do we have any other questions that just came in?

Coordinator: No, sir. There are no further questions in queue at this time.

Man: All right, thank you very much. So I'd like to first thank all of our presenters today for the information that they shared. I'd like to thank everyone that one,

attended. And then also thank everyone that had questions which I think one of the things that it relates to the question and answer time is the question that you're asking is probably the same question that someone else on the line is thinking. So thank you to everyone that also adds some of the really interesting questions today again to help grow your business.

Right now, on the screen we have a slide up of our upcoming webinars in this series. Again that I mentioned that are going to be taking place every Thursday for the rest of the month which is also again known as world trade month where we'll be again talking about in our next webinar managing challenges in the global marketplace, on May 16. The next webinar after that will be online tools for finding new markets on May 23. And then the last webinar in the series opportunities for international development where you can make a positive difference in the world by helping grow your business as well.

So just as one last reminder before we disconnect, the recording of this webinar will be available at the same location where you retrieved the webinar. So actually on this slide right now which shows the Web site at the top for more information on our next webinar, that is the same location where you'll be able to access the recording of today's webinar. So if you're interested you want to get more details, you want to pull back up the contact names any information, not only the webinar recoding, but also the slides will be available as well too.

So we will have that information available within the next few days. So today is Thursday. We're probably looking at sometime early next week for you to be able to have that information available. Again, our next webinar will be next Thursday on May 16.

Now one of the things that we as a government unit together, we are very much interested in your feedback and in your opinion. Your opinions are one of things that ultimately helps us shape and create today's webinar based on your feedback. So after today's webinar, we're going to be sending you out an evaluation form. Please let us know what you thought about today's webinar. What were the components of today's webinar that you thought were good? What were parts of today's webinar that you would like to see more or that you thought could have been better?

So we certainly want to hear from you to make sure that we're improving our customer service and our outreach at every opportunity. I

I'd like to thank again all of our presenters today. I would like to thank all of you that attended today. Again, our next webinar is on May 16, next Thursday. And I look forward to seeing you all there. Thank you and have a great afternoon.

Coordinator: Thank you. That concludes today's call. Thank you for your participation. You may disconnect at this time.

END