Webinar September 30, 2021

Celebrating Manufacturers and the Resources They Use for Growing Global Sales

MFG DAY

MANUFACTURING Institute

Today's Host

Wendy Peebles

U.S. Census Bureau

United States Census Bureau

U.S. COMMERCIAL SERVICE
United States of America Department of Commerce

EXIM
EXPORT-IMPORT BANK OF THE UNITED STATES

MEP National Network™
The Go-To Experts for Advancing U.S. Manufacturing

SBA
U.S. Small Business Administration

Celebrating Manufacturing Day 2021

MFG DAY

MANUFACTURING Institute

Learn the best practices of global market expansion from successful manufacturers

- Discover online tools to access valuable trade data
- Assist in finding new distributors and buyers
- Support with financing deals
- Minimize nonpayment risks
- Extend credit to buyers

United States Census Bureau

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2021 Agenda

- Welcome Remarks
- Overview Manufacturing Day
- Virtual Manufacturer's Roundtable
- Agency Highlights
  - SBA
  - MEP National Network
  - EXIM
  - U.S. Commercial Service
  - Census
- Audience Q&A Session

United States Census Bureau

U.S. Commercial Service
United States of America Department of Commerce

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MFG DAY

MANUFACTURING Institute

Today's Special Guest

Opening Remarks:

Gina Raimondo

Secretary
U.S. Department of Commerce

Today's Special Guest

Manufacturing Day Overview:

Alexis Aafedt

Director, Trade Facilitation Policy,
National Association of Manufacturers

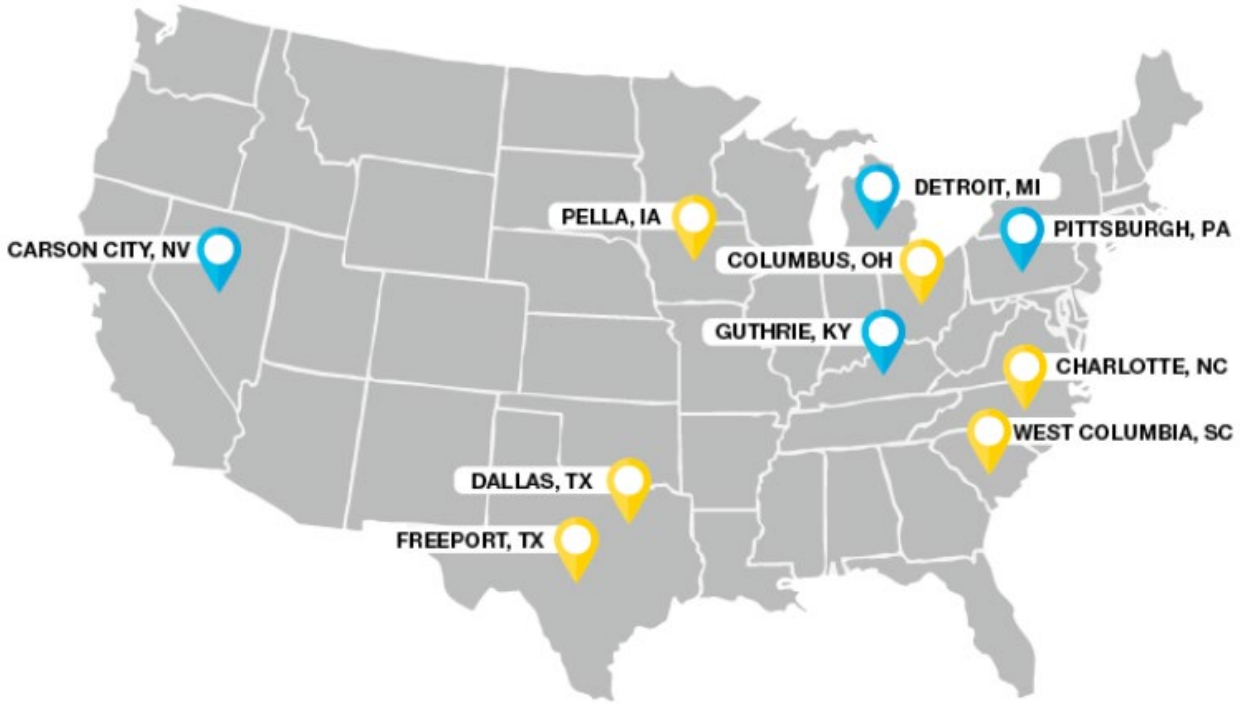
MFG DAY

To learn more about MFG Day 2021 visit: www.creatorswanted.org

CREATORS WANTED

PRESENTED BY National Association of Manufacturers / Manufacturing Institute

- By 2030, 4 million manufacturing jobs will be needed and 2.1 million will go unfilled if we do not inspire more people to pursue manufacturing careers.
- MFG Day helps show the reality of modern manufacturing careers by encouraging thousands of companies to open their doors to students and communities.
- For questions about the NAM, contact me at aaafedt@nam.org.



Manufacturer Roundtable

Moderator:

Antwaun Griffin

Chief of Staff
U.S. Small Business Administration

Terry Davis

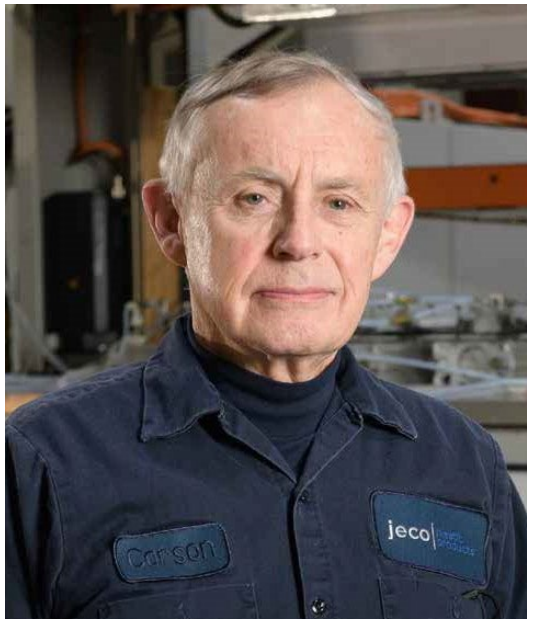
Founder and President
Brilliant You Denim

Jonathan Szucs

President
Advanced Superabrasives, Inc.

Craig Carson

President & CEO
Jeco Plastic Products



Advanced Superabrasives, Inc.

Mars Hill, North Carolina

- ASI provides premium high performance Diamond and CBN Wheels for customers locally, internationally, and in outer space.
- Grew from 2 employees and 1100 sq. ft. office in 1993 to currently 40+ employees and 36,000 sq. ft. building
- Jonathan is 2nd generation owner. His father began the business from the ground up.
- Advanced Superabrasives has grown into a dynamic, small business, with customers nationwide, and ASI currently exports to over 28 countries.

Jonathan Szucs

President

www.asiwheels.com

ADVANCED SUPERABRASIVES
Manufacturers of Diamond & CBN Grinding Wheels

Terry Davis
Founder and President

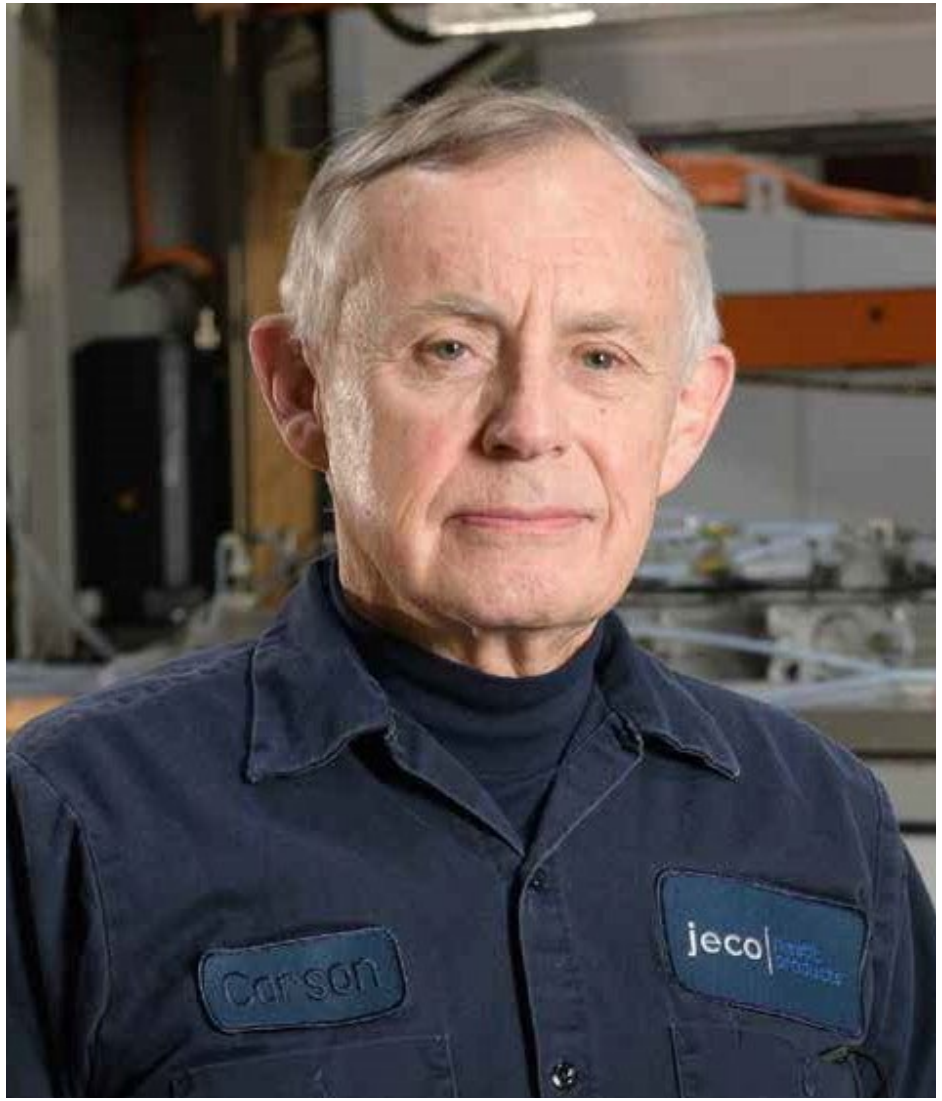
Brilliant You Denim

Greensboro, North Carolina

- Manufactures and distributes custom jeans for women and men.
- Engineered in Greensboro, North Carolina by the first black female jeans manufacturer in the USA.
- Utilized the Economic Development Partnership and the SBTDC for business plan development; counseling for setting up the manufacturing facility; international market research; and STEP Program funding.
- Tapped U.S. Commercial Services' gold key business matching services to identify new international buyers and distributors.

www.brilliantyoudenim.com

BU DENIM MADE IN THE USA



Craig Carson
President and CEO
U.S. Army veteran

Jeco Plastic Products

Plainfield, Indiana

- Internationally recognized leader in the plastics molding industry- designing and manufacturing rugged pallets and containers for printing, automotive, warehousing, and other applications.
- Export business has shown double-digit growth in recent years. Nearly two-thirds of sales are to international customers.
- Tapped EXIM, SBA, and the U.S. Commercial Service for critical assistance in researching new markets, making key contacts with potential customers and distributors, and providing essential finance support with export credit insurance.

www.jecoplastics.com

jeco | plastic products

Manufacturer Roundtable

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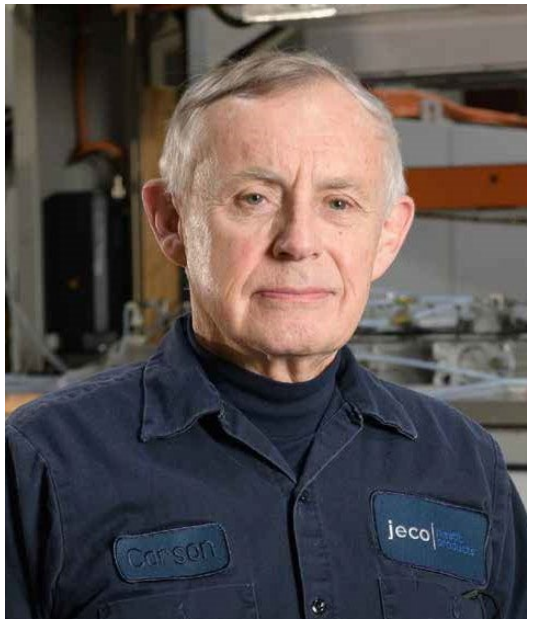


SBA Support for Manufacturers' Global Expansion

Dan Pische
National Director of Trade Finance
Office of International Trade
U.S. Small Business Administration

1

Business Intelligence for Changing Times

Get advice on exploring export markets at sba.gov/tradetools

2

Grants to Reach International Buyers

See if your state/territory offers grants at sba.gov/STEP

3

Financing for Your International & Supply Chain Sales

Contact your local export finance manager at sba.gov/international

Business Intelligence for Changing Times

SBA's Fast Track Service

- Meet privately with SBA senior trade and technical staff to discuss unique needs
- Quickly access to accurate information, guidance on eligibility requirements
- Receive introductions and professional referrals to Federal, State or local resource partners

How to Schedule Fast Track Service and SBA's International Trade Hotline?

- Call SBA toll free at (855) 722-4877 or send an email to international@sba.gov

One-Stop Website for Information on Exporting and Importing for Small Businesses:

- Visit **www.sba.gov/tradetools**.
- Information is available in English and Spanish.

Grants to Help You Reach International Buyers

The **State Trade Expansion Program** or STEP provides grants to U.S. states/territories to help small businesses to go international.

- **Eligible Uses of Funds include:**
  - Training workshops
  - In-person and Virtual trade missions
  - Services to support foreign market entry
  - International Partner Search
  - Website optimization for global sales
  - Translate websites to attract foreign buyers
  - Designing marketing media and more

Visit **sba.gov/STEP** to find out if your state/territory is participating in STEP.

Support Financing Challenges

SBA's Export Loan Programs can help small businesses overcome financing challenges:

- Tighter credit underwriting standards
- Reduced working capital availability
- Buyers are requesting longer sales terms (90 days has become the new 60)
- Industry and market challenges require the business to pivot to meet changing demand

- **Export Express:**
  - Flexible line of credit program used to assist export development and working capital needs
- **Export Working Capital Program (EWCP):**
  - Support accounts receivable, purchase order financing; or letters of credit
- **International Trade Loan:**
  - Permanent working capital and expand exporter capacity through capital investment

Export Finance Managers at www.sba.gov/international

MEP National Network™

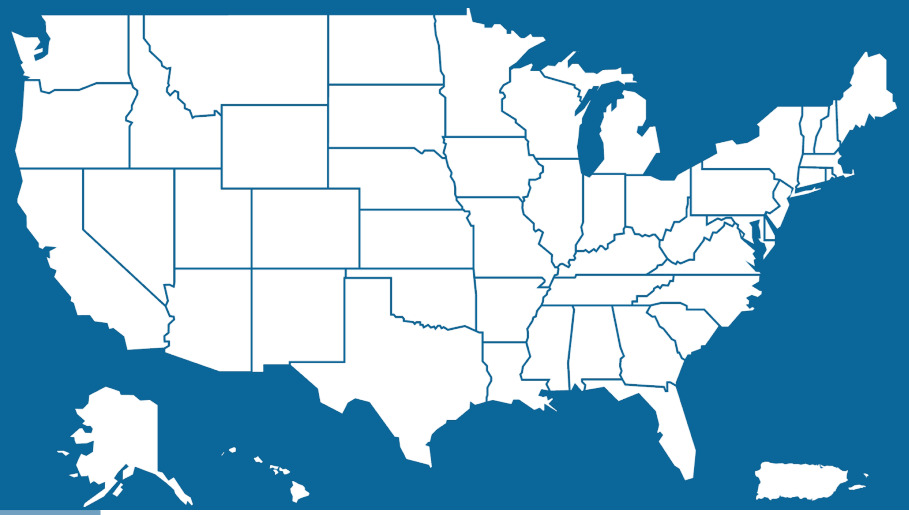
The Manufacturing Extension Partnership (MEP) is public-private partnership that delivers comprehensive, proven solutions to U.S. manufacturers, fueling growth and advancing U.S. manufacturing.

Our mission is to strengthen and empower U.S. manufacturers.

Partnering to Drive a National Program

NATIONAL NETWORK

One Center in Every State and Puerto Rico



More than **385** Service Locations

Over **1,400** Manufacturing Experts

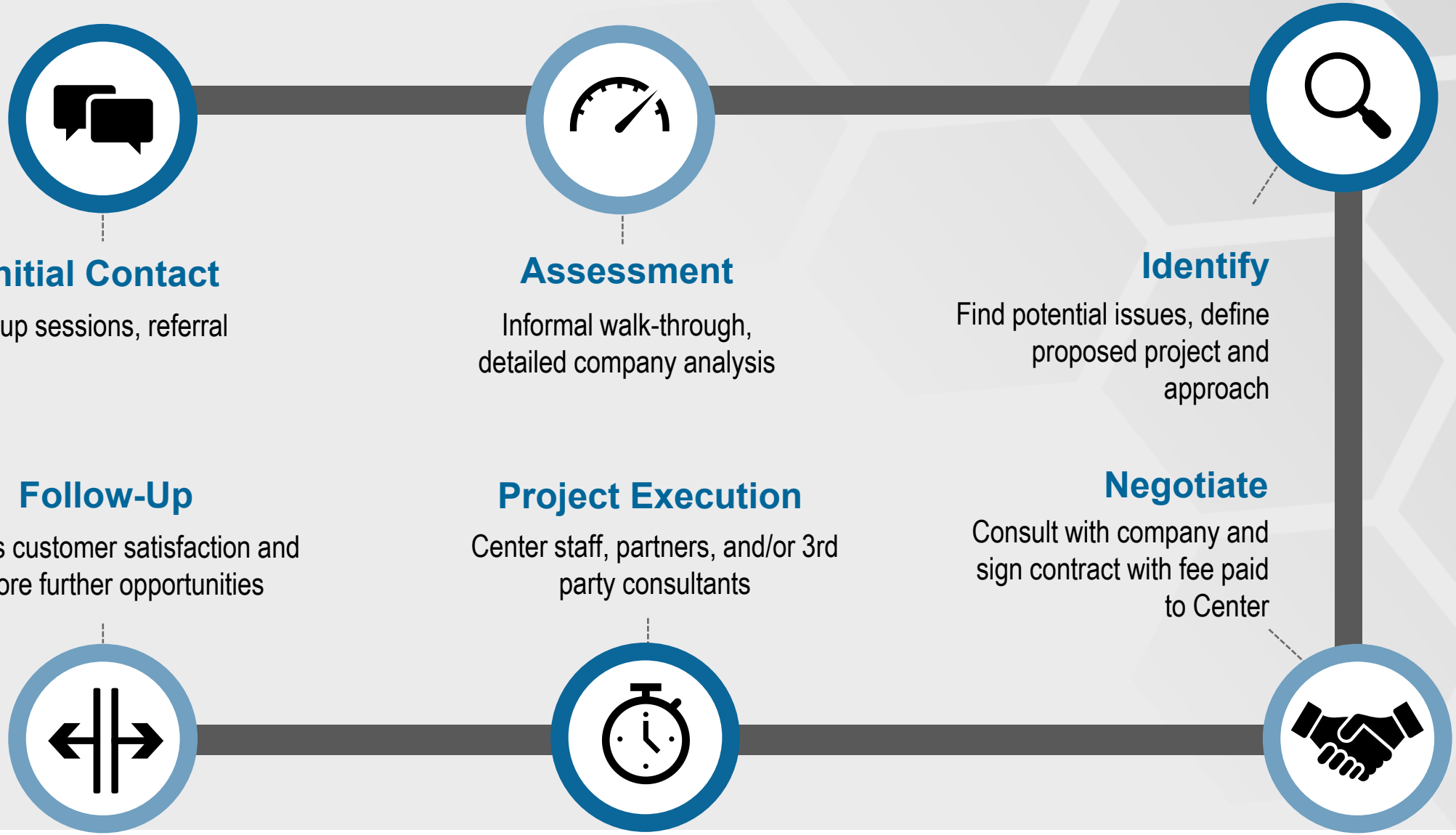
84.3 Net Promoter Score

More than **2,100** Partners

Results are based on FY 2020 MEP National Network Client Impact Survey

Business Solution Examples

How Centers Work with Manufacturers



FY20 Impact Survey Results

105,748 JOBS Created or Retained

$13.0 BILLION in New and Retained Sales

$4.9 BILLION in Total Investment in U.S. Manufacturing

$2.7 BILLION in Cost Savings

Results are based on FY 2020 MEP National Network Client Impact Survey

Contact Information & Online Resources

Anthony Diaz
Strategic Partnerships Manager
anthony.diaz@nist.gov

- MEP main page: https://www.nist.gov/mep
- Find your Local MEP Center: https://www.nist.gov/mep/centers
- MEP Success Stories: https://www.nist.gov/mep/successstories

EXIM
EXPORT-IMPORT BANK
OF THE UNITED STATES

MANUFACTURING DAY CELEBRATION:
EXIM 101

WHO WE ARE

EXIM is a U.S. federal government agency (ECA)

Mission: Supporting American jobs by facilitating the export of U.S. goods and services.

- Fills gaps or complements private-sector lender/insurance offerings.
- Levels the playing field for U.S. companies competing for global sales.
- Authorizes transactions that demonstrate a “reasonable assurance of repayment”.
- Maintains a low default rate & closely monitors credit & other risks in portfolio.

What's Stopping Your Business from EXPORTING?

Risk of Buyer Nonpayment

You Need:

Export Credit Insurance *(ECI)*

EXIM helps small business exporters mitigate financial risks to achieve success.

- Protects & insures foreign accounts receivable
- Covers up to 95% of invoice value
- Can apply to single or multiple foreign buyers

With ECI You Can:

- Offer open account credit terms & win new sales contracts
- Borrow against insured foreign accounts receivable
- Expand your products to global markets

Access to Cash Flow

You Need:

Working Capital Loan Guarantee *(WCLG)*

EXIM helps you secure a loan by providing your commercial lender with a guarantee.

- Guarantees 90% of loan to the lender
- Supports advances against export-related inventory & accounts receivable

With WCLG You Can:

- Use cash for materials, labor, & production
- Borrow against work-in-progress for more capital
- Lower collateral rates for performance & bid bonds [25% vs.100%]

Start Your Journey:

grow.exim.gov/consultationrequest

EXIM
EXPORT-IMPORT BANK OF THE UNITED STATES

Ursula Wegrzynowicz

Broker Account Manager

Ursula.Wegrzynowicz@exim.gov
(312) 343-0342

Want a Free Consultation?
Enter your email address into the chat box or click here:
grow.exim.gov/consultationrequest

An EXIM trade finance specialist will contact you shortly!

America’s Export Experts

Pam Plagens
Advanced Manufacturing Team Leader
U.S. Commercial Service l International Trade Administration
U.S. Department of Commerce

Let our global network work for you.

Worldwide Recognition

As the U.S. government, we can open doors that no one else can in markets around the world.

Global Network

Our unmatched global network with trade experts in more than 75 markets can provide you with on-the-ground knowledge and connections.

Results Driven

Our expert, in-person counseling is unparalleled and designed to help you succeed in global markets.

The world is open for your business.

Our Services

Export Counseling

- Learn about the export process and develop effective market entry and sales strategies.
- Find out about export documentation requirements and foreign import regulations.
- Learn about U.S. government export controls, compliance and trade financing options.

Market Intelligence

- Analyze market potential and foreign competitors.
- Obtain useful information on best prospects, financing, laws, and cultural issues.
- Conduct background checks on potential buyers and distributors.

Business Matchmaking

- Connect with pre-screened potential partners.
- Promote your product or service to prospective buyers at trade events worldwide.
- Meet with international industry and government decision makers in your target markets.

Commercial Diplomacy

- Address trade obstacles to successfully enter international markets.
- Coordinated U.S./foreign government engagement protects U.S. business interests.

Organized by the U.S. Commercial Service, **Trade Winds**, the largest U.S.-government led trade mission, features meetings with U.S. commercial diplomats from over 20 countries in the **Middle East, North Africa and Sub-Saharan Africa**, exciting conference programming and plenty of networking.

Business Forum

Attend the Trade Winds business forum including conference sessions, networking, and meetings with U.S. diplomats & business attendees.

$750 per attendee

March 6-8, 2022
Dubai, UAE

Mission Stops

Attend the Trade Winds business forum & participate in dynamic business meetings in your choice of location(s).

$2,200 - $4,200 based on company size

March 2-3, 2022
Algeria, Israel, Morocco & Qatar

March 6-8, 2022
Dubai, UAE

March 9-10, 2022
Egypt, Kuwait & Saudi Arabia

Sponsorship

The Trade Winds Business Forum and Mission is an excellent opportunity to position your organization as a market leader in facilitating trade throughout the region.

Trade Winds sponsors can make meaningful and productive connections while engaging with diverse businesses and contributing to a high-level U.S. government event.

$2,500 - $20,000
Customizable sponsorship opportunities also available.

U.S. COMMERCIAL SERVICE
United States of America Department of Commerce

Visit our website or contact us for more information & pricing details | **trade.gov/trade-winds**

U.S. COMMERCIAL SERVICE
United States of America
Department of Commerce

Our Mission -

To strengthen the U.S. economy and help create jobs by expanding U.S. exports, and facilitating inward investment into the United States

trade.gov

What is USA Trade Online?

A free trade tool, open to the public

- Online database
- Current and cumulative U.S. export and import data at the commodity level
- Updated monthly

Users of USA Trade Online include:

- *Manufacturers and other businesses*
- *Economists*
- *Governments and federal agencies*
- *Anyone interested in international trade data*

John Darr
Program Analyst
Economic Indicator Division

Trade Help Line: 1-800-549-0595

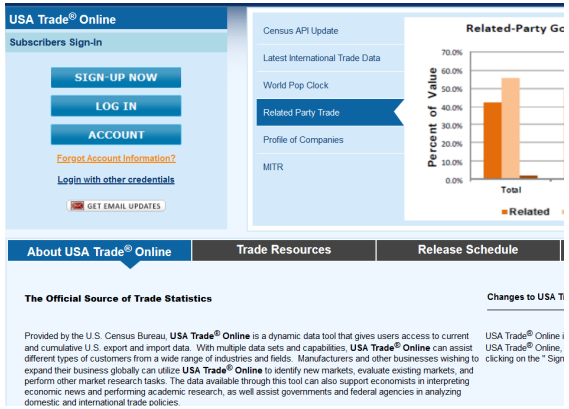
Importer & Exporter Forms

U.S. CUSTOMS AND BORDER PROTECTION
DEPARTMENT OF HOMELAND SECURITY
VIGILANCE SERVICE INTEGRITY

United States™ Census Bureau

Economic Indicators Division

USA Trade Online



Where does USA Trade Online data come from?

Automated forms and reports filed with the U.S. Customs Service or, in some cases, directly with the Census Bureau, for virtually all U.S. exports and imports. Furthermore, exports to Canada are compiled from Canadian import data

USA Trade Online Get Started

go to usatrade.census.gov

USA Trade Online Chart & Graph Examples

International Trade Statistics

Top 10 Importing Ports
(Values in Billions of Dollars, Based on 2013 Values)

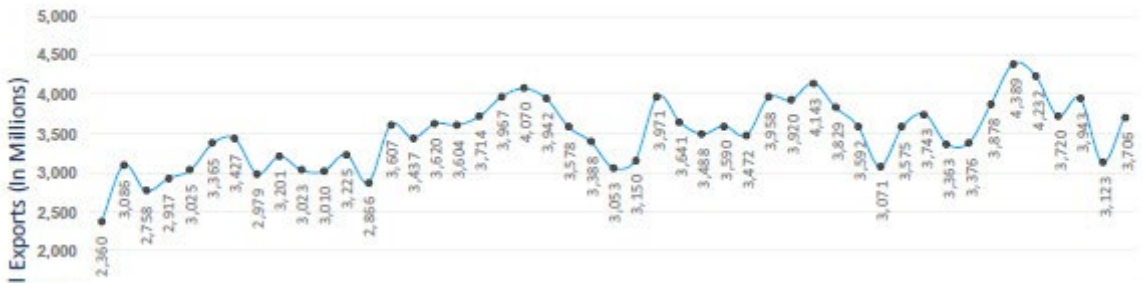
Ports	2013	2012	2011	2011-2013 % Change
Total All Ports	2,266.9	2,275.3	2,208.1	2.7%
Los Angeles, CA	245.2	241.3	230.0	6.6%
Newark, NJ	147.0	145.1	138.2	6.4%
Chicago, IL	117.4	112.7	108.9	7.8%
Laredo, TX	97.1	92.0	81.6	19.0%
JFK Int'l Airport, NY	94.4	88.5	94.9	-0.5%
Houston, TX	74.4	83.4	80.5	-7.6%
Long Beach, CA	69.8	65.3	59.9	16.5%
Detroit, MI	67.7	69.0	63.5	6.5%
New Orleans, LA	64.5	61.6	61.0	5.7%
Los Angeles Int'l Airport, CA	46.7	45.4	43.4	7.6%

Top 10 Exporting Ports
(Values in Billions of Dollars, Based on 2013 Values)

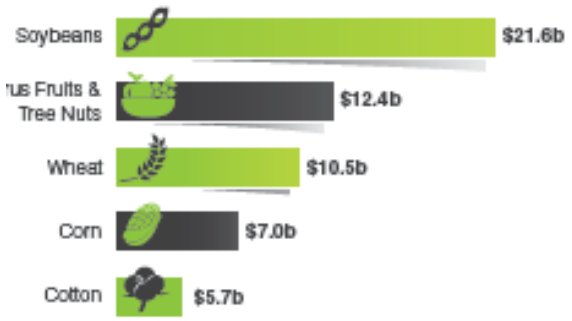
Ports	2013	2012	2011	2011-2013 % Change
Total All Ports	1,578.9	1,545.7	1,480.3	6.7%
JFK Int'l Airport, NY	97.5	96.0	97.4	0.2%
Houston, TX	94.1	93.2	88.5	6.3%
Laredo, TX	83.3	76.6	68.2	21.8%
Detroit, MI	72.2	79.3	74.8	-3.5%
New Orleans, LA	63.0	61.0	57.2	10.0%
Port Huron, MI	45.2	45.1	45.2	(-)
Los Angeles Int'l Airport, CA	45.0	41.5	41.2	9.2%
Buffalo-Niagara Falls, NY	44.0	47.5	47.0	-6.4%
Los Angeles, CA	40.9	42.7	43.8	-6.5%
Miami Int'l Airport, FL	40.4	44.8	41.6	-2.9%

International Trade Statistics

U.S. Exports to Brazil

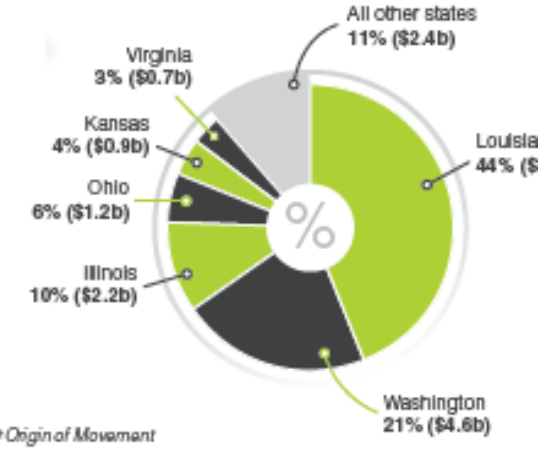


Commodities
in billions of dollars, 5-digit NAICS codes



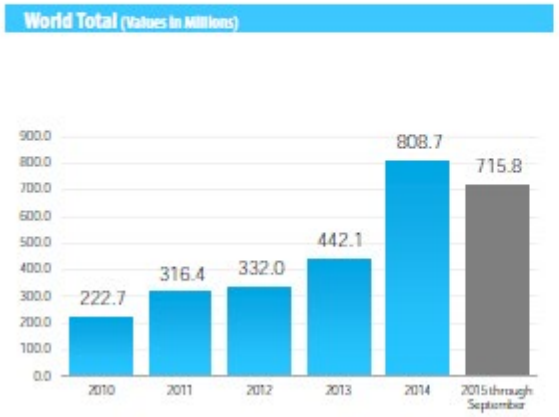
Exports of Agricultural Products, 2013

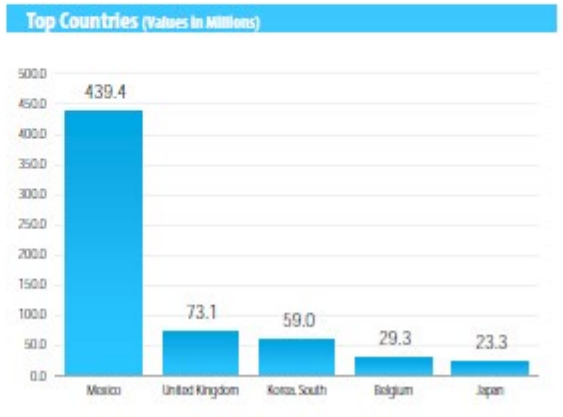
Top States† for Soybeans
values in billions of dollars, Harmonized System code:

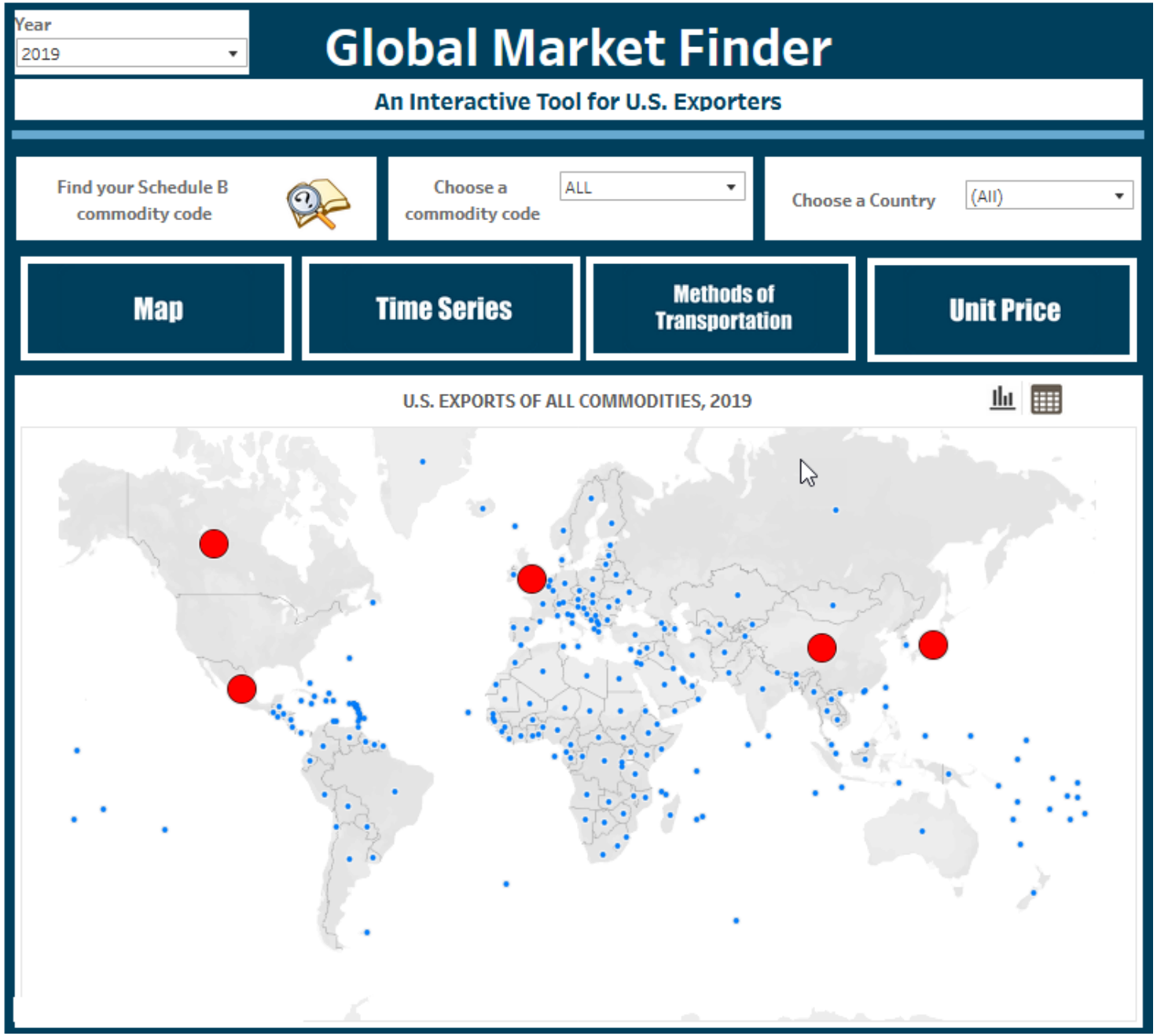


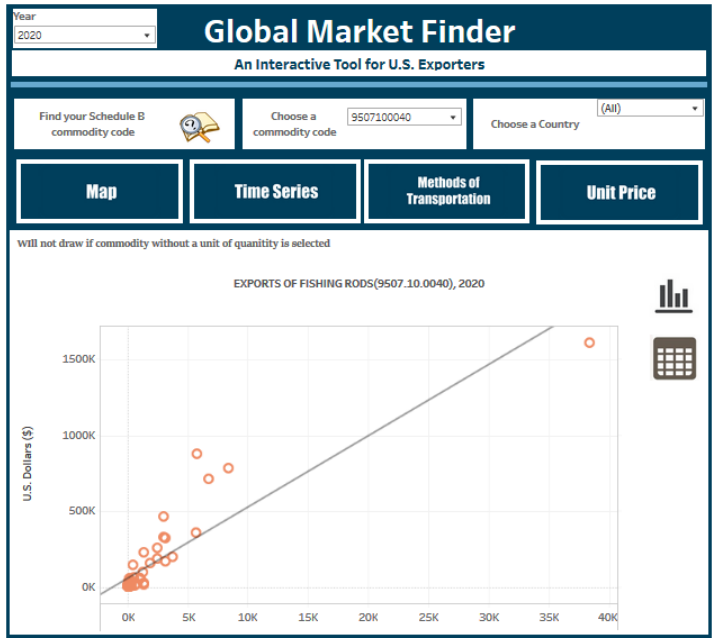
†Origin of Movement

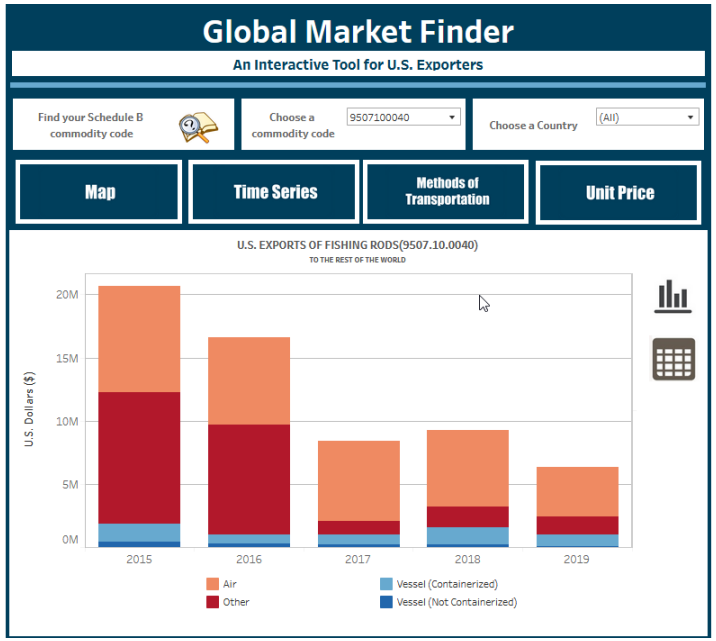
EXPORTS of AUTOMOTIVE CATALYTIC CONVERTERS
HS CODE: 8421.39.4000 | DATA: 2015 through September






Year
2019
Global Market Finder
An Interactive Tool for U.S. Exporters
Find your Schedule B commodity code
Choose a commodity code
ALL
Choose a Country
(All)
Map
Time Series
Methods of Transportation
Unit Price
U.S. EXPORTS OF ALL COMMODITIES, 2019


Year
2020
Global Market Finder
An Interactive Tool for U.S. Exporters
Find your Schedule B commodity code
Choose a commodity code
9507100040
Choose a Country
(All)
Map
Time Series
Methods of Transportation
Unit Price
Will not draw if commodity without a unit of quanitity is selected
EXPORTS OF FISHING RODS(9507.10.0040), 2020
U.S. Dollars ($)
1500K
1000K
500K
0K
0K
5K
10K
15K
20K
25K
30K
35K
40K


Global Market Finder
An Interactive Tool for U.S. Exporters
Find your Schedule B commodity code
Choose a commodity code
9507100040
Choose a Country
(All)
Map
Time Series
Methods of Transportation
Unit Price
U.S. EXPORTS OF FISHING RODS(9507.10.0040)
TO THE REST OF THE WORLD
U.S. Dollars ($)
20M
15M
10M
5M
0M
2015
2016
2017
2018
2019
Air
Other
Vessel (Containerized)
Vessel (Not Containerized)

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