SIDO
WASHINGTON
FORUM 2017

www.sidoamerica.org
May 16-18|The Hall of States|444 North Capitol Street |
Washington, DC
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Dear SIDO Colleagues,

Welcome to Washington, DC and happy World Trade Month! We’re looking forward to an exciting couple days with you and our international trade partners. Thank you again for making the trip.

This year’s Washington Forum comes at an important time for international trade in our nation, and around the world. The President has made trade one of his top priorities and one could argue this is one of the most pivotal times in our nation’s history regarding the role international trade plays on our overall competitiveness, workforce, and economy. We have an opportunity to help develop and shape new policies, while educating the community on the importance of international trade.

Looking back at last year, we continue to make great strides on our SIDO policy initiatives. Through our federal partners at the Department of Commerce, we launched the State-Federal Trade Working Group, which has been working diligently on our comprehensive state-federal plan. This group will be instrumental in our continued effort to improve the coordination among our federal and state partners. I want thank our Commerce colleagues, especially the team at the Trade Promotion Coordinating Committee for their partnership and assistance. Thank you.

For this year’s forum, we’ll hear from our federal partners, industry experts, and international partners on the latest policies and trade programs. In addition, we have the unique opportunity to partner with the U.S. Chamber of Commerce for their annual Investment Summit. SIDO leaders will join Governors, Cabinet Secretaries, business leaders, and foreign investors to discuss best practices and opportunities to invest in our states. We are thankful for the U.S. Chamber’s continued support, and for all of our public and private sector experts for their participation and insights. We hope that you find these sessions informative.

Finally, our conferences are about networking, learning from each other, and building new friendships. Naturally, this conference would not be possible without the support from our private sponsors and international partners. Please help me thank each of our sponsors for their ongoing support to our mission.

Thank you again for your ongoing support to SIDO. We’re looking forward to a successful 2017 and look forward to hosting you here in Washington, DC!

Sincerely,

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SIDO 2017 Washington Forum

May 16-18

The Hall of States
444 North Capitol Street, NW
Suite 285
Washington, DC

TUESDAY, MAY 16

9:00 – 11:00 am  SIDO Board Meeting (invite only)
                 444 N. Capitol Street NW, Suite 401

10:00 am          Registration Open
                 444 N. Capitol Street NW, Main Lobby

11:30 – 12:30 pm  LUNCH
                 444 N. Capitol Street NW, Suite 285

12:30 – 12:45 pm  Welcome & Introductions

12:45 – 1:40 pm   State – Federal Trade Coordination
                  Patrick Kirwan, Trade Promotion Coordinating
                  Committee International Trade Administration

1:40-2:20 pm      President’s Trade Agenda
                  Secretary of Commerce Wilbur Ross (Confirmed)

2:20-2:30 pm      BREAK

2:30 – 3:00 pm    NAFTA 2.0
                  Christopher Wenk, Executive Director, International Policy
                  U.S. Chamber of Commerce
                  Paul D. Ryan, Vice President, Trade & Competitiveness,
                  Association of Global Automakers

3:00 – 3:30 pm    Investing in America
                  Fred Volcansek, Executive Director, SelectUSA
                  Tom Baskind, Vice President, Bureau van Dijk
3:30 – 4:00 pm  Next Generation of Commercial Diplomacy
Ambassador Lino Gutierrez, Executive Director, Una Chapman Cox Foundation
Ambassador Charles Ford, Director, the American Academy of Diplomacy and Una Chapman Cox Foundation

4:15 – 5:30 pm  Welcome Reception – Capitol View Rooftop
Sponsored by the International Business Group (IBG)
444 N. Capitol Street NW

6:00 pm  Evening at the United Arab Emirates
3522 International Ct NW

7:30 pm  Return to Hotel

WEDNESDAY, MAY 17

8:00 am  Transport to the Hall of States

8:30 am  Breakfast

8:30 – 9:00 am  SIDO Administration and Board Nominations
(Members Only)

9:15 – 10:15 am  STEP Grant Best Practices
Small Business Administration

10:15 – 10:30 am  Networking Break

10:30 – 11:00 am  Federal Export Finance Programs
Dennis Chrisbaum, Director of International Trade Finance, Small Business Administration
Aerek Stephens, Export Finance Manager, Export-Import Bank

11:15 – 11:35 am  President’s Small Business Agenda and Priorities
Administrator of the Small Business Administration Linda McMahon (confirmed)

12:00 pm  Lunch

12:45 – 1:00 pm  Going Online to Boost Exports
John Worthington, CEO, IBT Online
1:00 – 1:40 pm  **Global Markets Overview**  
* Dennis Meseroll, Executive Director, Tractus Asia  
* Michael Hass, CEO, PM & Partner Marketing Consulting  
* Richard Zurba, IBG Group  
* Ludovic Ortuno, COO, CIDEP

1:45 – 2:00 pm  **Walk to the Senate** *(two blocks)*

2:30 – 3:30 pm  **Congressional Roundtable**  
* U.S. Senate Committee on Small Business and Entrepreneurship  
* 428 Russell Senate Office Building

4:00 – 5:30 pm  **Congressional Networking Reception**  
* Dirksen Senate Office Building – Room G11

5:30 pm  **Return to Hotel**

6:00 pm  **Open Night**
THURSDAY, MAY 18

**Unless otherwise noted, all events will be held in the Hall of Flags**

7:30 am  Transport from Hotel to U.S. Chamber of Commerce
          1615 H St NW, Washington, DC 20062

8:00 am  Registration Opens (Location: Front Lobby)
          Breakfast (Location: Briefing Center)

8:30 am  Welcome Remarks
          Robert Schroder, Senior Vice President, U.S. Chamber of Commerce
          Manuel Mencia, President, State International Development
          Organization
          Sponsors: CUSEF, FKI, China General Chamber of Commerce, Keidanren

9:00 am  Remarks From U.S. Secretary of Commerce Wilbur Ross (invited)

9:30 am  Industry Focus – Mobilizing the Private Sector to Modernize Infrastructure
          Jim Metcalfe, Partner and Head of Sourcing, Alinda Capital
          Daniel Andrich, President and CEO, Representative of German Industry & Trade
          Karl Reichelt, Senior Vice President and Global P3 Lead, AECOM
          John Dionisio, Investment Director, Meridiam Infrastructure North America

10:00 am Invest in Arizona!—Remarks From Governor Doug Ducey

10:30 am State Success Stories and New Opportunities
          Moderator: Nancy McLernon, President & CEO, Organization for International Investment
          New York Lieutenant Governor Kathy Hochul
          Texas Secretary of State Rolando Pablos
          Rhode Island Secretary of Commerce Stefan Pryor

11:00 am Invest in Kentucky!—Remarks From Governor Matt Bevin

11:30 am Networking Break and Hall of States Exhibition
          (Location: Briefing Center and Lee Anderson Veterans Center)

12:00 pm Networking Lunch
12:30 pm  Keynote Address—Vice President Mike Pence

1:30 pm  Remarks From U.S. Secretary of Treasury Steve Mnuchin

2:00 pm  Investment as a Driver for Economic Development
         Moderator: Gray Swoope, President and CEO, VisionFirst Advisors LLC
         Saud H. Al Nowais, Commercial Counselor for the United Arab Emirates to the United States
         Mark O’Connell, CEO, OCO Global
         Stephanie Copeland, Executive Director, Colorado Office of Economic Development and International Trade
         Steven Johnson, CEO, Missouri Partnership

2:30 pm  Networking Break and Hall of States Exhibition
         (Location: Briefing Center and Lee Anderson Veterans Center)

3:00 pm  Program Concludes
Executive Summary

With a two-decade record to examine, it’s plain the North American Free Trade Agreement (NAFTA) has generated substantial new opportunities for U.S. workers, farmers, consumers, and businesses.

• Trade with Canada and Mexico supports nearly 14 million American jobs, and nearly 5 million of these jobs are supported by the increase in trade generated by NAFTA.

• The expansion of trade unleashed by NAFTA supports tens of thousands of jobs in each of the 50 states—and more than 100,000 jobs in each of 17 states.

• Since NAFTA entered into force in 1994, trade with Canada and Mexico has nearly quadrupled to $1.3 trillion, and the two countries buy more than one-third of U.S. merchandise exports.

• The United States ran a cumulative trade surplus in manufactured goods with Canada and Mexico of more than $79 billion over the past seven years (2008-2014). For services, the U.S. surplus was $41.8 billion in 2014 alone.

• NAFTA has been a boon to the competitiveness of U.S. manufacturers, which added more than 800,000 jobs in the four years after NAFTA entered into force. Canadians and Mexicans purchased $487 billion of U.S. manufactured goods in 2014, generating nearly $40,000 in export revenue for every American factory worker.

• NAFTA has been a bonanza for U.S. farmers and ranchers, helping U.S. agricultural exports to Canada and Mexico to increase by 350%.

• With new market access and clearer rules afforded by NAFTA, U.S. services exports to Canada and Mexico have tripled, rising from $27 billion in 1993 to $92 billion in 2014.

• Canada and Mexico are the top two export destinations for U.S. small and medium-size enterprises, more than 125,000 of which sold their goods and services in Canada and Mexico in 2014.
The Rationale

In assessing NAFTA, it’s worthwhile reflecting on the basic premise under which it was negotiated.

While the United States receives substantial benefits from trade, the international playing field is sometimes unfairly tilted against American workers. The U.S. market is largely open to imports from around the world, but many other countries continue to levy steep tariffs on U.S. exports, and foreign governments have erected other kinds of barriers against U.S. goods and services. To different degrees and varying by sector, this was the case with Canada before the Canada-U.S. Free Trade Agreement of 1989 and with Mexico before NAFTA.

Americans rightly sense that this status quo is unfair to U.S. workers, farmers, and businesses. In fact, “the United States continues to be penalized by poor access to foreign markets, with the seventh highest average faced tariff in the world,” according to a recent report from the World Economic Forum. The tariffs faced by U.S. exporters often soar into the double digits in many emerging markets, particularly for key U.S. manufactured goods and agricultural exports. These barriers are particularly burdensome for America’s small and medium-size companies.

The U.S. Chamber believes that American workers, farmers, and companies must be allowed to operate on a level playing field when it comes to trade. Trade agreements should treat American manufacturers, service providers, farmers, and ranchers the same as their foreign competitors.

This was the principal rationale for NAFTA—to generate economic growth, new exports, and good jobs and do so in a way that is fundamentally fair. On this score, the agreement has been a dramatic success for American workers, farmers, ranchers, and companies—as it has for Canadians and Mexicans. Its commercial gains are the proof in the pudding.

Trade

The remarkable results of NAFTA are most obvious in the nearly fourfold rise in U.S. commerce with Canada and Mexico since the agreement entered into force. U.S. trade in goods and services with Canada and Mexico rose from $337 billion in 1993 to $1.338 trillion in 2014. Each day, the United States conducts more than $3.6 billion in trade with its North American neighbors.

Canada and Mexico are the two largest markets in the world for U.S. exports, purchasing more than one-third of U.S. merchandise exports ($553 billion in 2014 or 34% of total goods exports). U.S. exports of goods and services to Canada and Mexico have more than tripled since NAFTA entered into force, from $169 billion in 1993 to $645 billion in 2014. U.S. imports from Canada and Mexico have also risen substantially under NAFTA, reaching $692 billion in 2014.
The trade boom continues. U.S. merchandise exports to Canada and Mexico rose by 66% over the past five years. In fact, our North American neighbors provided 39% of all growth in U.S. merchandise exports in the 2009-2014 period. In dollar terms, U.S. merchandise exports to Canada and Mexico rose by $219 billion over the past five years, an increase 2.7 times larger than the dollar increase in U.S. merchandise exports to the four BRIC economies (Brazil, Russia, India, and China).

In 2014, Canada (population 36 million) again edged the European Union (population 500 million) as the top market for U.S. goods exports. U.S. merchandise exports to Mexico (population 125 million) were nearly double those to China (population 1.4 billion), which is the third largest national market for U.S. exports.

Imports from Canada and Mexico provide direct benefits to Americans as well. They mean lower prices for American families as they try to stretch their budgets—and for companies seeking raw materials and other inputs. In recent decades, lower U.S. tariffs have stimulated American productivity through greater competition in the

### U.S. Trade with Canada and Mexico Under NAFTA

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</thead>
<tbody>
<tr>
<td>To Canada - merchandise</td>
<td>100,444</td>
<td>178,941</td>
<td>312,420</td>
<td>211.0%</td>
</tr>
<tr>
<td>To Canada - services</td>
<td>17,016</td>
<td>24,613</td>
<td>62,946</td>
<td>269.9%</td>
</tr>
<tr>
<td>To Canada - total</td>
<td>117,460</td>
<td>203,554</td>
<td>375,366</td>
<td>219.6%</td>
</tr>
<tr>
<td>To Mexico - merchandise</td>
<td>41,581</td>
<td>111,349</td>
<td>240,249</td>
<td>477.8%</td>
</tr>
<tr>
<td>To Mexico - services</td>
<td>10,394</td>
<td>15,532</td>
<td>29,658</td>
<td>185.3%</td>
</tr>
<tr>
<td>To Mexico - total</td>
<td>51,975</td>
<td>126,881</td>
<td>269,907</td>
<td>419.3%</td>
</tr>
<tr>
<td>To both - merchandise</td>
<td>142,025</td>
<td>290,290</td>
<td>552,669</td>
<td>289.1%</td>
</tr>
<tr>
<td>To both - services</td>
<td>27,410</td>
<td>40,145</td>
<td>92,604</td>
<td>237.8%</td>
</tr>
<tr>
<td>Grand total exports</td>
<td>169,435</td>
<td>330,435</td>
<td>645,273</td>
<td>280.8%</td>
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<tbody>
<tr>
<td>From Canada - merchandise</td>
<td>111,216</td>
<td>230,838</td>
<td>347,798</td>
<td>212.7%</td>
</tr>
<tr>
<td>From Canada - services</td>
<td>9,106</td>
<td>17,875</td>
<td>30,579</td>
<td>235.8%</td>
</tr>
<tr>
<td>From Canada - total</td>
<td>120,323</td>
<td>248,713</td>
<td>378,377</td>
<td>214.5%</td>
</tr>
<tr>
<td>From Mexico - merchandise</td>
<td>39,918</td>
<td>135,926</td>
<td>294,074</td>
<td>636.7%</td>
</tr>
<tr>
<td>From Mexico - services</td>
<td>7,428</td>
<td>10,780</td>
<td>20,182</td>
<td>171.7%</td>
</tr>
<tr>
<td>From Mexico - total</td>
<td>47,345</td>
<td>146,706</td>
<td>314,256</td>
<td>563.8%</td>
</tr>
<tr>
<td>From both - merchandise</td>
<td>151,134</td>
<td>366,765</td>
<td>641,872</td>
<td>324.7%</td>
</tr>
<tr>
<td>From both - services</td>
<td>16,534</td>
<td>28,655</td>
<td>50,761</td>
<td>207.0%</td>
</tr>
<tr>
<td>Grand total imports</td>
<td>167,668</td>
<td>395,420</td>
<td>692,633</td>
<td>313.1%</td>
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**TOTAL TRADE**

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<tbody>
<tr>
<td>With both - merchandise</td>
<td>293,159</td>
<td>657,055</td>
<td>1,194,541</td>
<td>307.5%</td>
</tr>
<tr>
<td>With both - services</td>
<td>43,944</td>
<td>68,800</td>
<td>143,365</td>
<td>226.2%</td>
</tr>
<tr>
<td>With Canada</td>
<td>237,783</td>
<td>452,267</td>
<td>753,743</td>
<td>217.0%</td>
</tr>
<tr>
<td>With Mexico</td>
<td>99,320</td>
<td>273,587</td>
<td>584,163</td>
<td>488.2%</td>
</tr>
<tr>
<td>Grand total</td>
<td>337,103</td>
<td>725,855</td>
<td>1,337,906</td>
<td>296.9%</td>
</tr>
</tbody>
</table>

Source: U.S. Census Bureau, Foreign Trade Division, and U.S. Department of Commerce, Bureau of Economic Analysis. Millions of U.S. dollars
THE REDEFINED AMERICAN AUTO INDUSTRY

Presented by Paul D. Ryan
Vice President of Trade & Competitiveness
Association of Global Automakers, Inc.

April 7, 2016

National Impact

INTERNATIONAL AUTOMAKERS’ U.S. PRESENCE
HERE FOR A STRONG AMERICAN WORKFORCE
HERE FOR AMERICAN INNOVATION
HERE FOR OUR COMMUNITIES

U.S. OPERATIONS
- 21 Manufacturing Facilities
- 12 RDG Facilities
- 18 Headquarters
- 2,700 Dealership Franchisees

HERE IN AMERICA
State Impact

And more to come...

National Impact

International Automakers
invested more than
$72,000,000,000

directly employ
123,000 Americans

NATIONAL DATA SUMMARY

produce 5.3 million vehicles
which was 46% of all U.S. vehicle production

were sold at nearly 10,000 dealership franchises

employ more than 500,000 Americans

with a payroll of $29 billion

nearly 900,000 of those U.S.-built vehicles were exported

a payroll of $9.3 billion
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@BvDUS
Companies

- **71m** individuals
- **14m** companies
  \[ \text{71m} + \text{14m} = \text{85m} \] current shareholders

Corporate structures

- **107m** active ownership links
- **527m** historic ownership links
- **6.4m** companies that had ownership changes last month

People

- **151m** individuals
- **275m** roles

Specialist financial formats:

- **1.5m** non-banking financial institutions
- **41.7k** banks
- **14.7k** insurance companies

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Assess what’s driving crossborder investment, and understand how companies are growing internationally, using the only tool that tracks both forms of equity crossborder investment.

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- greenfield foreign direct investment (FDI)
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- combined with our extensive company information

We capture and treat private company information for better decision making and increased efficiency.

Welcome to the business of certainty

americas@bvdinfo.com  |  bvdinfo.com
The U.S. Small Business Administration’s international trade programs and resources can help small businesses effectively compete in the global marketplace and strengthen the overall U.S. economy.

Working in partnership with the U.S. Commercial Service and the Export-Import Bank of the United States, SBA staff provide potential and existing exporters with a unified, one stop approach to export expansion through 21 U.S. Export Assistance Centers nationwide.

Small business exporters are taking advantage of global markets and selling billions of dollars of goods and services overseas every year. In fact, 77% of all U.S. exporters have fewer than 20 employees. If you are one of those businesses, or would like to join in this growing trend, and you think you are too small to receive government-guaranteed export financing, think again.

The SBA’s Export Express program provides exporters and lenders with a streamlined process that expedites an SBA guaranty on term loans and lines of credit up to $500,000. Lenders use their own documentation and credit decision process. The SBA determines eligibility and typically provides an approval in 36 hours or less.

**Use of Funds**
Loan proceeds may be used to finance any export development activity including:

- standby letters of credit when required as a bid bond, performance bond or advance payment guaranty;
- participation in a trade show outside the U.S.;
- developing foreign markets and product literature translation;
- general lines of credit for export purposes;
- performing service contracts from foreign buyers;
- working capital to support specific export orders;
- acquisition, construction, renovation, modernization, improvement or expansion of real estate, production facilities or equipment in the U.S. to be used in the production of goods or services for export.

Loans for working capital have a maximum term of seven years; for equipment up to 10 years; for real estate, up to 25 years.

Applicants must have been in business for at least 12 months and begin exporting, or expand export sales, as a result of the loan. The one year in business requirement may be waived if the lender uses its conventional commercial underwriting procedures, not relying solely on credit scoring or credit matrices, and the applicant has valuable business experience and exporting expertise.

Contact your lender to determine if they are an SBA Export Express lender or visit [https://www.sba.gov/managing-business/exporting/export-loans/export-lenders/export-express-program-lenders](https://www.sba.gov/managing-business/exporting/export-loans/export-lenders/export-express-program-lenders) to find a participating lender near you. Or, contact one of SBA’s Export Finance Managers near you to discuss other export financing options or concerns: [https://www.sba.gov/managing-business/exporting/us-export-assistance-centers](https://www.sba.gov/managing-business/exporting/us-export-assistance-centers).
The SBA’s Office of International Trade works directly with the rapidly growing number of U.S. small business exporters through our 21 US Export Assistance Centers which are co-located with the U.S. Department of Commerce and the Export-Import Bank of the United States.
Export Working Capital Program for Small Businesses

Most banks in the U.S. do not provide working capital advances to small businesses on export orders, export receivables or letters of credit. Because of that, some small businesses may lack necessary export working capital to support their export sales. That is where an SBA program can make the difference. SBA provides lenders with a 90% guaranty on export working capital loans to small businesses as a credit enhancement, so that the lenders will make the necessary export working capital available.

Exporters can apply for Export Working Capital Program (EWCP) loans in advance of finalizing an export sale or contract. With an approved EWCP loan in place, exporters have greater flexibility in negotiating export payment terms—secure in the assurance that adequate financing will be in place when the export order is won.

Benefits of the EWCP

- Financing for suppliers, inventory or production of export goods
- Export working capital during long payment cycles
- Financing for stand-by letters of credit used as bid or performance bonds or advance payment guarantees
- Reserves domestic working capital for the company’s sales within the U.S.
- Permits increased global competitiveness by allowing the exporter to extend more liberal sales terms
- Increases sales prospects in under-developed markets which have high capital costs for importers
- Contributes to the growth of export sales
- Low fees and quick processing times

Program Features

- **Guaranty Coverage**
  - Maximum loan amount is $5 million
  - 90% of principal and accrued interest up to 120 days
  - Low guaranty fee of ¼% of the guaranteed portion for loans with maturities of 12 months or less
  - Loan maturities are generally for 12 months or less, but extend out 36 months

- **Use of Proceeds**
  - To acquire inventory
  - To pay for the manufacturing costs of goods for export
  - To purchase goods or service for export
  - To support Standby Letters of Credit to act as bid or performance bonds or an advance payment guaranty
  - For pre-shipment working capital
  - To finance foreign accounts receivable
• **Advance Rates**
  - Up to 90% on Purchase Orders or costs of goods, whichever is less
  - Up to 90% on Documentary Letter of Credit payment terms
  - Up to 90% on Foreign Accounts Receivable (typically insured)
  - Up to 75% on eligible export inventory located within the U.S.
  - In all cases, not to exceed the exporter’s costs.

• **Interest Rate**
  - The SBA does not establish or subsidize interest rates on EWCP loans.
  - The interest rate can be fixed or variable and is negotiated between the borrower and the participant lender.

• **Collateral**
  - The export-related inventory and the accounts receivable generated by the export sales financed with EWCP funds generally will be considered adequate collateral, and the borrower must provide the lender with a first lien.
  - The SBA requires the personal guarantee of owners (20 percent or more ownership).

**How to Apply**

Application is made directly to lenders. Interested small businesses are encouraged to contact SBA staff at a U.S. Export Assistance Center (USEAC) to discuss whether they are eligible for the EWCP program and whether it is the appropriate tool to meet their export financing needs. Lenders who have participated in the program during the previous fiscal year can be found at: [https://www.sba.gov/managing-business/exporting/export-lenders/export-working-capital-program-lenders](https://www.sba.gov/managing-business/exporting/export-lenders/export-working-capital-program-lenders). Participating lenders review the applications and submit the request for an SBA guaranty to the SBA Export Finance Manager at the USEAC location servicing the exporter’s geographic territory.
The U.S. Small Business Administration’s international trade programs and resources can help small businesses effectively compete in the global marketplace and strengthen the overall U.S. economy.

Working in partnership with the U.S. Commercial Service and the Export-Import Bank of the United States, SBA staff provide potential and existing exporters with a unified, one stop approach to export expansion through 21 U.S. Export Assistance Centers nationwide.

International Trade Loan for Small Businesses

The International Trade Loan (ITL) helps small businesses enter and expand into international markets, or when adversely affected by imports, to make the investments necessary to better compete. The ITL offers a combination of fixed asset and working capital financing with the SBA’s maximum guaranty—90 percent—on the total loan amount.

Maximum Loan Amount
- $5 million in total financing

Guarantee Coverage
The SBA can guaranty up to 90 percent of an ITL, with a maximum guaranty of $4.5 million, less the amount of the guaranteed portion of any other SBA loans outstanding to the borrower. The maximum guaranty for working capital under the ITL, including any other SBA working capital loans made to the borrower.

Loan Term
- Maturities on the working capital portion of an ITL are typically limited to 10 years.
- Maturities of up to 10 years are available on equipment, unless the useful life exceeds 10 years.
- Maturities of up to 25 years are available for real estate.
- Loans with a mixed use of fixed asset and working capital financing will have a blended-average maturity.

Interest Rates
Lenders may charge between 2.25 to 2.75 percent above the prime rate (as published in the Wall Street Journal) depending on the maturity of the loan. Interest rates on loans of $50,000 or less can be higher.

Exporter Eligibility
- Applicants must meet the eligibility requirements for the SBA’s 7(a) Loan Program.
- Applicants must also affirm that the loan will allow the business to expand or develop an export market, or demonstrate that the business has been adversely affected by import competition, and the ITL will allow the business to improve its competitive position.

Foreign Buyer Eligibility
Foreign buyers must be located in a country where the Export-Import Bank of the U.S. is permitted to provide financial assistance.
Use of Proceeds
- For the facilities and equipment portion of the loan, proceeds may be used to acquire, construct, renovate, modernize, improve or expand facilities or equipment in the U.S. to produce goods or services involved in international trade.
- Working capital is an allowable use of proceeds under the ITL.
- Proceeds may be used for the refinancing of debt not structured with reasonable terms and conditions, including any debt that qualifies for refinancing under SBA’s 7(a) Loan Program.

Collateral Requirements
- Only collateral located in the U.S. (including its territories and possessions) is acceptable.
- First lien on property or equipment financed by the ITL is required. However, an ITL can be secured by a second lien position if the SBA determines there is adequate assurance of loan payment.
- Additional collateral, including personal guaranties and liens on other assets, may be required.

Application Process
- A small business exporter seeking an ITL must apply to a participating SBA 7(a) lender. The lender will submit a completed loan package to the SBA requesting its guaranty.
- A small business applicant wanting to qualify as a business adversely affected by import competition must submit supporting documentation that explains those effects and a plan with projections that explains how the loan will improve the business’s competitive position.
- An application by a potential or existing exporter must include a business plan that reasonably demonstrates, with a marketing plan and sales projections, an expansion in export sales in specific international markets.
The Regional Export Promotion Program

Teaming Up Today for U.S. Jobs Tomorrow

Work with us to grow job opportunities in the communities you serve. The Export-Import Bank of the United States (EXIM) created the Regional Export Promotion Program (REPP) to better-inform the 300,000 U.S. companies that sell internationally.

The program brings state, county, local, and non-profit economic development entities together with EXIM in an alliance designed to expand U.S. export sales. These REPP entities already have market expertise and relationships with local businesses. Thus, they are in a good position to inform businesses about how EXIM financing can reduce their risk and unleash more export sales opportunities. There are currently more than 35 organizations in the program nationwide.

By uniting experts and resources, REPP offers the opportunity to accomplish together what no organization could do alone. This teamwork should result in more EXIM awareness, more U.S. export sales and more jobs at home.

EXIM provides REPP Members with:

- Essential support and resources, including training and marketing materials at no cost;
- Highly qualified trade-finance specialists to speak at your events;
- Assistance with joint marketing and outreach campaigns; and
- One-on-one trade finance counseling and support for exporters.

In turn, REPP Members:

- Expand their current mission promoting, creating and growing U.S. exports in their region by making available trade-related assistance for sales growth;
- Conduct export finance seminars, and share information about EXIM at seminars sponsored by U.S. Export Assistance Centers and other trade-related organizations;
- Stay current with EXIM Bank products and services;
- Connect exporters with EXIM regional trade finance specialists;
- Report on export outreach activities semi-annually.

Bringing Better Jobs

REPP is aligned with EXIM Bank’s mission of supporting and creating well-paying American jobs. According to the U.S. Trade Representative, export-supported jobs pay as much as 18% more than the U.S. national average.

Those eligible for REPP membership include state, county, city governments (either directly or indirectly funded); local nonprofit economic development entities funded through universities or colleges; Small Business Development Centers, and world trade centers.
Success Story

Kip Johnston, President of Automated Solutions in Beaverton, Oregon, was facing a dilemma. The company built a power distribution component prototype that exceeded the customer’s expectations and resulted in an order for 40 units. The deal would be a 15 percent increase in sales.

Good news, yet a problem. The buyer was a new customer located 8,000 miles away and wanted credit terms. Fortunately, the City of Beaverton was a member of EXIM’s REPP and referred Kip to his local EXIM representative. Automated Solutions got a small business insurance policy that empowered it to safely offer credit terms to the buyer and capture the sale.

“I don’t think I would’ve taken the order without credit insurance from EXIM.” -Kip Johnston
About EXIM

The Export-Import Bank of the United States (EXIM) is the official export credit agency of the United States. It is an independent, self-sustaining federal agency that exists to create and support American jobs by facilitating the export of U.S. goods and service—at no cost to American taxpayers.

EXIM Products

EXPORT CREDIT INSURANCE
to protect against nonpayment and extend credit terms to buyers

WORKING CAPITAL FUNDS
to fulfill orders

COMPETITIVE BUYER FINANCING
for purchasing U.S. capital goods and services

Become a REPP Member Now

EXIM’s REPP application process is straightforward, and usually requires only a copy of your comprehensive annual report to management or board of directors or governors. If your organization does not prepare an annual report, EXIM will request a marketing plan.

EXIM welcomes your inquiries and looks forward to working with you to increase jobs in your community. Once approved as a REPP member, EXIM will train your staff at one of its regional offices or at its Washington, DC, headquarters.

For more information contact the EXIM REPP Program Manager:

Aerek Stephens

202.565.3913

grow.exim.gov/aerek-stephens

exim.gov
FLORIDA’S ONLINE GLOBAL PROGRAM  
GO GLOBAL WITH WEBSITE LOCALIZATION

WORKING TOGETHER TO HELP YOU EXPAND INTERNATIONALLY
Enterprise Florida, Inc. (EFI) works closely with IBT Online to deliver the Florida Online Global program, building and marketing country specific websites for Florida companies.

FLORIDA ONLINE GLOBAL OPTION A:  
TWO MARKET EXPANSION

**Deliver:** A defined program of two country-specific websites that are fully localized for your top two international target markets (example Mexico and Germany...).

**Statement of work:**
- Kick off conference call and planning
- Assistance with domain names, choice and registration, templated design layout with corporate branding
- For each country-specific website: 12 web pages (1 home page, 1 about us page, 8 product/service pages, 1 contact page, 1 compliance page) localized and translated content (2,000 words maximum, currency and units), responsive design
- Hosting and geo-location
- Links to US website and/or ecommerce platform, review, validation site launch
- Search engine optimization (SEO)
- Reporting (set-up and then access to Google Analytics)

**Budget:** The total cost of the Florida Online Global Option A: Two Market Expansion Program is $12,000. Participating companies automatically qualify for a reimbursable $6,000 grant from Enterprise Florida upon completion, making your total cost $6,000.

FLORIDA ONLINE GLOBAL OPTION B:  
MULTI-MARKET WEB PRESENCE

**Deliver:** A customized program of multi-market country-specific websites and marketing that are fully localized for your top international target markets (example Mexico, Brazil, Germany, the UK, the UAE, Japan and China...).

**Statement of work:**
- Kick off conference call, objectives, target markets and scope
- Customized proposal, presentation, adaptation and finalization
- Strategic planning, website specification and architecture
- Content localization and translation and responsive design
- Content Management System (CMS), hosting and geo-location
- Website build and content load
- Testing, domains and Uniform Resource Locators (URLs)
- Site launch, training and access
- Content, editing and support
- Search engine optimization (SEO)
- Social media marketing (SMM)
- Reports and analytics

**Budget:** The total cost of the Florida Online Global Option B: Multi-Market Web Presence Program depends upon the number of countries and the scope of work. Participating companies automatically qualify for a reimbursable $6,000 grant from Enterprise Florida upon completion.

CONTACT YOUR LOCAL ENTERPRISE FLORIDA REGIONAL TRADE MANAGER FOR FURTHER INFORMATION ABOUT THE FLORIDA ONLINE GLOBAL PROGRAM
MISSOURI’S ONLINE GLOBAL PROGRAM
GO GLOBAL WITH WEBSITE LOCALIZATION

MISSOURI ONLINE GLOBAL OPTION A: TWO MARKET EXPANSION

Deliver: A defined program of two country-specific websites that are fully localized for your top two international target markets (example Mexico and Germany...).

Statement of work:
- Kick off conference call and planning
- Assistance with domain names
- Template design layout with corporate branding and responsive design
- For each country-specific website: 12 webpages (1 home page, 1 about us page, 9 product/service pages, 1 contact page) plus cookies policy
- Localized and translated content (2,000 words maximum), adaptation of currency and units
- Links to US website and/or ecommerce platform
- Basic search engine optimization (SEO)
- Reporting (set-up and access to Google Analytics)
- Content management system access and training, hosting for 12 months. Option to extend at $1,000 per annum.

Budget: The total cost of the Missouri’s Online Global Option A: Two Market Expansion Program is $12,000. Eligible companies qualify for up to $6,000 reimbursement available through G-MAP.

MISSOURI ONLINE GLOBAL OPTION B: MULTI-MARKET WEB PRESENCE

Deliver: A customized program of multi-market country-specific websites and marketing that are fully localized for your top international target markets (example Mexico, Brazil, Germany, the UK, the UAE, Japanand China...).

Statement of work:
- Customized proposal, definition of objectives, target markets and scope
- Strategic planning
- Website specification and wireframe
- Content localization and translation
- Design Content management system
- Hosting
- Website build and content load
- Testing Domains and URLs
- Sitelaunch, training and access
- Search engine optimization
- Social media marketing
- Content management, editing and supports
- Reports and analytics

Budget: The total cost of the Missouri’s Online Global Option B: Multi-Market Website Localization and International Online Marketing Program depends upon the number of countries and the scope of work. Eligible companies qualify for up to $6,000 reimbursement available through G-MAP.

CONTACT LESLIE FISCHER, MISSOURI INTERNATIONAL TRADE & INVESTMENT OFFICE
TEL: (573) 522-6524 EMAIL: LESLIER.FISCHER@DED.MO.GOV
FOR FURTHER INFORMATION ABOUT THE MISSOURI ONLINE GLOBAL PROGRAM WWW.EXPORTMISSOURI.MO.GOV
Tractus assists companies and EDOs develop and execute their business strategies for Asia

20+ years of experience with FDI and trade

5+ billion USD of FDI and exports successfully supported and promoted between Asia & US

8 Offices

1000+ projects completed from automotive to zeolites

60+ full-time employees with multidisciplinary backgrounds

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ABOUT THE EUROPEAN UNION

The European Union is a unique economic and political union between 28 European countries that together cover much of the continent.

The first steps were to foster economic cooperation: the idea being that countries that trade with one another become economically interdependent and so more likely to avoid conflict. The result was the European Economic Community (EEC), created in 1958, and initially increasing economic cooperation between six countries: Belgium, Germany, France, Italy, Luxembourg and the Netherlands. Since then, a huge single market has been created and continues to develop towards its full potential. The European Single Market refers to the EU as one territory without any internal borders or other regulatory obstacles to the free movement of goods and services.

PM & PARTNER MARKETING CONSULTING GMBH (PM&P)
Lyoner Strasse 34
60528 Frankfurt am Main
Germany

www.pm-p.de
info@pm-p.de

ABOUT MICHAEL HASS, CEO OF PM&P

Michael Hass is a highly qualified and experienced management consultant with a focus on the trade support and marketing field, working for private companies and public institutions, worldwide. Since 1970, he has advised a wide range of economic development and trade agencies in Germany and worldwide and in many cases contributed to the institution building and organization development. Michael also conducted investor search for factories to be closed or sold by large corporations (e.g. Michelin, Alstom, Terex). He headed the first consulting projects of PM&P dealing with organization and strategy development for economic development and FDI-Consulting. Michael also conducted management consulting projects for large corporations (like DuPoint, Emerson, ISS, Hamon) primarily in the field of cross-border business development, international market research and market entry. Over more than 30 years Michael supports trade organizations worldwide, building close relationships with German companies. Prior to his position at PM&P, Michael has been site manager of a South African company in the construction sector.
The European Single Market refers to the EU as one territory without any internal borders or other regulatory obstacles to the free movement of goods and services.

- EU population (2016): 510.06 million.
- 28 member countries have a nominal GDP of US$ 16.31 billion.
- Latest data indicates approx. 2% GDP growth for the EU.
- EU members Germany, France, UK and Italy among the ten largest economies in the world with Germany as Europe’s power house.
- Impact of Brexit is not yet predictable – Brexit vote has thrown up big questions about future trading.

Clients in the USA PM&P provided services for:
- Enterprise Florida
- State of Maine
- State of Missouri
- TEAM NEO Cleveland
- The Right Place
- Greater Phoenix
- Global Delaware

PM & Partner Marketing Consulting GmbH (PM&P) is an independent consulting firm, consisting of marketing professionals and marketing research specialists, located in Germany (Frankfurt (HQ), Munich, Berlin).

The company provides strategic and operative marketing, trade and business development support to industrial companies, as well as to investment promotion institutions and trade organizations. PM&P is part of a worldwide network of independent Consulting and Market Research companies.
GETTING YOU CLOSER TO YOUR MARKETS

IBG Global offers you key contacts and exclusive information in new global markets. IBG Global carries out high quality agent/distributor, end-buyer searches, research and in-country support specific to your company or organization, industry and target market requirements. Using the IBG Global network brings you closer to your sales objectives in the international business environment.

The International Business Group (IBG Global), founded in 2000, is a Partnership of private commercial consulting firms with offices and staff in 49 countries, covering a total of over 150 country markets in the Americas, Europe, Asia-Pacific, Africa, and the Middle East.

IBG has completed business development and export assistance projects for over 40,000 different companies and represents many corporate, national and sub-national entities engaged in export and global investment promotion. In terms of practical assistance to companies, IBG has a wealth of experience that cannot be matched by any other commercial groupings. Our approach is based on what works in the global business environment.

IBG’s client base includes large, medium and small companies, national governments, state and provincial and municipal governments, multi-governamental organizations, and NGOs. The common element is to assist with business development in new markets. Our clientele represents hundreds of world class entities expressing an active interest in the global economy.

Reasons to work with IBG Global

1. IBG Global – One dedicated tight-knit worldwide group of professionals.
2. IBG Global – Delivers one worldwide standard of quality assurance
3. IBG Global – Accelerates your international sales.
4. IBG Global – Saves you costs and time

Our membership is composed of companies able to take on new projects using current global best practices. We are “outcome-based” and flexible in approach. In trade promotion, we assist firms with sales in new markets. In investment, our goals are focused toward locating ready investors for governmental investment outreach programs. Our track record speaks for itself. Our members are strongly measured on deliverables in terms of creating successful export sales and/or locating investors who chose to invest into a certain region.

We invite you to explore possibilities with us in creating a partnership environment where international success is possible.
With the first 100 days of the Trump Administration now over, many Canadian industry leaders are experiencing a certain level of uncertainly and trepidation surrounding potentially adverse International Trade and Foreign Investment policies that may materialize.

A strong majority of Canada’s key corporate decision maker are of the view that the North American Free Trade Agreement (NAFTA) will be significantly altered thereby usher in a paradigm shift in trade relations with the United States. The response, by many corporate leaders, to this uncertain and unpredictable trade environment, is to consider pushing south of the border as a means of insulating themselves from any trade policy shocks, upcoming regulations and border crossings/irritants that may arise.

As Canadian specialists in Trade & FDI services, we will provide our insights on the following:

- Business opportunities in Canada for US Exporters
- Current Canadian FDI trends with a focus on the U.S.
- On the ground feedback form Corporate leaders vis-à-vis the current US-Canada Trade environment
Canada is the U.S.’s largest customer, purchasing US$338 billion in goods and services in 2015.

In fact, Canada buys more from the United States than does any other nation – including all 28 countries of the European Union.

Source: Government of Canada

Trade & FDI: Canadian Market Opportunities

Key Trade Shows Q3-4 2017

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Name</th>
<th>Location</th>
<th>Industry</th>
</tr>
</thead>
<tbody>
<tr>
<td>June 13 - 15, 2017</td>
<td>Global Petroleum Show</td>
<td>Calgary, AB</td>
<td>Energy / Advanced Manufacturing</td>
</tr>
<tr>
<td>June 6-8, 2017</td>
<td>Photonics North</td>
<td>Ottawa, ON</td>
<td>Electronics / Optic / Photonic</td>
</tr>
<tr>
<td>June 13 - 15, 2017</td>
<td>Global Petroleum Show</td>
<td>Calgary, AB</td>
<td>Energy / Advanced Manufacturing</td>
</tr>
<tr>
<td>July 23-26, 2017</td>
<td>BIO World Congress</td>
<td>Montreal, QC</td>
<td>Bio Sciences</td>
</tr>
<tr>
<td>September 2017</td>
<td>Canadian Manufacturing Technology Show</td>
<td>Mississauga, ON</td>
<td>Advanced Manufacturing</td>
</tr>
<tr>
<td>November 7-8, 2017</td>
<td>Aerospace Summit 2017</td>
<td>Ottawa, ON</td>
<td>Aerospace</td>
</tr>
</tbody>
</table>
Who We Are
A boutique consulting firm specialized in FDI Attraction and Export Development Services for US States and Regional EDOs

What we Do
- In-Market Representation
- FDI Attraction
- Trade Missions/Partner Search
- Trade Shows B2B Programs
- Market Studies/Export Training

Our Methodology
- IDENTIFY
- QUALIFY
- CONNECT

Our Services
- Export Development
- Attraction

3 Offices.
- Montréal.
- Toronto.
- San Francisco.

2 Partners
Team of 12 professionals

Our Clients
- US States EDOs
- Counties in US & Canada
- Major Metro Areas
- European Countries & Regions

10 years+. Founded in 2006
Opportunity to Participate in the SIDO Special Section of the USA Trade Guide

The USA Trade Guide is a print and online magazine and resource directory focusing on export promotion and FDI. The guide will showcase the region and further the council’s mission of creating jobs through foreign direct investment & exports.

The USA Trade Guide will reach more than 60,000 exporters and international investors, 20,000 in print and 40,000 via the digital edition. The guide, in print and online, will be distributed via government, NGO and private sector multipliers worldwide.

Every SIDO partner that participates in the guide with a full-page ad will get a 10 percent discount. Moreover, full page advertisers will get a second full page for an article, for free. The format will be similar to the Texas Export Guide, which GHP also supported.

The guide will provide U.S. companies and foreign investors with expert advice and answers to frequently asked questions about exporting and investment. It also will include information about key contacts, web sites and other resources related to exporting, international trade, and foreign direct investment. The USA Trade Guide is published by ThinkGlobal, in cooperation with the State International Development Organizations (SIDO).

The deadline for the guide is June 30, with publication set for early September.

SIDO partners can sign-up online using the discount code SIDO10 at www.Think.Global/USA

More information also is available online at www.Think.Global/usa or by calling 1-800-581-8533, ext. 808
ThinkGlobal, in cooperation with the State International Trade Development Organizations (SIDO), is working on the 2017 USA Trade Guide, an international resource for export and investment promotion.

The USA Export Guide will be distributed via government, NGO and private sector multipliers worldwide.

The purpose of the guide is to provide U.S. companies and foreign investors with expert advice and answers to frequently asked questions about exporting and investment. It also will include information about key contacts, web sites and other resources.

The guide will be published in English, with a total of 20,000 copies produced in print, along with an SEO-optimized digital edition that will be available via the USA.Think.Global website.

Advertisers in the 2017 USA Export Guide will have a unique opportunity to reach a highly targeted group of active exporters and foreign direct investment decision-makers. The USA Export Guide will be distributed by state and local economic development agencies, chambers of commerce, world trade centers, ports, private sector service providers, and other multipliers worldwide.

The guide will be published in September 2017, and will be distributed at trade events nationwide.

Companies interested in advertising in the 2017 edition can sign up online at Think.Global/USA or by calling 1-800-581-8533, ext. 800.

The deadline for reserving advertising space is June 30, 2017.

The deadline for materials is July 7, 2017.
TVZ INTERNATIONAL

TVZ International is a Consulting and Business Development Company strategically headquartered in the city of São Paulo - Brazil’s industrial hub and major commercial and financial center - with associates in Argentina, Chile, Peru, Colombia and Mexico. TVZ International offers personalized trade consulting and business facilitation services to small and medium-sized companies looking at business opportunities in the Brazilian and Latin American markets.

Recognized for its customized and hands-on approach, working side-by-side with its clients, TVZ International’s principal officers Claudia Tomaselli and Vania Zulatto - former US Department of Commerce employees - bring to the company several years of experience working with US companies and Economic Development Organizations, offering more than 20 years of international trade experience and event organization to the task of international business development and event management in Brazil.

With extensive local culture knowledge, high-level relationships and industry-focused business experience TVZ adds value to its clients’ business strategies helping them navigate the nuances of the regions’ markets by providing the following services:

- Identification of Commercial Opportunities, Business Leads and Strategic Partners
- Pre-screened one-on-one business meetings arrangements
- Organization and Conduction of Trade Missions, Roadshows and Exhibitions
- Market Assessment Counseling
- Competitive Assessment
- Market Research
- Sales Channels Identification
- Legal, Accounting, Real State and other consultants and advisors’ Services

CLIENTS

TVZ International’s portfolio of clients is comprised mainly by US Economic Development Organizations and also Diplomatic and Consular Missions active in Brazil.

TVZ began operating in December 2004, a privatized offshoot of the Brazilian Trade Office of the Council of Great Lakes Governors – CGLG (currently Conference of Great Lakes and St. Lawrence Governors and Premiers – CGSLGP - www.cglslgp.org) that was established in Brazil in 1997 representing the States of Indiana, Ohio, New York, Pennsylvania and Wisconsin.

The firm continues to work as the Brazilian Trade Office of The Conference of Great Lakes and St. Lawrence Governors and Premiers; currently representing the States of Illinois, Michigan and Wisconsin in the region.
Since 2009 TVZ has been acting as the exclusive in-country trade consultant for the Commonwealth of Virginia working both one on one with clients and in the organization and conduction of successful trade missions into Brazil.

It was also in 2009 that TVZ was accredited as an Official Expert by the OSEC (Swiss Office for Commercial Expansion) and the Swiss Business Hub, to assist Swiss companies in the Brazilian market.

As of 2013 TVZ was appointed to act as the in-country trade consultant for the State of Ohio.

The company’s focus on behalf of these clients has been exclusively in the trade and export promotion.

In March 2014 TVZ International was awarded a contract to represent the State of Minnesota in the South America region not only for trade promotion but also to attract investment to the State.

While developing trade promotional activities on behalf of the States of Illinois, Indiana, Ohio, Michigan, Minnesota, New York, Pennsylvania, Wisconsin and the Commonwealth of Virginia, TVZ team gained vast experience and developed a strong network in the local agribusiness and industrial segments such as: the aerospace, automotive, biotech, chemical, construction, defense, energy and renewable energy, environmental technologies, healthcare, IT, safety and security sectors among others.

The services rendered not only to our member states but also to other public and private entities such as the Southern US Trade Association (SUSTA) also helped us gather and invaluable experience in the processed food sector and gain great interaction with the Brazilian buyers and importers of processed food, beverages food ingredients and commodities.

TVZ International’s extensive knowledge of this dynamic emerging region’s culture, trade and investment landscape as well as the company’s lengthy experience of the US business culture in the public and private sectors certainly qualifies this firm to provide EDOs and SMEs with high quality and solid services.
SIDO Survey 2017 Results
The 2017 SIDO survey was distributed electronically and received responses from March 22, 2017-April 26, 2017. Complete or mostly complete responses were received from 41 states.

2017 Respondents: 41 states

Q1. Is your state international trade director appointed?

<table>
<thead>
<tr>
<th>Answers</th>
<th>Count</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>No</td>
<td>32</td>
<td>78%</td>
</tr>
<tr>
<td>Yes</td>
<td>9</td>
<td>22%</td>
</tr>
<tr>
<td>Sum</td>
<td>41</td>
<td>100%</td>
</tr>
</tbody>
</table>

Q2. Where in state government is your office located?

<table>
<thead>
<tr>
<th>Answers</th>
<th>Count</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Department of Commerce or equivalent</td>
<td>9</td>
<td>21%</td>
</tr>
<tr>
<td>Governor’s Office</td>
<td>2</td>
<td>5%</td>
</tr>
<tr>
<td>Public-Private Organization</td>
<td>4</td>
<td>10%</td>
</tr>
<tr>
<td>Private or Non-Profit Organization</td>
<td>1</td>
<td>2%</td>
</tr>
<tr>
<td>Department of Economic Development or equivalent</td>
<td>23</td>
<td>55%</td>
</tr>
<tr>
<td>Other (please specify)</td>
<td>2</td>
<td>5%</td>
</tr>
<tr>
<td>Sum</td>
<td>42</td>
<td>100%</td>
</tr>
</tbody>
</table>
Q3. Is your state trade office responsible for the promotion of agricultural exports?

<table>
<thead>
<tr>
<th>Answers</th>
<th>Count</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>No</td>
<td>27</td>
<td>66%</td>
</tr>
<tr>
<td>Yes</td>
<td>14</td>
<td>34%</td>
</tr>
<tr>
<td>Sum</td>
<td>41</td>
<td>100%</td>
</tr>
</tbody>
</table>

Q4. Is your state office responsible for FDI attraction?

<table>
<thead>
<tr>
<th>Answers</th>
<th>Count</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>No</td>
<td>7</td>
<td>17%</td>
</tr>
<tr>
<td>Yes</td>
<td>34</td>
<td>83%</td>
</tr>
<tr>
<td>Sum</td>
<td>41</td>
<td>100%</td>
</tr>
</tbody>
</table>

Q5. Which of the following trade promotion services does your state trade office currently offer?

<table>
<thead>
<tr>
<th>Answer</th>
<th>Number</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trade missions</td>
<td>39</td>
<td>95%</td>
</tr>
<tr>
<td>Trade shows</td>
<td>37</td>
<td>90%</td>
</tr>
<tr>
<td>Client export counseling</td>
<td>37</td>
<td>90%</td>
</tr>
<tr>
<td>Training programs and seminars</td>
<td>36</td>
<td>88%</td>
</tr>
<tr>
<td>Market entry strategy development</td>
<td>34</td>
<td>83%</td>
</tr>
<tr>
<td>Overseas offices or representatives</td>
<td>31</td>
<td>76%</td>
</tr>
<tr>
<td>Market research</td>
<td>31</td>
<td>76%</td>
</tr>
<tr>
<td>Export readiness training</td>
<td>30</td>
<td>73%</td>
</tr>
<tr>
<td>Inbound buying missions</td>
<td>26</td>
<td>63%</td>
</tr>
<tr>
<td>Agent distributor searches</td>
<td>26</td>
<td>63%</td>
</tr>
<tr>
<td>Foreign company background checks</td>
<td>21</td>
<td>51%</td>
</tr>
<tr>
<td>Identifying suppliers abroad for companies in your state</td>
<td>21</td>
<td>51%</td>
</tr>
<tr>
<td>Marketing/promotional literature reviews</td>
<td>15</td>
<td>37%</td>
</tr>
<tr>
<td>Import counseling</td>
<td>13</td>
<td>32%</td>
</tr>
<tr>
<td>Competitive analysis/pricing information</td>
<td>12</td>
<td>29%</td>
</tr>
<tr>
<td>Foreign student recruitment to your local colleges or universities</td>
<td>12</td>
<td>29%</td>
</tr>
<tr>
<td>Licensee, joint venture, partnership contract review</td>
<td>5</td>
<td>12%</td>
</tr>
</tbody>
</table>

Other (please specify)

- Answering for the collective; state only focuses on exports & FDI at somewhat basic levels. Global Trade Services helps with import/supply chain too and goes deeper to provide customized research, strategy & advice.
- Certificates of Free Sale, Business Etiquette
- ExporTech
- Governor led trade mission
- Most of our services are offered in partnership with the local US Commercial Service office and foreign commercial service offices as needed
- Some of these services are provided in state and some by overseas consultants
- STEP Grant Program for small businesses
Q6. What size company do you consider to be your primary clients for export promotion?

<table>
<thead>
<tr>
<th>Answers</th>
<th>Count</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-49 employees</td>
<td>14</td>
<td>34%</td>
</tr>
<tr>
<td>50-249 employees</td>
<td>27</td>
<td>66%</td>
</tr>
<tr>
<td>Sum</td>
<td>41</td>
<td>100%</td>
</tr>
</tbody>
</table>

Q7. What role does your office play in trade policy? (Select all that apply)

<table>
<thead>
<tr>
<th>Answer</th>
<th>Number</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advises the governor on trade policy</td>
<td>28</td>
<td>68%</td>
</tr>
<tr>
<td>Advises the legislature on trade policy</td>
<td>12</td>
<td>29%</td>
</tr>
<tr>
<td>Serves as a state point of contact for the U.S. Office of Trade Representative</td>
<td>22</td>
<td>54%</td>
</tr>
<tr>
<td>No role</td>
<td>6</td>
<td>15%</td>
</tr>
</tbody>
</table>

Other (please specify)
- A little bit of everything listed above depending on the needs by the governor’s office
- Educates the statewide business community, including local EDOs and Chamber on trade policy
- We advise the Governor’s Office through Dept. of Economic Development executive office leadership and through the Econ Development policy office. Not directly.
- We provide input to the Governor’s office in DC
- We respond if we are requested to do so by our Communications Team

Q8. What role does your office play in assisting companies with IMPORT inquiries? Check all that apply.

<table>
<thead>
<tr>
<th>Answer</th>
<th>Number</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Help identify foreign supplier companies</td>
<td>9</td>
<td>22%</td>
</tr>
<tr>
<td>Advise companies on the customs and duty collection process</td>
<td>10</td>
<td>24%</td>
</tr>
<tr>
<td>Identify/understand import regulations</td>
<td>8</td>
<td>20%</td>
</tr>
<tr>
<td>Recommend logistic services</td>
<td>13</td>
<td>32%</td>
</tr>
<tr>
<td>Advise on financial transactions</td>
<td>5</td>
<td>12%</td>
</tr>
<tr>
<td>Assist in identifying unfair trade issues</td>
<td>5</td>
<td>12%</td>
</tr>
<tr>
<td>No role</td>
<td>14</td>
<td>34%</td>
</tr>
</tbody>
</table>

Other (please specify)
- Identify federal points of contact
- Introduce them to partners
- Gov’t does not assist with import
- May begin import assistance in 2018
- On a case by case basis
- Provide a list of online resources for importers
- Referrals to other import related resources
- Referrals to others who can help
- This is not a service we advertise
- We redirect to World Trade Centers and consulates
Q9. Has your state trade office’s budget increased, decreased or stayed approximately the same the past 12 months?

<table>
<thead>
<tr>
<th>Answer</th>
<th>Number</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stayed approximately the same</td>
<td>31</td>
<td>76%</td>
</tr>
<tr>
<td>Decreased</td>
<td>8</td>
<td>20%</td>
</tr>
<tr>
<td>Increased</td>
<td>2</td>
<td>5%</td>
</tr>
<tr>
<td>Sum</td>
<td>41</td>
<td>100%</td>
</tr>
</tbody>
</table>

Q10. Do you anticipate your state trade office’s budget will increase, decrease or stay the same over the next 12 months?

<table>
<thead>
<tr>
<th>Answer</th>
<th>Number</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stay approximately the same</td>
<td>25</td>
<td>61%</td>
</tr>
<tr>
<td>Decrease</td>
<td>11</td>
<td>27%</td>
</tr>
<tr>
<td>Increase</td>
<td>5</td>
<td>12%</td>
</tr>
<tr>
<td>Sum</td>
<td>41</td>
<td>100%</td>
</tr>
</tbody>
</table>

Q11. If your office anticipates a budget increase, how do you anticipate those additional funds will be spent? (Check all that apply)

<table>
<thead>
<tr>
<th>Answer</th>
<th>Number</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hire new staff</td>
<td>3</td>
<td>60%</td>
</tr>
<tr>
<td>Open a new office</td>
<td>2</td>
<td>40%</td>
</tr>
<tr>
<td>Provide new services</td>
<td>3</td>
<td>60%</td>
</tr>
<tr>
<td>More trade events</td>
<td>3</td>
<td>60%</td>
</tr>
<tr>
<td>Purchase new technology</td>
<td>1</td>
<td>20%</td>
</tr>
<tr>
<td>Staff training</td>
<td>0</td>
<td>0%</td>
</tr>
</tbody>
</table>

Q12. Does your state maintain international trade offices in foreign countries?

<table>
<thead>
<tr>
<th>Answers</th>
<th>Count</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>No</td>
<td>10</td>
<td>24%</td>
</tr>
<tr>
<td>Yes</td>
<td>31</td>
<td>76%</td>
</tr>
<tr>
<td>Sum</td>
<td>41</td>
<td>100%</td>
</tr>
</tbody>
</table>

Q13. Does your state plan to expand the number of overseas offices in the next 12 months?

<table>
<thead>
<tr>
<th>Answers</th>
<th>Count</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>No</td>
<td>35</td>
<td>88%</td>
</tr>
<tr>
<td>Yes</td>
<td>5</td>
<td>13%</td>
</tr>
<tr>
<td>Sum</td>
<td>40</td>
<td>100%</td>
</tr>
</tbody>
</table>
Q14. How many total full-time equivalent (FTE) employees are currently employed by your state’s trade office?

<table>
<thead>
<tr>
<th>Answer</th>
<th>Number</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 to 5 employees</td>
<td>20</td>
<td>49%</td>
</tr>
<tr>
<td>6 to 10 employees</td>
<td>16</td>
<td>39%</td>
</tr>
<tr>
<td>11 to 15 employees</td>
<td>3</td>
<td>7%</td>
</tr>
<tr>
<td>15+ employees</td>
<td>2</td>
<td>5%</td>
</tr>
<tr>
<td><strong>Sum</strong></td>
<td><strong>41</strong></td>
<td><strong>100%</strong></td>
</tr>
<tr>
<td><strong>Median</strong></td>
<td>6</td>
<td></td>
</tr>
<tr>
<td><strong>Mean</strong></td>
<td>6.5</td>
<td></td>
</tr>
</tbody>
</table>

Q15. Has the number of total full-time equivalent (FTE) positions increased, decreased, or stayed approximately the same over the past 12 months?

<table>
<thead>
<tr>
<th>Answer</th>
<th>Number</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stayed approximately the same</td>
<td>31</td>
<td>76%</td>
</tr>
<tr>
<td>Decreased</td>
<td>6</td>
<td>15%</td>
</tr>
<tr>
<td>Increased</td>
<td>4</td>
<td>10%</td>
</tr>
<tr>
<td><strong>Sum</strong></td>
<td><strong>41</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

Q16. What is the approximate annual salary range for your trade staff? (For example: $25,000 - $35,000)

<table>
<thead>
<tr>
<th>Entry level Trade Specialist (or equivalent title):</th>
<th>Senior Trade Specialist:</th>
<th>Director</th>
</tr>
</thead>
<tbody>
<tr>
<td>$25,000-$58,000</td>
<td>$40,000</td>
<td>$45,000-$55,000</td>
</tr>
<tr>
<td>$31,500-$47,700</td>
<td>$43,340-$65,690</td>
<td>$60,000-$65,000</td>
</tr>
<tr>
<td>$32,000-$38,000</td>
<td>$45,000-$50,000</td>
<td>$60,000-$90,000</td>
</tr>
<tr>
<td>$34,000-$39,000</td>
<td>$45,000-$50,000</td>
<td>$65,000</td>
</tr>
<tr>
<td>$35,000</td>
<td>$45,000-$55,000</td>
<td>$65,000-$150,000</td>
</tr>
<tr>
<td>$35,000</td>
<td>$45,000-$60,000</td>
<td>$65,000-$75,000</td>
</tr>
<tr>
<td>$35,000-$40,000</td>
<td>$47,000-$55,000</td>
<td>$69,829-$106,152</td>
</tr>
<tr>
<td>$35,000-$45,000</td>
<td>$50,000</td>
<td>$70,000</td>
</tr>
<tr>
<td>$35,000-$50,000</td>
<td>$50,000-$65,000</td>
<td>$70,000-$75,000</td>
</tr>
<tr>
<td>$40,000</td>
<td>$55,000-$65,000</td>
<td>$70,000-$98,000</td>
</tr>
<tr>
<td>$40,000</td>
<td>$56,000</td>
<td>$75,000</td>
</tr>
<tr>
<td>$40,000-$50,000</td>
<td>$60,000</td>
<td>$80,000-$100,000</td>
</tr>
<tr>
<td>$40,000-$50,000</td>
<td>$60,000</td>
<td>$80,000-$100,000</td>
</tr>
<tr>
<td>$40,000-$50,000</td>
<td>$60,000-$65,000</td>
<td>$80,000-$85,000</td>
</tr>
<tr>
<td>$40,000-$50,000</td>
<td>$60,000-$72,000</td>
<td>$80,000-$90,000</td>
</tr>
<tr>
<td>$45,000-$50,000</td>
<td>$60,000-$75,000</td>
<td>$80,000-$90,000</td>
</tr>
<tr>
<td>$45,000-$60,000</td>
<td>$60,000-$76,000</td>
<td>$80,287-$122,232</td>
</tr>
<tr>
<td>$45,000-$80,000</td>
<td>$61,000-$90,000</td>
<td>$83,000-$119,000</td>
</tr>
</tbody>
</table>
### Median of midpoint

<table>
<thead>
<tr>
<th></th>
<th>Median of midpoint</th>
</tr>
</thead>
<tbody>
<tr>
<td>Entry level Trade Specialist (or equivalent title):</td>
<td>$46,250</td>
</tr>
<tr>
<td>Senior Trade Specialist:</td>
<td>$67,750</td>
</tr>
<tr>
<td>Director</td>
<td>$90,000</td>
</tr>
</tbody>
</table>

### Q17. Do you have staff dedicated SOLELY to FDI attraction?

<table>
<thead>
<tr>
<th>Answers</th>
<th>Count</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>No</td>
<td>22</td>
<td>54%</td>
</tr>
<tr>
<td>Yes</td>
<td>19</td>
<td>46%</td>
</tr>
<tr>
<td>Sum</td>
<td>41</td>
<td>100%</td>
</tr>
</tbody>
</table>

### Q18. Please identify the primary obstacles that your agency faces in accomplishing its trade promotion goals.

<table>
<thead>
<tr>
<th>Answers</th>
<th>Count</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Funding/budget</td>
<td>30</td>
<td>73%</td>
</tr>
<tr>
<td>Insufficient staffing/internal capacity</td>
<td>28</td>
<td>68%</td>
</tr>
<tr>
<td>Support from legislature</td>
<td>11</td>
<td>27%</td>
</tr>
<tr>
<td>Support from executive branch</td>
<td>3</td>
<td>7%</td>
</tr>
<tr>
<td>Organizational structure</td>
<td>3</td>
<td>7%</td>
</tr>
<tr>
<td>Awareness of services</td>
<td>20</td>
<td>49%</td>
</tr>
<tr>
<td>Integration of international with other state economic development programs</td>
<td>11</td>
<td>27%</td>
</tr>
</tbody>
</table>
Q19. Which of the following are significant barriers for businesses in your state that currently export or wish to export? Check all that apply.

<table>
<thead>
<tr>
<th>Answers</th>
<th>Count</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Understanding foreign regulations</td>
<td>27</td>
<td>66%</td>
</tr>
<tr>
<td>Identifying foreign buyers</td>
<td>31</td>
<td>76%</td>
</tr>
<tr>
<td>Obtaining export capital</td>
<td>22</td>
<td>54%</td>
</tr>
<tr>
<td>Navigating domestic export license requirements</td>
<td>15</td>
<td>37%</td>
</tr>
</tbody>
</table>

Other (please specify)
- Access cost effective support for developing new export market opportunities
- Awareness of available programs
- Challenges with their own funding and staffing shortfalls
- Confidence of payment
- Export compliance
- Paying for trade shows, meeting foreign regulatory requirements
- Shipping and logistics costs
- Transportation and workforce
- Understanding that exporting is possible for them
- We are not involved in this level of counseling

Q20. What is the MOST significant obstacle for businesses in your state regarding access to export capital?

<table>
<thead>
<tr>
<th>Answers</th>
<th>Count</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lack of participation from private lenders</td>
<td>16</td>
<td>41%</td>
</tr>
<tr>
<td>Other (please specify)</td>
<td>7</td>
<td>18%</td>
</tr>
<tr>
<td>Risk from foreign buyer</td>
<td>10</td>
<td>26%</td>
</tr>
<tr>
<td>Profitability requirements</td>
<td>5</td>
<td>13%</td>
</tr>
<tr>
<td>Export-Import Bank application process</td>
<td>1</td>
<td>3%</td>
</tr>
<tr>
<td>Sum</td>
<td>39</td>
<td>100%</td>
</tr>
</tbody>
</table>

Q21. Which of the following areas of potential state-federal cooperation on trade assistance programs are important to your agency? Check all that apply.

<table>
<thead>
<tr>
<th>Answers</th>
<th>Count</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Joint performance measures</td>
<td>13</td>
<td>32%</td>
</tr>
<tr>
<td>Client sharing</td>
<td>33</td>
<td>80%</td>
</tr>
<tr>
<td>Success sharing Information sharing</td>
<td>31</td>
<td>76%</td>
</tr>
<tr>
<td>Joint administration of grants</td>
<td>9</td>
<td>22%</td>
</tr>
</tbody>
</table>
Q22. How often does your agency refer exporters to the federal resources available through export.gov and/or trade.gov?

<table>
<thead>
<tr>
<th>Answers</th>
<th>Count</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Have not referred exporters</td>
<td>1</td>
<td>3%</td>
</tr>
<tr>
<td>Rarely refer exporters</td>
<td>3</td>
<td>8%</td>
</tr>
<tr>
<td>Sometimes refer exporters</td>
<td>5</td>
<td>14%</td>
</tr>
<tr>
<td>Frequently refer exporters</td>
<td>28</td>
<td>76%</td>
</tr>
<tr>
<td>Sum</td>
<td>37</td>
<td>100%</td>
</tr>
</tbody>
</table>

Q23. Which of the following services/programs offered by the U.S. Department of Commerce did your state use or participate in during the last 12 months? Check all that apply.

<table>
<thead>
<tr>
<th>Answers</th>
<th>Count</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gold Key</td>
<td>30</td>
<td>73%</td>
</tr>
<tr>
<td>Single company promotion</td>
<td>15</td>
<td>37%</td>
</tr>
<tr>
<td>International company profile</td>
<td>15</td>
<td>37%</td>
</tr>
<tr>
<td>International partner search</td>
<td>19</td>
<td>46%</td>
</tr>
<tr>
<td>Market research reports</td>
<td>14</td>
<td>34%</td>
</tr>
<tr>
<td>Customized market research</td>
<td>4</td>
<td>10%</td>
</tr>
<tr>
<td>Feature Your Company on the U.S. Commercial Service site</td>
<td>4</td>
<td>10%</td>
</tr>
<tr>
<td>Trade Fair Certification Program – TFC Trade missions – USDOC Executive Led</td>
<td>6</td>
<td>15%</td>
</tr>
</tbody>
</table>

Q24. Please rate your level of satisfaction with the U.S. Department of Commerce services provided overseas during the past 12 months.

<table>
<thead>
<tr>
<th>Answers</th>
<th>Count</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Extremely satisfied</td>
<td>10</td>
<td>32%</td>
</tr>
<tr>
<td>Moderately satisfied</td>
<td>15</td>
<td>48%</td>
</tr>
<tr>
<td>Slightly satisfied</td>
<td>2</td>
<td>6%</td>
</tr>
<tr>
<td>Neither satisfied nor dissatisfied</td>
<td>2</td>
<td>6%</td>
</tr>
<tr>
<td>Slightly dissatisfied</td>
<td>1</td>
<td>3%</td>
</tr>
<tr>
<td>Moderately dissatisfied</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>Extremely dissatisfied</td>
<td>1</td>
<td>3%</td>
</tr>
<tr>
<td>Sum</td>
<td>31</td>
<td>100%</td>
</tr>
</tbody>
</table>
Q25. Which of the following do you anticipate organizations in your state may need assistance with to increase exports/international outreach over the next 12 months, including assistance not currently offered by the U.S. Department of Commerce? Check all that apply.

<table>
<thead>
<tr>
<th>Answers</th>
<th>Count</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Completing export documentation - Shippers Export Declaration, Certificate of Origin, etc.</td>
<td>24</td>
<td>59%</td>
</tr>
<tr>
<td>Foreign (and domestic) regulation, standard, and license compliance</td>
<td>25</td>
<td>61%</td>
</tr>
<tr>
<td>Obtaining market and competitive intelligence</td>
<td>32</td>
<td>78%</td>
</tr>
<tr>
<td>Developing a strategy to begin exporting, enter new markets, or expand in existing markets Modifying products/services/practices for foreign markets</td>
<td>28</td>
<td>68%</td>
</tr>
<tr>
<td>Enhancing marketing/media exposure overseas Identifying foreign partners and buyers</td>
<td>19</td>
<td>46%</td>
</tr>
<tr>
<td>Overcoming a market access barrier/unfair trade practice/intellectual property issue Competing for a foreign government procurement</td>
<td>19</td>
<td>46%</td>
</tr>
<tr>
<td>Obtaining export financing and insurance (working capital loans / loan guarantees, foreign receivables insurance, foreign buyer loans /loan guarantees, etc.) - NOT CURRENTLY OFFERED BY DOC</td>
<td>20</td>
<td>49%</td>
</tr>
<tr>
<td>Obtaining export funding &amp; grants (for sales trips overseas, foreign trade missions, DOC services, design of international marketing products and campaigns, export trade show exhibits, project feasibility studies, etc.) - NOT CURRENTLY OFFERED BY DOC</td>
<td>21</td>
<td>51%</td>
</tr>
</tbody>
</table>

Q26. Do you feel that your state’s working relationship with the U.S. Department of Commerce has improved in the last year?

<table>
<thead>
<tr>
<th>Answers</th>
<th>Count</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>No</td>
<td>12</td>
<td>33%</td>
</tr>
<tr>
<td>Yes</td>
<td>24</td>
<td>67%</td>
</tr>
<tr>
<td>Sum</td>
<td>36</td>
<td>100%</td>
</tr>
</tbody>
</table>

Q27. What are your top advocacy priorities?

- Funding/STEP Grant
- Trade with Cuba
- FTAs
- Availability of STEP funding and international financing (EXIM)
- Market access
- continued STEP funding
- Exim Bank support
- EX-IM Bank, US Department Commerce/ITA — We are no longer pushing FTAs until things settle
- EX-IM Bank recertification, maintaining free trade agreements, expanding market for US products, STEP program
- Export Promotion
- Federal/State Coordination
- Grant funding through STEP needs and should continue; the results from the businesses are significant and actually helping them grow. I think more flexibility in implementing STEP needs to be at the state level w/o too much micro management from SBA HQ- a good balance can be found.
- Intellectual Property and export financing/working capital
- Maintain Federal Programs such as Select USA/STEP/Foreign Buyer programs
- NTBs  FTAs- since renegotiating
- Promote and support the USDCC and EX-IM bank programs.
- Reduce Tariffs-More Free Trade Policies Increase truck weights on state highways
- STEP
- Trade agreements
- Trade agreements, EX-IM
- Trade issues with China
- We do not advocate for anything out of our office; we provide input to the Governor’s office in DC

Q28. How often do you meet with your state’s U.S. Export Assistance Center (USEAC)?

<table>
<thead>
<tr>
<th>Answers</th>
<th>Count</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very frequently</td>
<td>26</td>
<td>63%</td>
</tr>
<tr>
<td>Somewhat frequently</td>
<td>12</td>
<td>29%</td>
</tr>
<tr>
<td>Infrequently</td>
<td>3</td>
<td>7%</td>
</tr>
<tr>
<td>Never</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>Sum</td>
<td>41</td>
<td>100%</td>
</tr>
</tbody>
</table>

Q29. Has often has your state engaged with the Department of Commerce SelectUSA (formerly Invest in America) office?

<table>
<thead>
<tr>
<th>Answers</th>
<th>Count</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very frequently</td>
<td>10</td>
<td>26%</td>
</tr>
<tr>
<td>Somewhat frequently</td>
<td>18</td>
<td>46%</td>
</tr>
<tr>
<td>Infrequently</td>
<td>11</td>
<td>28%</td>
</tr>
<tr>
<td>Never</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>Sum</td>
<td>39</td>
<td>100%</td>
</tr>
</tbody>
</table>

Q30. How often does your state refer to SelectUSA.gov?

<table>
<thead>
<tr>
<th>Answers</th>
<th>Count</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very frequently</td>
<td>3</td>
<td>8%</td>
</tr>
<tr>
<td>Somewhat frequently</td>
<td>12</td>
<td>31%</td>
</tr>
<tr>
<td>Infrequently</td>
<td>21</td>
<td>54%</td>
</tr>
<tr>
<td>Never</td>
<td>3</td>
<td>8%</td>
</tr>
<tr>
<td>Sum</td>
<td>39</td>
<td>100%</td>
</tr>
</tbody>
</table>
Q31. Please identify which programs or resources you would like to receive information on from SIDO to assist you in your work.

<table>
<thead>
<tr>
<th>Answers</th>
<th>Count</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Best practices of other states</td>
<td>38</td>
<td>93%</td>
</tr>
<tr>
<td>Federal grant programs</td>
<td>27</td>
<td>66%</td>
</tr>
<tr>
<td>Statistical information/market research</td>
<td>29</td>
<td>71%</td>
</tr>
<tr>
<td>Staff training</td>
<td>25</td>
<td>61%</td>
</tr>
</tbody>
</table>

Q32. Do you use a formula or methodology to identify estimated return on investment (ROI) results for your trade promotion program?

<table>
<thead>
<tr>
<th>Answers</th>
<th>Count</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>No</td>
<td>19</td>
<td>46%</td>
</tr>
<tr>
<td>Yes</td>
<td>22</td>
<td>54%</td>
</tr>
<tr>
<td>Sum</td>
<td>41</td>
<td>100%</td>
</tr>
</tbody>
</table>

If yes, please explain:
- We capture our results from our clients and the legislature's Bureau of Economic & Demographic Research conducts biannual ROI analysis
- Actual and projected sales vs. expenses
- Companies provide export sales estimates per STEP requirements.
- Cost of mission vs actual sales reported by company
- Electronic surveys of client results every 6 months provide documented metrics, which are then used to determine overall program ROI
- Export sales reported divided by program expenditures
- Export Sales/Total Investment
- State’s only source of direct financial assistance to companies for export promotion purposes is via STEP- so international sales numbers the companies disclose vs STEP funding received by the company
- Our State follows the SBA STEP Calculations for ROI
- Simple export sales divided by cost
- STEP formula
- Survey grant recipients and trade show/mission participants only.
- Total investment / export sales. We also report new jobs created as a result of our export promotion services
- We are measured in export sales and number of companies and new companies into the pipeline
- We ask companies to complete an ROI form with "projected sales" prior to our assistance and follow up with the same form every 6mos and ask to complete "actual sales" if any have been had
- We collect, via an annual survey, the estimated international sales from companies that we have assisted for the year. Based on internal econometric modeling, we estimate 9 trade-supported jobs for every $1 million in exports
- We extrapolate results from the federal grant programs across all of our trade activity
- We have a close-out survey that we employ six months after a company has used our services
- We have post-event evaluation and ask companies for ROI. We also follow-up with clients to gauge actual ROI. We would be thrilled to know what other states are doing.
- We use ROI for trade shows and trade missions. We calculate the total cost of the activity and via surveys track actual and estimates sales from participating companies.
- We use the straight export sales numbers reported to us by clients.
- We utilize a cost/benefit model.
- Yes and no. We have detailed performance metrics. We track exports reported by companies as result of direct assistance and report the total export changes at the city, county and state level.

Q33. Does your state trade office conduct follow-up with your clients?

<table>
<thead>
<tr>
<th>Answers</th>
<th>Count</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>No</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>Yes</td>
<td>41</td>
<td>100%</td>
</tr>
<tr>
<td>Sum</td>
<td>41</td>
<td>100%</td>
</tr>
</tbody>
</table>

Q34. If your state received STEP grant funds, what was the ROI reported to SBA for the most recent fiscal year?
- 1.7
- 4.6
- 11.3
- 22.6
- 23.9
- 29
- 33
- 91
- 112
- 201.9
- $42 to 1
- 11.5%
- 111:1
- 118:1
- 22%
- 30 percent
- 31.8  STEP #4
- 48.4; $5,600,700 Actual Export Sales
- 54%
- 8,400%
- Our five year average is $98:1. For FFY 15 it was $94:1
- Over $4 million
- ROI was low because most companies collect reimbursement in 3rd and 4th quarters. Export sales numbers haven't had enough time to mature and converts in 6 and 12 month timeframes.
Q35. How important is STEP (State Trade and Export Promotion) to the success of your export promotion efforts?

<table>
<thead>
<tr>
<th>Answers</th>
<th>Count</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Extremely important</td>
<td>25</td>
<td>63%</td>
</tr>
<tr>
<td>Very important</td>
<td>8</td>
<td>20%</td>
</tr>
<tr>
<td>Moderately important</td>
<td>5</td>
<td>13%</td>
</tr>
<tr>
<td>Slightly important</td>
<td>1</td>
<td>3%</td>
</tr>
<tr>
<td>Not at all important</td>
<td>1</td>
<td>3%</td>
</tr>
<tr>
<td>Sum</td>
<td>40</td>
<td>100%</td>
</tr>
</tbody>
</table>

Q36. What percentage of your export promotion budget comes from STEP (State Trade and Export Promotion) funds?

<table>
<thead>
<tr>
<th>Answers</th>
<th>Count</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-20%</td>
<td>15</td>
<td>39%</td>
</tr>
<tr>
<td>21-40%</td>
<td>5</td>
<td>13%</td>
</tr>
<tr>
<td>41-60%</td>
<td>6</td>
<td>16%</td>
</tr>
<tr>
<td>81-100%</td>
<td>7</td>
<td>18%</td>
</tr>
<tr>
<td>61-80%</td>
<td>5</td>
<td>13%</td>
</tr>
<tr>
<td>Sum</td>
<td>38</td>
<td>100%</td>
</tr>
</tbody>
</table>
ALABAMA
Ms. Hilda Lockhart
Director, International Trade Division
Alabama Department of Commerce

ALASKA
Ms. Shelley James
Associate Director, International Trade
Office of the Governor

Senator Gary Stevens

ARIZONA
Mr. Kevin O’Shea
Vice President, International Trade
Arizona Commerce Authority

ARKANSAS
Mr. W. Hendrix
President & CEO
World Trade Center Arkansas

Mr. Melvin Torres
Director of Trade
World Trade Center Arkansas

BRAZIL
Ms. Vania Zulatto
Director
TVZ International

CALIFORNIA
Mr. Michael Hirou
Chief USA Representative
Tractus Asia Ltd.

CONNECTICUT
Ms. Michelle Bonina
Group Manager, Export Development
Reed Exhibitions

DELAWARE
Mr. David Mathe
Export Trade Director
State of Delaware

DISTRICT OF COLUMBIA
Mr. Bill Anaya
Head of U.S. Government Relations
Alibaba Group

Mr. Bill Ashworth
Director, State and Local Government Relations
Alibaba Group

Mr. Tom Baskind
Vice President
Bureau Van Dijk

Mr. Michael Block
Manager, State and Local Government Relations
Alibaba Group

Mr. Dennis Chrisbaum
Director, International Trade Finance
U.S. Small Business Administration

Mr. Charles Ford
Ambassador (r), Commercial Diplomacy Project Director
American Academy of Diplomacy

Ms. Marcia Howard
Executive Director
Federal Funds Info for States
DISTRICT OF COLUMBIA
Mr. Andy Karellas
Director of Federal Affairs
The Council of State Governments

Ms. Jewel Linzey
STEP, Program Manager
U.S. Small Business Administration

Dr. Jim Parker
Acting Director, STEP
U.S. Small Business Administration

Shadetra Robinson
STEP, Program Manager
U.S. Small Business Administration

Mr. Aèrek Stephens
Program Manager, REPP Program
EXIM Bank

Ms. Tricia Van Orden
Deputy Director, Trade Promotion Coordinating Committee Secretariat
U.S. Department of Commerce

Mr. Ryan Walls
Business Development Manager
Bureau Van Dijk

Ms. Adria Washington
STEP, Program Manager
U.S. Small Business Administration

FLORIDA
Ms. Janet Jainarain
Vice President, International Marketing & Research
Enterprise Florida

Mr. Manuel Mencia
Senior Vice President
Enterprise Florida

GEORGIA
Ms. Alice Carson
Senior International Trade Manager
Georgia Department of Economic Development

Ms. Taube Ponce
Senior International Trade Manager
Georgia Department of Economic Development

Ms. Priya Verma
International Trade Manager
Georgia Department of Economic Development

Ms. Mary Waters
Deputy Commissioner, International Trade
Georgia Department of Economic Development

Jen Yun
Manager, Global Business Development
Metro Atlanta Chamber

GERMANY
Mr. Michael Hass
CEO
PM & Partner Marketing Consulting GmbH

Mr. Sebastian Hass
Project Manager
PM & Partner Marketing Consulting GmbH

Mr. Markus Wellmann
Senior Consultant
PM & Partner Marketing Consulting GmbH

ILLINOIS
Ms. Margo Markopoulos
Director
Illinois Department of Commerce
Office of Trade and Investment

Ms. Zoe Munro
Program Manager
Conference of Great Lakes & St. Lawrence Governors and Premiers

Mr. John Worthington
Chief Executive Officer
IBT Online

IOWA
Ms. Peggy Kerr
International Marketing Manager
Iowa Economic Development Authority

IRELAND
Mr. Mark O'Connell
CEO
OCO Global

KANSAS
Ms. Holli Schletzbaum
Marketing and Communications Manager
Kansas Global Trade Services

KENTUCKY
Ms. Jennifer Burnett
Director, Fiscal & Economic Development Policy
The Council of State Governments
Ms. Gladys Parks  
National Meetings Logistics Coordinator  
The Council of State Governments

Ms. Liz Roach  
Development Manager  
The Council of State Governments

Ms. Jill Springate  
Operations Manager, Policy & Research  
The Council of State Governments

MAINE  
Mr. Wade Merritt  
Vice President  
Maine International Trade Center

MARYLAND  
Ms. Signe Pringle  
Managing Director  
Maryland Department of Commerce

MASSACHUSETTS  
Mr. Greg Sandler  
President  
ThinkGlobal Inc.

MICHIGAN  
Ms. Jeanne Broad  
Director, International Trade  
Michigan Economic Development Corporation

Ms. Natalie Chmiko  
Interim Director, International Trade  
Michigan Economic Development Corporation

MISSISSIPPI  
Gabriel Prado  
Protocol Officer  
Mississippi Development Authority

Ms. Vickie Watters Martin  
Canada & Trade Manager  
Mississippi Development Authority

MISSOURI  
Mr. Chase Gilgour  
Trade Specialist  
Missouri International Trade and Investment Office

Ms. Ann Pardalos  
Manager  
Missouri International Trade and Investment Office

NEW HAMPSHIRE  
Ms. Tina Kasim  
Program Manager  
New Hampshire Office of International Commerce

NEW JERSEY  
Mr. Eddy Mayen  
Director  
International Trade & Protocol

NEW YORK  
Mr. Alan Stevenson  
Head of U.S. Market  
OCO Global

NORTH CAROLINA  
Mr. John Loyack  
Vice President, Global Business Services  
Economic Development Partnership of North Carolina

NORTH DAKOTA  
Mr. Donavon Johnson  
Director, Global Resource Management Group  
North Dakota Trade Office

ONTARIO  
Mr. Ron Straatsma  
Canada Representative  
IBG Global

PENNSYLVANIA  
Ms. Jennifer Black  
Executive Director, Export Development  
Pennsylvania Department of Community and Economic Development

Mr. Michael O’Rourke  
Marketing Executive, International Investment  
Pennsylvania Department of Community and Economic Development

QUEBEC  
Mr. Ludovic Ortuno  
Chief Operating Officer  
CIDEP

RHODE ISLAND  
Ms. Katherine Therieau  
Director, International Trade Programs  
Rhode Island Economic Development Corporation

SOUTH AFRICA  
Mr. Richard Zurba  
Director  
IBG Global
SOUTH CAROLINA
Mr. Norris Thigpen
International Trade Specialist
South Carolina Department of Commerce

Mr. Clarke Thompson
International Trade Director
South Carolina Department of Commerce

TENNESSEE
Ms. Leslee Alexander
International Director
Tennessee Department of Economic & Community Development

THAILAND
Mr. Dennis Meseroll
Executive Director
Tractus Asia Ltd.

VERMONT
Ms. Katie Corrigan
International Trade Manager
Vermont Department of Economic Development

VIRGINIA
Mr. Brett Bruen
President
Global Situation Room, Inc.

Mr. Paul Grossman
Vice President, International Trade
Virginia Economic Development Partnership

WISCONSIN
Ms. Katy Sinnott
Vice President, International Business Development
Wisconsin Economic Development Corporation

Ms. Monica Wahlberg
Wisconsin Economic Development Corporation

WYOMING
Ms. Sarah Fitz-Gerald
Wyoming Business Council

Total number registered: 75
# Schedule-at-a-Glance

<table>
<thead>
<tr>
<th>TUESDAY, MAY 16</th>
<th>WED, MAY 17</th>
<th>THURSDAY, MAY 18</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SIDO Board Meeting</strong> (invite only)</td>
<td><strong>Transport to HOS</strong> 8:00 am</td>
<td><strong>Transport to Commerce</strong> 7:30 am</td>
</tr>
<tr>
<td>9:00 am</td>
<td><strong>BREAKFAST</strong> 8:30 am</td>
<td>Registration and Breakfast 8:00 a.m.</td>
</tr>
<tr>
<td><strong>Registration Opens</strong> 10:00 am</td>
<td><strong>SIDO Administration and Board Nominations</strong> (Members Only) 8:30 am</td>
<td>Welcome 8:30 am</td>
</tr>
<tr>
<td><strong>LUNCH</strong> 11:30 am</td>
<td><strong>STEP Grant Best Practices</strong> 9:15 am</td>
<td>Remarks from U.S. Secretary of Commerce 9:00 am.</td>
</tr>
<tr>
<td><strong>Welcome &amp; Introductions</strong> 12:30 – 12:45 pm</td>
<td><strong>Networking Break</strong> 10:15 am</td>
<td><strong>Industry Focus- Mobilizing the Private Sector to Modernize Infrastructure</strong> 9:30 a.m.</td>
</tr>
<tr>
<td><strong>State-Federal Trade Coordination</strong> 12:45 pm</td>
<td><strong>Federal Export Finance Programs</strong> 10:30 am</td>
<td><strong>Invest in AZ!</strong> 10:00 a.m.</td>
</tr>
<tr>
<td><strong>President’s Trade Agenda</strong> 1:40 pm</td>
<td><strong>President’s Small Business Agenda and Priorities</strong> 11:15 am</td>
<td><strong>State Success Stories and New Opportunities</strong> 10:30 a.m.</td>
</tr>
<tr>
<td><strong>BREAK</strong> 2:20 pm</td>
<td><strong>LUNCH</strong> 12:00 pm</td>
<td><strong>Invest in KY!</strong> 11:00 am</td>
</tr>
<tr>
<td><strong>NAFTA 2.0</strong> 2:30 pm</td>
<td><strong>Going Online to Boost Exports</strong> 12:45 pm</td>
<td><strong>Networking Break</strong> 11:30 am</td>
</tr>
<tr>
<td><strong>Investing in America</strong> 3:00 pm</td>
<td><strong>Global Markets Overview</strong> 1:00 pm</td>
<td><strong>LUNCH</strong> 12:00 pm</td>
</tr>
<tr>
<td><strong>Next Generation of Commercial Diplomacy</strong> 3:30 pm</td>
<td><strong>Walk to the Senate</strong> 1:45 pm</td>
<td><strong>Keynote Address, Vice President Mike Pence</strong> 12:30 p.m.</td>
</tr>
<tr>
<td><strong>Welcome Reception</strong> 4:15 pm</td>
<td><strong>CONGRESSIONAL ROUNDTABLE</strong> 2:30 pm</td>
<td><strong>Remarks for US. Sec of Treas.</strong> 1:30 p.m.</td>
</tr>
<tr>
<td><strong>Evening at the United Arab Emirates</strong> 6:00 pm</td>
<td><strong>Congressional Networking Reception</strong> (Capitol Hill) 4:00 pm</td>
<td><strong>Investment as a Driver for Economic Development</strong> 2:00 pm</td>
</tr>
<tr>
<td><strong>Return to Hotel</strong> 7:30 pm</td>
<td><strong>Return to Hotel</strong> 5:30 pm</td>
<td><strong>Networking Break</strong> 2:30 p.m.</td>
</tr>
<tr>
<td></td>
<td><strong>Open Night</strong> 6:00 pm</td>
<td><strong>Closing/Conclude</strong> 3:00 pm</td>
</tr>
</tbody>
</table>