

INTERNATIONAL FINANCE FOR SALES PRACTICAL SEMINAR

FALL 2017 - SPRING 2018

OMAHA KANSAS CITY DALLAS ST. LOUIS

DALLAS

17 MAY, 2018

hosted by

Comerica Bank

8850 Boedeker Dr., 4th Floor, Room 421, Dallas TX 75225

10:00 am - 4:00pm

Tel. 214-504-8113

Register for the Event Now

www.itf-finance.com/seminar/



TRADE FINANCE
CREDIT INSURANCE
RETAIL FINANCE
PUBLIC FINANCE

INTERNATIONAL FINANCE FOR SALES

PRACTICAL SEMINAR

2017-2018



TRADE
FINANCE



CREDIT
INSURANCE



RETAIL
FINANCE



PUBLIC
FINANCE

A different
approach to seminars

A different approach
to international sales

A different approach
to finance

JOIN THE EVENT TO SEE THE DIFFERENCE





For most
manufacturers
in America,
the future is

INTERNATIONAL

- Using finance with sales leads to better target marketing, better intelligence, better risk management and better results

**DEALERS AND
AGENTS ARE SIMPLY
NOT ENOUGH TO
BRING THE ORDERS.**

**A BOLD, NEW
APPROACH IS NEEDED
TO BE SUCCESSFUL.**

**BE IN THE MARKET
MARKET, PLAYING A
DIRECT ROLE,
KNOWING WHAT'S
GOING ON.**

**BE READY BY HAVING
INTERNATIONAL
FINANCE
SOLUTIONS**



THREE QUESTIONS TO ASK:

1. How to **integrate** finance into the sales and marketing strategy & operations?
2. How to **manage** risk beyond the 100% pre-payment?
3. How to **interconnect** these tools to optimize sales?

HOW CAN HAVING A SOLID FINANCE PROGRAM HELP MY GLOBAL SALES?

The more a buyer has purchasing power and liquidity, the probability they will buy is exponentially better.



OUR SEMINAR WILL SHOW YOU HOW FINANCE CAN GROW:

SALES
CONFIDENCE
MARKET SHARE
DEALER DEDICATION
GLOBAL DISTRIBUTION



FINANCE PANEL SPEAKERS

80 YEARS OF COMBINED INTERNATIONAL TRADE FINANCE EXPERIENCE



GIGI MOORE

SENIOR VICE PRESIDENT, NATIONAL GROUP MANAGER, INTERNATIONAL TRADE FINANCE, COMERICA BANK

Gigi R. Moore joined Comerica Bank in 2001 and is currently Senior Vice President, National Manager of International Trade Finance. She leads a team of finance professionals in Texas, California and Michigan who work with lenders to offer global trade solutions to companies of all sizes.

In Gigi's many years of commercial banking, her focus has been in middle market lending and international trade finance holding various roles of responsibility. Prior to Comerica Bank in Detroit, she was with Michigan National Bank as VP Trade Finance Manager in Detroit and previously with Fleet Bank of New York State, as VP Corporate Banking in Buffalo (both now Bank of America). She began her career as a management trainee at M&T Bank in Buffalo, New York. Gigi earned a BS degree in Accounting from Canisius College and an MBA in International Business from Wayne State University. She is a member of the Bankers Association of Finance and Trade, a certified lender with the Export Import Bank of the United States, and holds a business certification from the University Business School Club.

Gigi is very active in the community having held positions of leadership with the Urban Financial Services Coalition, Comerica African American Network, Comerica North Texas Women's Forum, Alpha Kappa Alpha Sorority, Inc., and previously with the Western New York Foster Parents Association. She has received numerous honors and awards for community service in the areas of financial literacy, youth mentorship and leadership development, and scholarship. Outside of work, Gigi's passion is supporting her family and teaching youth in the children's ministry at her church. She has led a number of faith based youth programs for over 20 years.

Ms. Moore resides in Allen, Texas. She is proud mother of two adult children: Ondrea and Jason.

TOPIC: INTERNATIONAL BANKING AND TRADE FINANCE



FINANCE PANEL SPEAKERS

80 YEARS OF COMBINED INTERNATIONAL TRADE FINANCE EXPERIENCE



KELLY KEMP

REGIONAL DIRECTOR, SOUTHWEST REGIONAL OFFICE, UNITED STATES EXPORT-IMPORT BANK

Kelly Kemp is Regional Director with the Southwest Regional Office of Export-Import Bank of the United States. Serving as its "North Texas Branch", Kelly's current territorial responsibilities include North, West, East Texas, the Texas Panhandle, Arkansas, Colorado, Louisiana, and Oklahoma.

Prior to joining Ex-Im Bank in 2001, Kelly served Halliburton Company for nearly twenty (20) years. Beginning his career in field operations, he went on to serve in a variety of domestic and international credit management, treasury, and finance roles. Kelly spent ten years as a Trade Finance Specialist marketing and implementing financing solutions that enabled Halliburton and its vendor community to benefit from incremental sales, to emerging markets such as Algeria, Angola, Brazil, Mexico, Russia, and Venezuela.

Kelly is a 1981 graduate of Harding University (Searcy, AR).

TOPIC: CASE STUDIES: SALES REALIZED BY USING EXIM BANK



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JEFFREY KAMINS

CEO, INTEGRATED TRADE FINANCE

Jeffrey Kamins is the CEO of Integrated Trade Finance LLC (ITF), a US-based finance and market development company, which has a network of over 220 financial institutions worldwide and agents in 49 countries. ITF assists exporters to expand their sales internationally using local-based financing solutions in target market countries and to finance complex projects. ITF works as well with U.S. Export-Import Bank and more than 25 other Export Credit Agencies, OPIC, EBRD, Asian Development Bank, African Development Bank, Latin American Development Bank, private investment funds, IFC, leasing companies, private credit insurers, foreign and U.S. banks, buyers of U.S. equipment and factoring and forfeiting companies.

Jeffrey earned his Master of International Management (MIM)/MBA from the Thunderbird School of Global Management in 2000, and is a Russian and German speaker as well. He has over 20 years of experience in international trade and finance, having used retail and key account finance extensively to support equipment export sales worldwide. Jeffrey has held senior positions including Director of International Market Development for Valmont industries (NYSE: VMI), Senior Manager CIS Affairs, RWE AG (Nuclear Fuel Cycle Services/NUKEM/Germany) and Customer Finance Director for Central & Eastern Europe at AGCO Corp (NYSE: AGCO) based in Switzerland, and International Trade Specialist in Washington DC, Moscow, Astana and Kyiv for the BISNIS Program at the U.S. Department of Commerce as a Commercial Attaché.

Jeffrey is from Omaha, Nebraska, but spends over half of his time with the company's satellite offices in various regions of the world assisting clients in their target market countries.

**TOPIC: GROWING EQUIPMENT AND OTHER EXPORT SALES USING BANK PARTNERS IN FOREIGN MARKETS;
HOW TO COMBINE FINANCE AT THE POINT-OF-SALE AND USE FINANCE TO TARGET LARGE END-USER CUSTOMERS.**



FINANCE PANEL SPEAKERS

80 YEARS OF COMBINED INTERNATIONAL TRADE FINANCE EXPERIENCE



NOLL SAUNDERS

*REGIONAL DIRECTOR, SOUTHWEST REGIONAL OFFICE,
UNITED STATES EXPORT-IMPORT BANK*

Noll helps companies protect their cash flow and net profit by covering what typically represents the largest asset class on a company's balance sheet from losses. He also assists firms in receiving the most advantageous financing from their bank (exporting & domestically), eliminates letters of credit & bad debt reserves, assists them by monitoring their clients for signs of trouble (cash flow issues), & grow their business safely (sales expansion) by allowing them to increase credit lines & sell to more customers while protecting their current ones.

Our financial review and monitoring (1,700+ global risk underwriters in over 200 countries) of public, especially privately held companies serves our customers with the right information to make the best decisions for their company, the bi-product being insurance.

We guarantee the proper performance of buyer contract, thus providing security for our customer's trading partners. Euler Hermes, NA is powered by Allianz, the world's largest insurance company, top 10 financial services group and largest financial services company when measured by revenue.

TOPIC: GROWING YOUR SALES WITH EULER HERMES GLOBAL TRADE PLATFORM



FINANCE PANEL SPEAKERS

80 YEARS OF COMBINED INTERNATIONAL TRADE FINANCE EXPERIENCE



ALALE ALLAL

*REGIONAL EXPORT FINANCE MANAGER, OFFICE OF INTERNATIONAL
TRADE, U.S. SMALL BUSINESS ADMINISTRATION*

Alale is the Regional Export Trade Finance Manager for the U.S. Small Business Administration's (SBA) Office of International Trade, covering most of Texas and all of Oklahoma. Alale oversees the daily demands of both, lenders and small businesses for these markets. The SBA provides a number of loan programs specifically designed to help develop or expand trade and export activities. He is responsible for responding to export finance issues and for also being proactive in providing lender and small business training. Alale has been in the financial services industry for 15 years.

Prior to joining the SBA, Alale started his career in the private sector working for Wells Fargo Bank where he was a Commercial lender for most of his time there. He later joined Citigroup in Dallas as a Director with responsibilities for the Dallas Business Banking Commercial Team. Alale received his Bachelors of Science Degree in Criminal Justice and minored in Computer Science from Sam Houston State University. Alale also earned his Master's Degree in Criminal Justice Leadership and Management from Sam Houston State University. Alale lives in Dallas and is involved in many local community organizations.

**TOPIC: HOW SBA PROGRAMS PARTNER UP WITH THE PRIVATE BANKING
SECTOR, AND INTERLINK WITH CREDIT INSURANCE AND RETAIL FINANCE.**



PRESENTATIONS & OPEN DISCUSSION

BRING WITH YOU TO THE SEMINAR:

- YOUR QUESTIONS ON ANY OF THESE AREAS
- YOUR GOALS FOR INTERNATIONAL SALES AND EXPANSION
- YOUR PROBLEMS THAT NEED FIXING
- YOUR SUCCESS STORIES TO SHARE INSPIRATION
- YOUR IDEAS TO OPENLY DISCUSS

**WE ARE HERE TO NOT JUST
PRESENT, BUT TO SOLVE YOUR ISSUES**



AGENDA

REGISTRATION	10:00 - 10:30
WELCOMING REMARKS AND INTRODUCTIONS BY JEREMY IVIE, VP RELATIONSHIP MANAGER	10:30-10:45
REVIEW OF TODAY'S AGENDA BY JEFFREY KAMINS, CEO, INTEGRATED TRADE FINANCE	10:45-11:00
GIGI MOORE, SENIOR VICE PRESIDENT, COMERICA BANK TOPIC: THE LATEST IN INTERNATIONAL BANKING AND TRADE FINANCE SOLUTIONS FOR YOUR BUSINESS	11:00-11:40
KELLY KEMP, REGIONAL DIRECTOR, SOUTHWEST REGIONAL OFFICE, U.S. EXPORT-IMPORT BANK, TOPIC: CASE STUDIES: SALES REALIZED BY USING EXIM BANK SHORT AND MEDIUM-TERM PROGRAMS	11:40 - 12:20
OPEN DISCUSSION AND LUNCH	12:20 - 13:20
JEFFREY KAMINS, CEO, INTEGRATED TRADE FINANCE TOPIC: GROWING EQUIPMENT AND OTHER EXPORT SALES USING BANK PARTNERS IN FOREIGN MARKETS; HOW TO COMBINE FINANCE AT THE POINT-OF-SALE AND USE FINANCE TO TARGET LARGE END-USER CUSTOMERS	13:20-14:00
ALALE ALLAL, REGIONAL EXPORT FINANCE MANAGER, U.S. SMALL BUSINESS ADMINISTRATION TOPIC: SBA TRANSACTIONAL FINANCE, PRE-EXPORT WORKING CAPITAL AND LINKAGES WITH BANKS AND CREDIT INSURANCE	14:00-14:40
NOLL SAUNDERS, SENIOR RISK MANAGEMENT CONSULTANT, EULER HERMES TOPIC: GROWING YOUR SALES WITH EULER HERMES GLOBAL TRADE PLATFORM	14:40-15:20
SUMMARY DISCUSSION	15:20-16:00

