

# INTERNATIONAL FINANCE FOR SALES PRACTICAL SEMINAR

2017 MIDWEST USA  
OMAHA KANSAS CITY CHICAGO ST. LOUIS



# KANSAS CITY, MISSOURI OCTOBER 27, 2017

hosted by

# COMMERCE BANK

1000 WALNUT STREET, 3RD FLOOR, KANSAS CITY, MO 64106

10:00 am – 6:00 pm

Register for the Event Now [www.itf-finance.com/seminar/](http://www.itf-finance.com/seminar/)



**TRADE FINANCE  
CREDIT INSURANCE  
RETAIL FINANCE  
PUBLIC FINANCE**

# INTERNATIONAL FINANCE FOR SALES

PRACTICAL SEMINAR

FALL 2017



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.**

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

**BE READY BY HAVING  
INTERNATIONAL  
FINANCE  
SOLUTIONS**



# THREE QUESTIONS TO ASK:

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

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?

Everyone knows that 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

COMBINATION OF 60 YEARS OF INTERNATIONAL FINANCE AND SALES



**BRIAN GORDON**

*SVP, INTERNATIONAL BANKING,  
COMMERCE BANK*

20+ years experience in international banking and trade finance including SVP level and senior management at Commerce Bank, Leviathon Corporation, HSBC, Santander Bank, and Wells Fargo HSBC Trade Bank

**TOPIC: MODERN INTERNATIONAL BANKING TOOLS AND BUILDING FOREIGN PARTNERSHIPS**



**JEFFREY KAMINS**

*CEO, INTEGRATED TRADE FINANCE*

20+ years of international finance and sales experience including Director, International Market Development, Valmont Industries, Inc. Director, CEE Customer Finance, AGCO Corporation; senior management at RWE AG Germany, and International Trade Specialist and Country Manager Ukraine/Kazakhstan US Department of Commerce BISNIS Program

**TOPIC: USING RETAIL/CAPTIVE FINANCE TO GROW MASS MARKET SALES, KEY ACCOUNT CUSTOMER FINANCE WITH EX-IM BANK & OTHER SOLUTIONS AND DISTRIBUTION EXPANSION THROUGH FINANCE**



# FINANCE PANEL SPEAKERS

COMBINATION OF 60 YEARS OF INTERNATIONAL FINANCE AND SALES



**LARRY CRESSWELL**

*REGIONAL MANAGER, EXPORT SOLUTIONS GROUP  
AT THE U.S. SMALL BUSINESS ADMINISTRATION (SBA)*

Larry Cresswell has over 9 years of professional banking experience, with particular focus on lending to small businesses. Prior to SBA he was Vice President - Small Business Lending at Bank of Washington and also Commerce Bank. Larry is supporting exporters to obtain pre-export working capital, and use other SBA financing programs to support their ability to enter new foreign markets.

**TOPIC: LARRY WILL COVER HOW SBA PROGRAMS PARTNER UP WITH THE PRIVATE BANKING SECTOR, AND INTERLINK WITH CREDIT INSURANCE AND RETAIL FINANCE. SBA, LIKE US EX-IM BANK IS AIMED AT SUPPORTING US JOBS BY FACILITATING MORE EXPORT SALES FOR US COMPANIES BY THE USE OF RISK MITIGATION AND FINANCING.**



**ANDREW JOHNSON**

*REGIONAL AGENT, MIDWEST,  
EULER HERMES*

5+ years in international trade risk and law including including Euler Hermes, Bloomberg, Bishop Business Equipment and Fraser Stryker PC LLO

**TOPIC: OVERVIEW OF GLOBAL CREDIT INSURANCE AND THE LINKAGE TO TRADE FINANCE, DEALER FINANCING AND RETAIL FINANCE FOR RISK MITIGATION.**



# 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
WELCOMING REMARKS BY COMMERCE BANK	10:30
SHORT INTRODUCTORY AND ACKNOWLEDGMENT OF SPONSORS/SPEAKERS	10:45
ONE APPROACH INTRODUCTION CONCEPT BY ITF	11:00
COMMERCE BANK – TRADE FINANCE W/ Q&A	11:30
EULER HERMES – CREDIT INSURANCE/WHOLESALE FINANCE W/Q&A	12:15
LUNCH AND OPEN DISCUSSION	13:00
INTEGRATED TRADE FINANCE–RETAIL/CAPTIVE FINANCE W/ Q&A	14:00
SBA W/ Q&A	14:45
OPEN DISCUSSION	15:15
BEGIN DIRECT MEETINGS WITH PANEL	16:00
END OF SEMINAR	18:00



# ONE-ON-ONE PANELISTS AND YOU!

There will be (5) 20 minute meetings available at the end to address YOUR issues with the panelists as a group, and get joint consultation to help YOU be successful with using FINANCE FOR SALES

**CONFIDENTIAL  
RELIABLE  
CONSTRUCTIVE**

