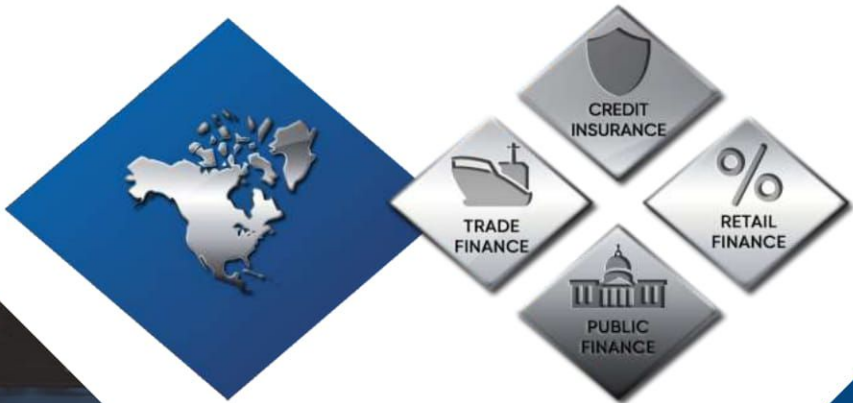


INTERNATIONAL FINANCE FOR SALES PRACTICAL SEMINAR

2017 MIDWEST USA
OMAHA KANSAS CITY DALLAS ST. LOUIS



OMAHA, NEBRASKA

NOVEMBER 16, 2017

hosted by

First National Bank of Omaha

First National Business Park Conference Room "C"

14010 FNB Parkway Omaha NE 68154

12:00 noon - 18:00

Register for the Event Now www.itf-finance.com/seminar/

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



INTERNATIONAL FINANCE FOR SALES

PRACTICAL SEMINAR

FALL 2017



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.**

**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:

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?

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 40 YEARS OF INTERNATIONAL FINANCE AND SALES



MATTHEW BURKE

SENIOR ADVISOR GLOBAL BANKING

Matthew Burke has been helping businesses compete on the global market place at First National Bank for over six years. In his current role, Matt is in charge of building lasting relationships with clients, who seek unique solutions for their global payment and international trade needs. While in global banking at First National Bank, Matt has split his time evenly between assisting customers foreign currency payments as well as assisting in customers international trade service transactions. Having spent another six years in the commercial credit department, Matt understands the cash flow difficulties that can be a direct result from trying to implement a global sales strategy. Matt received his undergraduate degree from the University of Nebraska at Omaha and his MBA from Creighton University and achieved his designated lender status with EXIM Bank. Matt lives in Omaha, Nebraska with his wife Rachel and two sons, Nolan and Collin.

TOPIC: GLOBAL STRATEGIES FOR TRANSACTION MANAGEMENT AND SELECTING AN INTERNATIONAL BUSINESS BANKING PARTNER



FINANCE PANEL SPEAKERS

COMBINATION OF 40 YEARS OF INTERNATIONAL FINANCE AND SALES



JEFFREY KAMINS

CEO, INTEGRATED TRADE FINANCE

Jeffrey is the CEO of Integrated Trade Finance (ITF), a global finance and market development company with agents in 48 countries, with an active portfolio of \$1.7 billion of financing deals. ITF provides support to manufacturers on establishing financing partnerships with banks overseas. Jeffrey is originally from Omaha, having graduated from Creighton Prep in Omaha, and receiving his B.A. in International Affairs from the University of Nebraska at Lincoln in 1995, and later going on to Thunderbird, Global School of Management to receive his MBA/MIM in 2000. Mr. Kamins's experience spans 20+ years in international trade and project finance, sales and distribution development including with US Department of Commerce BISNIS Program working with the CIS countries; Senior Manager CIS for RWE AG; Director International Market Development, Valmont Industries (Valley Irrigation) based in Omaha; and Director Customer Finance for Central & Eastern Europe, AGCO Corporation, based in Switzerland.

TOPIC: CREATING OVERSEAS FINANCE PARTNERSHIPS TO GROW SALES & KEY ACCOUNT PROJECT FINANCE



FINANCE PANEL SPEAKERS

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FINANCE AND SALES



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. Andrew Johnson works with several dozen manufactures and exporters in the Midwest as a resource to help grow and protect their international sales. Euler Hermes secures over 1 trillion dollars annually a year for their clients and have resources to monitor and track over 45 million companies globally. Euler Hermes has been the biggest name in trade credit insurance for over 120 years with headquarters in Paris France and physical locations in over 50 countries.

**TOPIC: EXPANDING SALES TO DEALERS
WITH CREDIT INSURANCE**



FINANCE PANEL SPEAKERS

COMBINATION OF 40 YEARS OF INTERNATIONAL
FINANCE AND SALES



MIKE MARSH

*LENDER RELATIONS SPECIALIST/ INTERNATIONAL
TRADE U.S. SMALL BUSINESS ADMINISTRATION (SBA)
NEBRASKA DISTRICT OFFICE*

Mike Marsh has been a Lender Relations Specialist for International Trade with the Nebraska District Office of the U.S. Small Business Administration since 2010. In addition to his lender responsibilities, Mike also serves the District International Trade Officer for the state of Nebraska. Prior to going to the agency, Mike was involved in small business banking for over 25 years serving in lending, credit administration and PLP program management.

In the capacity of Mike's responsibilities, he is helping companies from Nebraska to expand their export sales by obtain working capital and CAPEX financing through SBA programs such as the International Trade Loan (ITL), Export Express, and the Export Working Capital Program (EWCP) and 504 Loan Program.

TOPIC: MIKE WILL BE COVERING THESE VARIOUS PROGRAMS AND HOW EXPORTER MANUFACTURERS CAN USE THEM TO SUPPORT EXPORT TRANSACTIONS WITH WORKING CAPITAL, BUY CAPEX FOR MANUFACTURING PROCESSES AND TO MAKE SIGNIFICANT EXPANSIONS TO THE CURRENT MANUFACTURING CAPACITY. MIKE WILL SHOW HOW TO LINK THESE PROGRAMS UP WITH THE OTHER FINANCING TOOLS COVERED ON THIS EVENT.



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	12:00
WELCOMING REMARKS BY FIRST NATIONAL BANK OF OMAHA	12:30
1 SHORT INTRODUCTORY AND ACKNOWLEDGMENT OF SPONSORS/SPEAKERS	12:45
ONE APPROACH INTRODUCTION CONCEPT BY ITF	13:00
FIRST NATIONAL BANK – GLOBAL STRATEGIES FOR TRANSACTION MANAGEMENT AND SELECTING AN INTERNATIONAL BUSINESS BANKING PARTNER W/ Q&A	13:30
EULER HERMES – EXPANDING SALES TO DEALERS WITH CREDIT INSURANCE W/ Q&A	14:15
BREAK	15:00
INTEGRATED TRADE FINANCE – CREATING OVERSEAS FINANCE PARTNERSHIPS TO GROW SALES & KEY ACCOUNT PROJECT FINANCE W/ Q&A	15:45
USING US EXIM BANK, OPIC AND SBA TO MAXIMIZE YOUR SALES - FIRST NATIONAL BANK OF OMAHA AND INTEGRATED TRADE FINANCE LLC - PRACTICAL CASE STUDIES	16:30
OPEN DISCUSSION	17:15
END OF SEMINAR	18:00

