INTERNATIONAL FINANCE FOR SALES

PRACTICAL SEMINAR

SUMMER 2019

ST. PAUL, MN • CHICAGO, IL • SPRINGFIELD, MO

ST. PAUL

JUNE 18, 2019

HOSTED BY

Minnesota Trade Office
Department of Employment and Economic Development (DEED)

8:00 AM - 2:00 PM
TEL 651-259-7114

1st National Bank Building,
332 Minnesota St., Suite E200,
St. Paul MN 55101

Register for the Event Now

Fee: $45 includes light breakfast, refreshments and lunch

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INTERNATIONAL FINANCE FOR SALES

PRACTICAL SEMINAR

JUNE 18, 2019

A different approach to seminars

A different approach to international sales

A different approach to finance

A DIFFERENT APPROACH TO SEMINARS.
JOIN THE EVENT TO SEE.

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For most manufacturers in America, the future is INTERNATIONAL

Dealers and agents are simply not enough to bring the orders.

A bold, new approach is needed to be successful.

Manufacturers need to be directly active in the local market.

be ready by having

INTERNATIONAL FINANCE SOLUTIONS

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

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OUR SEMINAR WILL SHOW YOU HOW FINANCE CAN GROW:

- SALES
- CONFIDENCE
- MARKET SHARE
- DEALER DEDICATION
- GLOBAL DISTRIBUTION

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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.

FIVE 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 multiple tools of finance to create one common sales/finance strategy?
4. How to convert order taking to deal making and multiply sales per deal using finance?
5. How to beat the competition using financing in the sales process?

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KEYNOTE SPEAKER

Michèle Small

Head of North American Representative Office, European Bank of Reconstruction and Development (EBRD), Washington, DC

HOW EBRD CAN ASSIST U.S. COMPANIES

Michèle Small is the Head of the EBRD North American Representative Office, based in Washington DC. Michèle is an experienced international banker; with over 20 years in the fields of development finance and emerging markets.

Michèle joined the EBRD in 1998 and has structured and led the underwriting and implementation of a wide range of transactions (debt, mezzanine and equity) across the EBRD region. She has also served on various supervisory boards of companies in the real estate sector.

Between 2012 and her return to EBRD in 2016, Michèle ran a successful advisory consultancy focused on Eastern Europe and East Africa. She specialised in the real estate sector and its role as a key part of the necessary infrastructure in emerging markets.

Prior to joining EBRD, Michele worked as a senior risk officer at Bank of Boston (now part of the Bank of America Group).

As part of her current responsibilities, Michèle manages the EBRD's key relationships with its North American shareholders (relevant agencies of the US, Canadian and Mexican governments), the private sector, and other stakeholders. She is responsible for corporate business development as well as mobilisation of private finance and impact investing initiatives in North America.

A UK national, Michèle holds an MSc in Real Estate Investment from the Cass Business School in London.

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KEYNOTE SPEAKER

Jeffrey Kamins

President and CEO, Integrated Trade Finance LLC (ITF), Omaha, NE

HOW TO STRATEGICALLY GROW SALES AND DISTRIBUTION IN KEY MARKETS USING FINANCE

Jeffrey Kamins, MBA/MIM, is the CEO and Founder of Integrated Trade Finance LLC (ITF), a global finance and market development company founded in 2009, headquartered in Omaha, Nebraska. Jeffrey has over 22 years of international finance and sales/distribution experience, mainly in industrial machinery, agriculture equipment, infrastructure finance and renewable and nuclear energy. He has held senior international management positions at three corporations including AGCO Corporation (NYSE: AGCO) Valmont Industries, Inc. (NYSE: VMI), and RWE NUKEM GmbH formerly part of RWE AG in Germany. He also served in the United States Department of Commerce working extensively US exporters to the former USSR republics.

ITF's mission is to help manufacturers and exporters expand internationally by integrating finance solutions into the sales process. ITF's total portfolio of projects consists of nearly $2.3 billion globally supported by a network of over 235 financial institutions worldwide, representation in 52 countries, and directors in 12 cities worldwide. In the past two years, ITF has built 18 captive finance programs with 55 agreements between manufacturers and foreign banks and leasing companies. ITF works with over 30 Export Credit Agencies worldwide to facilitate cross-border trade and project finance.

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PANEL MODERATOR

Nikolay Megits, Ph.D.

Regional Trade Manager, DEED-MTO - Panel Moderator

PANEL DISCUSSIONS AND Q&A – HANDS-ON ASPECTS OF USING INTERNATIONAL FINANCE TO GROW EXPORT SALES

South Asia at the Minnesota Trade Office (MTO), a division of the Department of Employment and Economic Development. Nikolay has been active in international marketing and export promotion for the State of Minnesota since 2016 when he joined the MTO.

Dr. Megits has over 25 years of international business experience including strategic planning, sales, and import/export practices. He founded, owned and operated several successful start-up enterprises. Most currently, he established the Institute of Easter Europe and Central Asia, a research think tank organization, and launched the Journal of Eastern European and Central Asian Research. Nikolay holds a Ph.D. in Economics, is an Academic of the Academy of Economic Science of Ukraine, a member of the U.S. Academy of International Business, and an adjunct professor at Hamline University in St. Paul, Minnesota.

With the goal of growing exports and facilitating trade with countries of the Eurasian region, Nikolay provides export counseling and technical assistance, participates in trade shows and other trade promotion activities, organizes trade conferences and export education seminars, and assists with the hosting of international visitors.

The Minnesota Trade Office (MTO), a division of the Department of Employment and Economic Development, is the state's official export promotion agency and promotes foreign direct investment into Minnesota. Detailed information about the MTO services is available online at: www.mn.gov/deed/trade

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PANELIST

Mike Babbitt

Vice President, Global Trade & Supply Chain Solutions, Bank of America, Merrill Lynch

 # PANEL DISCUSSIONS AND Q&A – HANDS-ON ASPECTS OF USING INTERNATIONAL FINANCE TO GROW EXPORT SALES

Mike is responsible for identifying and assisting clients that have international trade needs in the upper Midwest. His area of focus includes bank products that help clients reduce risk and manage working capital such as Letters of Credit, Bank Guarantees, and Document Collections. Mike helps deploy the full resources of Bank of America Merrill Lynch to help clients achieve their goals with solutions spanning the complete range of advisory, capital raising, banking, treasury, as well as liquidity, sales and trading, and research capabilities.

His international banking career spans 15 years and includes not only sales, but also trade operations and risk management. In addition to banking Mike has five children, is fluent in Spanish, and started a charter school in North Carolina. Mike received his Bachelor of Science from Brigham Young University in finance, and his MBA from Purdue University with an emphasis in supply chain and operations.

PANELIST

Leslie A. Bergland

Principal, Trade Acceptance Group

PANEL DISCUSSIONS AND Q&A – HANDS-ON ASPECTS OF USING INTERNATIONAL FINANCE TO GROW EXPORT SALES

Leslie, along with Curtis Hanson, founded Trade Acceptance Group, Ltd. in June 1996 as a brokerage of export credit and political risk insurance as well as an arranger of trade finance transactions. Since then TAG has assisted its clients with their risk mitigation and financing needs via trade credit insurance issued by EXIM Bank, AIG, Atradius, Coface, Euler Hermes, FCIA, Tokio Marine HCC, QBE, among others. Trade Acceptance Group has received EXIM's "Small Business Broker of the Year" a record 4 times in recognition of its advocacy for small- and medium-sized business exporters. During 2012 Leslie served on the Advisory Committee to EXIM Bank's Board of Directors, representing small business. In 2015 TAG earned the President's "E" Award for Export Service.

Prior to founding TAG, Leslie spent 20 years in international trade banking as Vice President with Norwest Bank (now Wells Fargo) as well as First Bank (now US Bank). Leslie received her Bachelor of Arts degree, Magna Cum Laude, in Spanish and Business Education from Concordia College, Moorhead, Minnesota, and she pursued graduate studies in Spanish Linguistics and Culture at Instituto Tecnologico y de Estudios Superiores de Monterrey, Monterrey, Mexico.

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PANELIST

Denis Griffin

Director, Minneapolis Regional Office, U.S. Exim Bank

 # PANEL DISCUSSIONS AND Q&A – HANDS-ON ASPECTS OF USING INTERNATIONAL FINANCE TO GROW EXPORT SALES

Denis Griffin joined Ex-Im Bank as Director, Minneapolis Regional Office and helped open the office in July 2012.

Mr. Griffin brings a 25-year career in business development and sales. From 2003 to 2009, he was the Minneapolis Regional Manager for Atradius Trade Credit Insurance where he gained valuable experience in export credit insurance (a product that Ex-Im Bank also provides to support U.S.-made exports).

Prior to Atradius, Mr. Griffin worked for some of the world's leading electronics companies including Philips Electronics of The Netherlands and Kyocera Corporation of Japan.

Mr. Griffin graduated from Drexel University in Philadelphia and earned an MBA from the University of St. Thomas in Minneapolis.

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PANELIST

Carlos Sosa

Regional Export Finance Manager, SBA

PANEL DISCUSSIONS AND Q&A – HANDS-ON ASPECTS OF USING INTERNATIONAL FINANCE TO GROW EXPORT SALES

Carlos Sosa is the Regional Trade Finance Manager for the Small Business Administration's Office of International Trade (OIT) in Minneapolis. Carlos has 30 years of Trade Finance Lending/International Banking expertise, a degree in Finance and an MBA. He worked for 3 New Orleans based commercial banks as well as a large Ohio based Regional Bank and a New York based money center bank. In his position, Carlos oversees the 3 SBA export financing programs (the Export Working Capital Program, the Export Express and the International Trade Loan Program) for Minnesota, North Dakota and South Dakota.

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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 NOT TO JUST PRESENT, BUT TO SOLVE YOUR ISSUES

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AGENDA

- **8:00 AM – 8:30 AM** Registration and Continental Breakfast
- **8:30 AM – 8:45 AM** Welcoming Remarks
  Steve Grove, Commissioner, Department of Employment and Economic Development, State of MN
- **8:45 AM – 9:20 AM** EBRD's Investment to Emerging Economies
  Michèle Small, Head of North American Representative Office, European Bank of Reconstruction and Development (EBRD)
- **9:20 AM – 9:55 AM** How to Strategically Grow Sales and Distribution in Key Markets Using Finance
  Jeffrey Kamins, President and CEO, Integrated Trade Finance LLC (ITF), Omaha, NE
- **9:55 am – 10:20 AM** Networking
- **10:20 AM – 12:00 AM** Panel Discussions And Q&A
  Hands-On Aspects of Using International Finance to Grow Export Sales
- **12:00 am – 2:00 pm** Lunch and Networking "Meet the International Finance Experts"

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