The World is Open for Your Business.

Let the U.S. Commercial Service connect you to a world of opportunity.

Website:  www.export.gov
Minneapolis Office: 612-348-1638
The U.S. Commercial Service

- **Agency:**
  - U.S. Department of Commerce

- **Mission:**
  - Promote U.S. Exports
  - Protect U.S. Commercial Interests Abroad
  - Facilitate Investment in America

- **Resource for US Companies Overseas:**
  - Counseling
  - Fair and Open Market Access
<table>
<thead>
<tr>
<th>Location</th>
<th>Name</th>
<th>Title</th>
<th>Phone</th>
<th>Email</th>
</tr>
</thead>
<tbody>
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</tbody>
</table>
How We Can Help

Whether you are looking to make your first export sale or expand to additional international markets, we have the expertise you need to identify and penetrate foreign markets.

- Trade Counseling
- Market Intelligence
- Business Matchmaking
- Due Diligence
- Trade Events
- In-Country Promotion of Your Products or Services
- Commercial Diplomacy
New Offices Include:

- Luanda, Angola
- Addis Ababa, Ethiopia
- Maputo, Mozambique
- Dar es Salaam, Tanzania
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www.exportassistance.com
Ex-Im Bank is the Official Export Credit Agency of the United States

Ex-Im Bank is an independent federal agency

- Mission: assist in financing the export of U.S. goods and services to international markets
- Mission: U.S. Jobs through Exports

Specifics of Charter

- Must finance U.S. Goods and Services
- Must have reasonable assurance of repayment

Congressional Mandates

- Small Business
- Sub-Saharan Africa
- Renewable Energy
Primary Financing Products

**Term**

- Short-Term Financing
- Medium & Long-Term Financing

**Solutions**

- Export Credit Insurance
- Working Capital Guarantees
- Export Credit Insurance
- Commercial Loan Guarantees
- Direct Loans
- Project/Structured Finance
- Transportation (Aircraft)
Increasing SSA Transactions

Ex-Im Bank Historic SSA activity per Fiscal Year

millions USD

<table>
<thead>
<tr>
<th>Year</th>
<th>Number of Transactions</th>
<th>Amount USD</th>
</tr>
</thead>
<tbody>
<tr>
<td>2007</td>
<td>127</td>
<td>$1,000</td>
</tr>
<tr>
<td>2008</td>
<td>132</td>
<td>$1,000</td>
</tr>
<tr>
<td>2009</td>
<td>132</td>
<td>$1,000</td>
</tr>
<tr>
<td>2010</td>
<td>133</td>
<td>$1,000</td>
</tr>
<tr>
<td>2011</td>
<td>179</td>
<td>$2,000</td>
</tr>
<tr>
<td>2012</td>
<td>177</td>
<td>$2,000</td>
</tr>
<tr>
<td>2013</td>
<td>188</td>
<td>$2,000</td>
</tr>
<tr>
<td>2014</td>
<td>192</td>
<td>$2,500</td>
</tr>
</tbody>
</table>
U.S. Exports-($ Millions)

- Level of U.S. exports to the region remains a challenge.
- Opportunities for U.S. exporters are significant.
  - CY2013: $24 billion representing less than 2% of global merchandise exports (global merchandise exports for CY2013 at $1.6 trillion.)
  - Largest destination markets: The following markets represent 73% of exports.

<table>
<thead>
<tr>
<th>Markets</th>
<th>CY 2012 (USD millions)</th>
<th>CY 2013 (USD millions)</th>
<th>% of SSA Exports</th>
</tr>
</thead>
<tbody>
<tr>
<td>SSA</td>
<td>22,600</td>
<td>24,060</td>
<td>100%</td>
</tr>
<tr>
<td>South Africa</td>
<td>7,600</td>
<td>7,293</td>
<td>30%</td>
</tr>
<tr>
<td>Nigeria</td>
<td>5,110</td>
<td>6,475</td>
<td>27%</td>
</tr>
<tr>
<td>Angola</td>
<td>1,500</td>
<td>1,450</td>
<td>6%</td>
</tr>
<tr>
<td>Ghana</td>
<td>1,300</td>
<td>1,067</td>
<td>4%</td>
</tr>
<tr>
<td>Ethiopia</td>
<td>1,300</td>
<td>678</td>
<td>3%</td>
</tr>
<tr>
<td>Kenya</td>
<td>581</td>
<td>651</td>
<td>3%</td>
</tr>
</tbody>
</table>
Ex-Im Bank is open in 42 countries in SSA

Credit

- Short Term: 42 Countries
- Medium Term: 30 Countries
- Long Term: 20 Countries

Closed in:
Sudan (Politically prohibited in Sudan), Guinea, Guinea-Bissau, Somalia, Zimbabwe, Mali.

Possible Sovereign Exceptions:
31 countries have IMF programs
Ex-Im Bank must maximize its support of US exports while prudently managing risk.
Ex-Im Bank: Key Elements

There must be three elements to an Ex-Im Bank transaction.

Cover Policy:
- We must be open in the buyer’s country.

Content:
- The U.S. Export must have significant U.S. content.

Creditworthiness:
- The transaction must have reasonable assurance of repayment.
Basic elements to a sound SSA Ex-Im Bank transaction

- Public Sector Buyer: Ministry of Finance guarantee, make sure transaction complies with IMF policies.

- Private Sector Buyer: Buyer must have strong financial statements and credit history, or a bank to guarantee the transaction.

- US Exporter and Buyer need to demonstrate positive past performance on transactions of similar size, scope and scale.
Credit: Ex-Im Bank typically finances seasoned buyers

- Venture capital
- Local sources
- DFIs

- Local banks
- Broader debt market
- Equity market
- International banks
- Ex-Im Bank

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Thank you
MINNESOTA Trade Office

Paul Hansen
International Trade Representative
Africa and the Middle East

Minnesota Trade Office
The Minnesota Trade Office

Established in 1983

MTO Mission

• To be an advocate for Minnesota businesses pursuing international markets, thus increasing Minnesota’s global competitiveness

• To promote, assist, enhance and increase exports from Minnesota to non-U.S. markets

• To attract foreign investments into Minnesota
Why Export?

A world of opportunities outside U.S.

- 95% of world’s population
- 80% of the world’s purchasing power
- Millions of consumers with new buying power in growing and emerging economies
Why Export?

Compelling business implications

- Less likely to go bankrupt
- Mitigate market fluctuations
- Extend product life-cycle

Benefits workforce and state

- Higher wages and benefits
- Increased tax base
In Minnesota...

About 68,000 Manufacturing Jobs Depend On Exports!
Minnesota’s Top 10 Export Markets

Minnesota exported goods worth $21.4 Billion to 207 countries in 2014

- Canada: $5,567 Million
- Mexico: $2,240 Million
- China: $2,233 Million
- Japan: $1,220 Million
- Belgium: $886 Million
- Germany: $749 Million
- South Korea: $712 Million
- Philippines: $571 Million
- Singapore: $531 Million
- United Kingdom: $529 Million
- Other: $6,136 Million
Minnesota’s Top 10 Exported Products

Minnesota ranked 20th in exports among all states in 2013.

- **Optics, Medical Machinery**: $3,661
- **Electrical Machinery**: $3,583
- **Vehicles**: $2,723
- **Plastic**: $2,007
- **Food By-products**: $1,180
- **Aircraft, Spacecraft**: $616
- **Meat**: $529
- **Ores, Slag, Ash**: $392
- **Misc. Grain, Seed**: $376
- **Misc. Other**: $355

**Total**: $5,952
Most Exporters are Small Businesses

- About 77 percent of U.S. exporters employed fewer than 20 employees in 2012.
- More than 8,600 Minnesota companies exported goods and services in 2012.

MTO Core Services

• Export Counseling & Technical Assistance
• Export Education and Training
• Export Promotion, including Trade Missions
• Foreign Direct Investment Attraction
• State Trade & Export Promotion (STEP) Grants
• Protocol Assistance and Advice
MTO International Trade Representatives

- Middle East and Africa
- Greater China
- Latin America and the Caribbean
- Canada and Mexico
- India and Near East
- Europe and Russia
- Southeast Asia, Australia, New Zealand
- Japan and Korea
- Medical, Energy and Environmental Industries
State of Minnesota Foreign Offices

- Minnesota
- Brazil
- Europe/Germany
- China
- South Korea
State Trade & Export Promotion Program

STEP

• Export Assistance for Small Business

• $7,500 Matching Grant
  – Trade Missions
  – Trade Shows or Exhibits
  – Translations
  – Website internationalization
  – Business Matchmaking
  – Industry Specific Certification i.e (CE Marking)

• Priority New Exporters & New Market Development
STEP Funding Streams

• State FY 2015
  – $300,000 allocated for SMEs to participate in projects of their choice

• Federal - Sept 30, 2014 - Sept 29, 2015
  – $200,000 allocated for NEW Exporters and New to Market SMEs to participate in targeted trade missions.

(At this time, both funds are depleted ... new funds are being applied for ... will know more in July)
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