



“Finding Financing for Florida’s Exporters”

A must-attend event for Florida exporters and banks wishing to increase their international sales

Friday, November 20, 2009
Hotel Intercontinental West – Doral
2505 NW 87th Avenue, Miami, Florida 33172

U.S. Dept of Commerce

In cooperation with

Florida International Bankers Association (FIBA), Inc.

And supporting organizations

U.S. Export-Import Bank * Small Business Administration * Florida Export Finance Corporation
Enterprise Florida * Florida Foreign Trade Association
Greater Miami Chamber of Commerce * Jay Malina International Trade Consortium

Cost \$ 65 per person *(includes presentations, lunch and matchmaker sessions)*

RSVP : www.fiba.net (Events Calendar) or <http://www.fiba-events.net/eventdetails.asp?EventID=1183439955>

Who should attend:

- Florida exporters looking for new ways to finance their exports
- Bankers interested in expanding their financing of trade exports

Why you should attend:

- Understand what banks are looking for in exporters and international transactions
- Learn more about non-traditional financing products for exports
- Meet one-on-one with bankers and trade finance specialists

This seminar offers a unique opportunity for exporters and bankers to discuss the many export finance programs offered by local banks and U.S. government agencies. Florida exporters (including small and medium sized companies) will learn about innovative trade finance products, methods of export finance, and will have the opportunity to meet with bankers and trade finance specialists one-on-one.

Agenda Summary:

- Developing an international credit policy
- Identifying and managing payment risk
- Selecting an international bank
- Finding financing for undercapitalized exporters
- Using export credit insurance
- Employing receivables financing

Finding Financing for Florida's Exporters

Miami, Florida

November 20, 2009

Hotel Intercontinental – Doral

8:30 a.m. to 4:30 p.m.

I. Welcome and Introduction

- 8:30 a.m.** A. Registration and Continental Breakfast
- 9:00 a.m.** B. Welcome
- *John Rodriguez, President, FIBA and Senior Vice President, Wells Fargo Bank*
 - *Eduardo Torres, Director, South Florida U.S. Export Assistance Center*
 - *Michael DiPietro, Vice Mayor, City of Doral*
- C. Introduction
- *Joel D. Secundy, Deputy Assistant Secretary for Services, U.S. Department of Commerce*

II. Export Finance: Tools for Successful Exporting (Panel with Q&A)

- 9:30 a.m.** A. Creating an International Credit Policy
Margarita Morales-Perez, President, Healthcare International Partners, LLC
- B. Managing Export Risks with Bank Mitigation Tools
Pierre Dulin, Senior VP, Regional Manager, BLADDEX
- C. Working with Your International Bank
*Bruce Sim, Senior VP, Region Manager
Wells Fargo Global Banking & Trade Solutions*

Moderator: Joel Secundy, Deputy Assistant Secretary for Services, U.S. Department of Commerce

11:00 a.m. Break

III. Export Finance: More Tools for Successful Exporting (Panel with Q&A)

- 11:15 a.m.** A. Finding Transaction Financing for Undercapitalized Exporters
Stephen Fancher, CEO, Florida Export Finance Corporation
- B. Using Export Credit Insurance as a Sales/Financing Tool
Albert A. Giandomenico, President, Export Insurance Agency, Inc.
- C. Using Payment Enhancement Techniques in Selling to Latin Buyers
*Hernan Mayol, Senior VP, Global Trade & Supply Chain Solutions
Bank of America*

Moderator: Edgar Asebey-Birkholm, Senior Associate, Sandler, Travis & Rosenberg, P.A

12:30 p.m. Luncheon Keynote

Neal Asbury, President, Greenfield World Trade, and E-Star Export Award Winner

IV. U.S. Government and Multilateral Programs to Help Close the Trade Finance Gap (Panel with Q&A)

- 1:30 p.m.**
- A. U.S. Export-Import Bank
Sharyn Koenig, Regional Director, Southeast Office
 - B. Small Business Administration
Mary Hernandez, Regional Manager
 - C. World Bank
David Fulton, U.S. Commercial Service Liaison to World Bank

Moderator: Ana Guevara, President, Aventi Associates

2:30 Break

V. Individual Counseling Sessions with Speakers and Bankers

2:45 p.m. – 4:30 p.m. One-on-One Sessions (15 minutes each)

To register for the program (\$65 per person), go to www.fiba.net (events calendar) or click here: <http://www.fiba-events.net/eventdetails.asp?EventID=1183439955>

Paid program registrants may sign up for one-on-one appointments at: <http://www.buyusa.gov/florida/88.html>. Lenders' requirements will be posted online and emailed to all registrants. Appointments will be scheduled on a first-come, first-served basis with early registrants receiving priority. Questions? Email sarah.cook@mail.doc.gov or call 954-356-6640, ext 13.