

Introducing SME exporters to new markets in Latin America

21st February, 2006 at the JW Marriott in Miami, Florida

Facilitated by:

- **John Emens**, Vice President, Small Business, **US Exim Bank**

With:

- **Stephen Fancher**, President, **Florida Export Finance Corporation**
- **James Morrison**, President, **Small Business Exporters Association of the United States**
- **Jim Wilfong**, Member of the US Exim Bank Advisory Board, Former Director of Marketing, **Atomic Skis USA** and Former Head, **Small Business Administration International Working Capital Program**

Encouraging increasing numbers of SMEs to export to new markets is a core aim and use of trade finance and export credit. Yet many SMEs are unfamiliar with the products available to them, and how they can use such tools with maximum effect. In a time of great global competition, in particular from emerging market manufacturers, it is vital that SMEs become fully aware of the financing potential of different revenue sources. For US SMEs, the market where most potential remains is Latin America.

It is for this reason that Euromoney Seminars and Trade Finance Magazine have produced the workshop “**Introducing SME exporters to new markets in Latin America**” which will be held before the **8th Annual Structured Trade and Export Finance in the Americas Conference (STEF Americas)**.

This workshop will introduce SMEs to the basic concepts of trade finance and provide easy-to-digest explanations of the key tools available and how they can be used successfully. Through a series of mini-lectures, case studies, and breakout ‘counselling sessions’, delegates will be taken through core issues of export credit.

The workshop offers the ideal opportunity for delegates to:

- Discover new financing tools and learn how they can be used effectively
- Understand the basics of trade finance and what different products are designed to do
- Apply such tools specifically to the Latin American market
- Refresh knowledge on different concepts, and receive vital up-to-the-minute updates on recent policy changes
- Ask questions and get answers face-to-face and on the spot
- Network with other SMEs at the workshop, and with international trade finance professionals at the STEF Americas ‘**Icebreaker cocktail reception**’ in the evening – complimentary for workshop delegates

WORKSHOP AGENDA

- 09.30** Registration and coffee
- 10.00** Introduction and welcome
- 10.15** The small business exporter: Challenges and solutions - an overview
- 11.00** Pre-export financing: Credit when you need it
- 11.45** Coffee and networking
- 12.00** Short-term credit for your client: Uncle Sam takes the risk
- 13.00** Lunch
- 14.00** Buyer finance: Term finance for capital goods
- 14.45** Other solutions and resources
- 15.15** Coffee and networking
- 15.30** Break-out sessions
- Working capital programs
 - Short-term export credit insurance programs
 - Medium-term buyer finance programs
- 17:00** Close of workshop
- 19:00** “Icebreaker” drinks reception for STEF Americas Conference

Register your place for the “Introducing SME exporters to new markets in Latin America” Workshop and come to the 8th Annual STEF Americas Conference for half price!

The workshop is part of Euromoney Seminars and Trade Finance Magazine’s STEF Americas Conference (22nd and 23rd February 2006, JW Marriott, Miami). Now in its eighth year, this event regularly attracts an international crowd of over 250 delegates including exporters, financial institutions, borrowers, insurers and ECAs. It is the premier meeting of trade finance professionals focused on trade in and out from Latin America. This year there will be some 60 speakers from 20 countries including representatives from:

Worldbank, BNDES, US Exim Bank, Bancomext, IFC, MIGA, CAF, CABEL, Sinosure, JBIC, China Eximbank, EKF, Cesce, Latina Farms, Votorantim, Petrobras, Gerdau Acominas, ISA, Jamaica Eximbank, EDC, Banco do Brasil, Petrobras, Citigroup, BBVA, BNP Paribas, Zurich, AIG, Sovereign, Chadbourne Parke, Fortis Bank, SACE, Deutsche Bank, Barclays, OPIC, John Deere, Lucent, Siemens, Nokia, HVB, Willis, Scotiabank, Deutsche Forfaiting AG, IIG, Bicbanco, IADB, SMBC, Crecera, ICBC, Lobraus, Finacity, Vitro

Remember all small and medium sized exporters that attend the “Introducing SME exporters to new markets in Latin America workshop” are able to attend the main conference for a 50% discount.

**To register your place or for further details:
E-mail: jjohnson@euromoneyplc.com
or Call USA TOLL FREE 1 800 437 9997**