

Welcome to Export University

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Welcome Remarks



Joan K. Goodrich
Executive Director
Business Development Board of Martin County



Pierre Taschereau
Business Development Executive
Business Development Board of Martin County

Welcome Remarks



Ralph MacNamara, MBA

Chair, South Florida District Export Council

Principal and Chief Growth Officer

Kaufman Rossin



Introductions



Matthew Rocco
President
South Florida Manufacturers Association



Export University 101

The Basics of Exporting Products & Services of the U.S. Commercial Service



Eduardo Torres
Director
U.S. Department of Commerce



ISABEL
Good morning, everyone, and thank you for the opportunity to present here today.
My name is Isabel Davila, and I am an International Trade Specialist with the U.S. Commercial Service's based here in South Florida. I support the technology, media and entertainment, chemical industries, education, and energy portfolios for our offices in South Florida.



CONNECTING YOU

TO GLOBAL

MARKETS



INTERNATIONAL
TRADE
ADMINISTRATION



Our Mission: Grow U.S. exports to increase U.S. jobs.

How we are different



Worldwide Recognition

As the U.S. government, we can open doors that no one else can in markets around the world.



Global Network

Our unmatched global network with trade experts in more than 76 markets can provide you with on-the-ground knowledge and connections.



Results Driven

Our expert, in-person counseling is unparalleled and designed to help you succeed in global markets.





Our Global Presence

The U.S. Commercial Service, creates jobs in the United States and strengthens U.S. economic and national security by promoting U.S. exports, and ensuring market access and a level playing field in international trade for U.S. companies.

Strategically located in **106 U.S. and 127 foreign locations** in 80 countries, our global network of trade and investment professionals are well-positioned to help U.S. companies succeed internationally and ensure that U.S. businesses and commercial interests have a robust advocate and first line of defense against unfair foreign trade practices and market access barriers.

U.S. Commercial Service Offices Worldwide



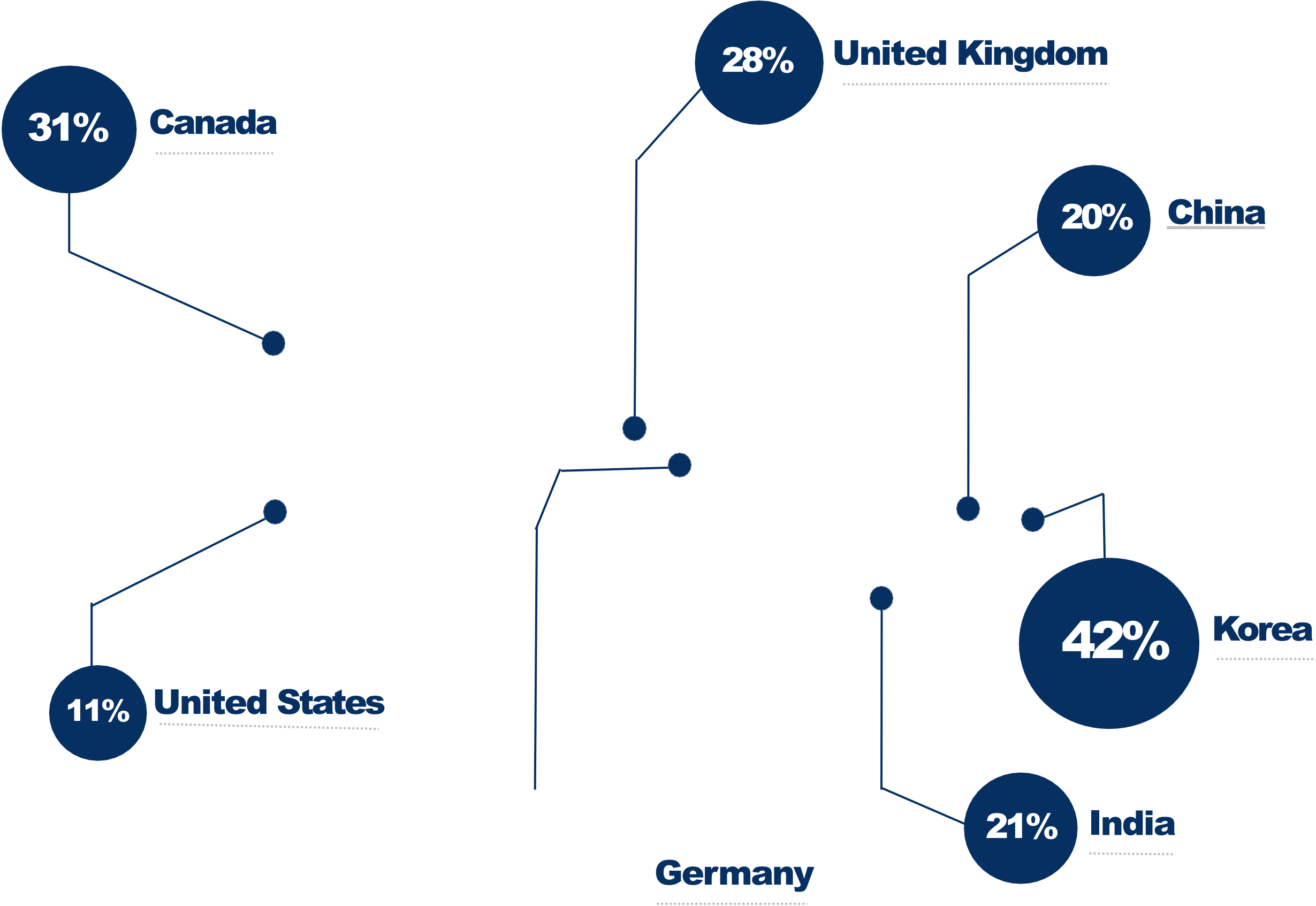
Exports Matter

More than **70%** of the world's purchasing power is **outside** of the United States.
Competitors are **increasing** their global market share while the U.S. is underperforming.

Opportunit

With only 11% of the United States GDP generated by exports, it's safe to say we have a lot of room for growth.

The U.S. Commercial Service works to fill that space





Export Counseling

International Business Development

The U.S. Commercial Service provides you with reliable information and personalized counseling at every step of your export journey- from strategy and planning, financing and logistics, market entry and expansion, to advocacy, and even eCommerce counseling. Our trade experts are here to address your concerns and guide you to success in the global marketplace.

eCommerce Innovation Lab

The eCommerce Innovation Lab helps U.S. business by identifying export opportunities across the ecommerce sales channels, through concentration on client digital strategy development, use of Website Globalization Review gap analysis tools, and the online eCommerce Export Resource Center business library to help companies adapt and grow in the digital economy.





Market Intelligence

Country Commercial Guides

Prepared by trade and industry experts, Country Commercial Guides provide information on market conditions, opportunities, regulations and business customs for over 125 countries. Country Commercial Guides detail important factors to help you decide if a market is right for your product or service.

Initial Market Check

The Initial Market Check is an initial assessment of the market potential of your product or service in the targeted market. The service gauges the potential of a specific product or service in a market by gathering feedback from up to five industry participants and provides recommendations on whether to pursue the target market.

Customized Market Research

Customized Market Research answers questions about an overseas market including; market trends & size, customary distribution and promotion practices, market entry requirements, product standards and registration, regulations, key competitors and potential agents, distributors, and strategic Partners.

International Company Profile

The International Company Profile provides U.S. companies and economic development organizations with a comprehensive background report and full analysis on a specific foreign company. Reports provide general business information, background and product information, key officials, references contacted by ITA, financial data/credit worthiness, reputation, results of site visits and interviews with principals; information sources consulted in preparing the report; and analysis of information.





Business Matchmaking

Single Company Promotion

Provides U.S. companies with promotional services to help increase the awareness of their product or service in a specific market. The promotional event may consist of a technical seminar, press conference, luncheon, dinner, or reception with targeted direct mail or email campaigns.

International Partner Search

Provides U.S. firms with a list of up to five prospective agents, distributors and partners that have expressed an interest in your product or service. Virtual introduction via teleconference to the identified contacts also available.

Featured U.S. Exporter Listing

A listing in the directory of an overseas U.S. Commercial Service's website gives U.S. exporters targeted exposure to more effectively help them find foreign business partners in specific local markets. It allows local importers to find U.S. exporters interested in exporting to a specific local foreign market.

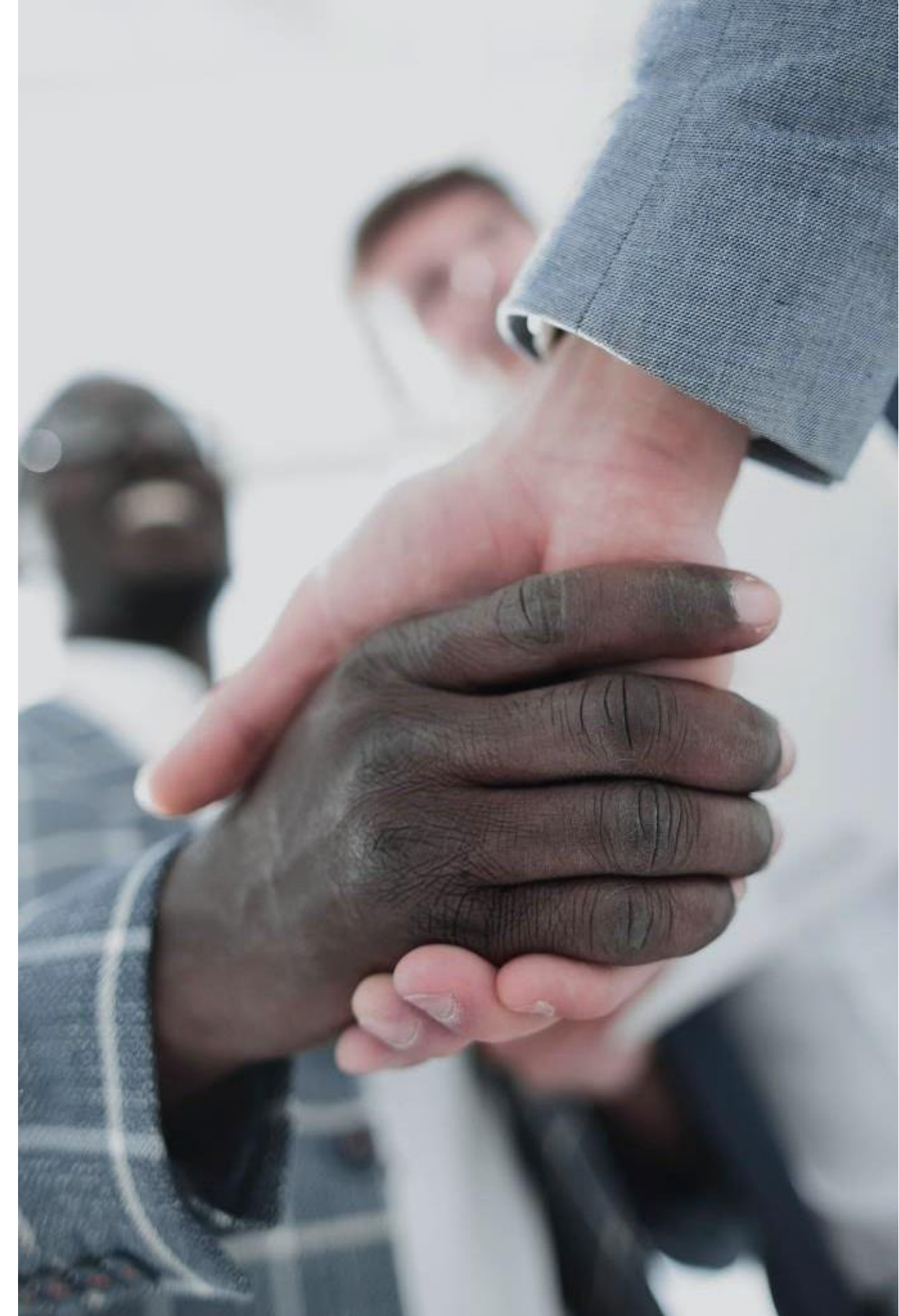
Business Service Provider Listing

An online program to help U.S. exporters identify a professional export service provider to support them in the assessment, financing, or completion of an export transaction.



Gold Key Service

Provides U.S. firms traveling to a foreign market with up to five pre-screened appointments to establish relationships with potential overseas agents, distributors, sales representatives, business partners and other local, in-country entities.



Commercial Service Presented Events

DISCOVER GLOBAL MARKETS

Organized by the U.S. Commercial Service, these annual business development forums focus on an industry and/or world region. The conferences feature one-on-one meetings with U.S. Commercial Service diplomats visiting from abroad; panel discussions on the latest industry trends; export education; and extensive networking with U.S. trade officials and leading private sector experts.

TRADEWINDS

Organized by the U.S. Commercial Service, Trade Winds missions include a business development forum in its host city, consisting of regional and industry specific conference sessions as well as pre-arranged consultations with U.S. Diplomats representing commercial markets throughout the region. Participating companies can customize a business matchmaking schedule with multiple stops, based on input from our in-country Commercial Specialists, and grow their international sales through meetings with pre-screened potential buyers, agents, distributors and joint-venture partners during the mission.



Trade Events

Certified Trade Missions

Organized with select trade organizations, missions are customized to meet the needs of groups of U.S. companies participating. Missions may include activities such as market briefings, Gold Key Service, receptions, site visits, and technical seminars.

Trade Show Representation

The Trade Show Representation Service provides U.S. companies and economic development organizations with the ability to increase their marketing exposure at an overseas trade show when they are unable to attend in-person. Multiple clients' products and services may be showcased by the Commercial Service at the event.

International Buyer Program

At major domestic industry trade shows, the U.S. Commercial Service provides services including on-site introductions to foreign buyers; networking; export counseling; market analysis; and business matchmaking.

International Trade Fairs

Certified trade fairs feature a U.S. Pavilion and represent a U.S. Department of Commerce endorsement that the fair offers a high-quality, multifaceted opportunity for American companies to successfully market their product/services overseas. Participating companies receive U.S. Commercial Service assistance with access to prospective foreign buyers, agents, and industry representatives. Other services include pre-show industry/country market briefings, one-on-one export counseling, onsite promotion, and more.





Commercial Diplomacy

Advocacy Center

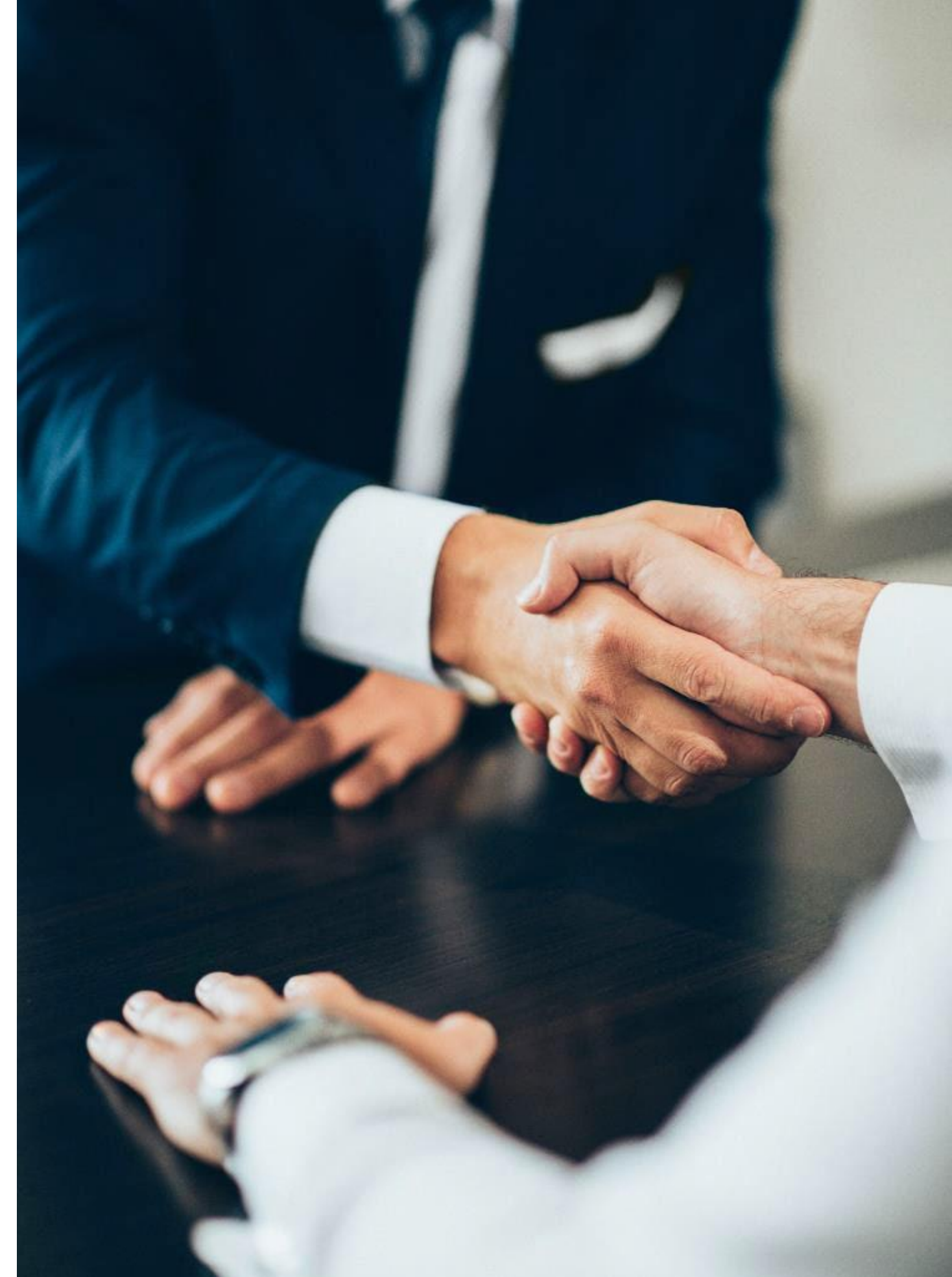
The Advocacy Center coordinates U.S. Government Advocacy efforts for U.S. exporters competing on foreign projects or procurement opportunities that involve foreign government decision-makers, including foreign government-owned corporations. U.S. Government Advocacy assistance helps level the playing field on behalf of U.S. exporters and workers competing for international contracts against foreign firms and to promote the growth of exports of U.S. goods and services around the world.

Report a Trade Barrier

File a complaint with the International Trade Administration's Trade Agreements Negotiations and Compliance Office. This office works with U.S. businesses to help ensure that foreign governments adhere to and do not impose trade barriers inconsistent with their trade agreement obligations.

Trade Dispute Resolution

We can provide information to help you resolve common trade disputes like customs issues. In some instances, we may be able to make inquiries directly with the foreign government.



Results for U.S. Small Businesses

Exporting can be profitable for businesses of all sizes.



Exports facilitated by U.S. Commercial Service.
Additional \$40 billion facilitated by inward investment. (FY22)

In the words of our clients across the country:

*"I had no idea that such **superior service** was available to me from a government agency."*

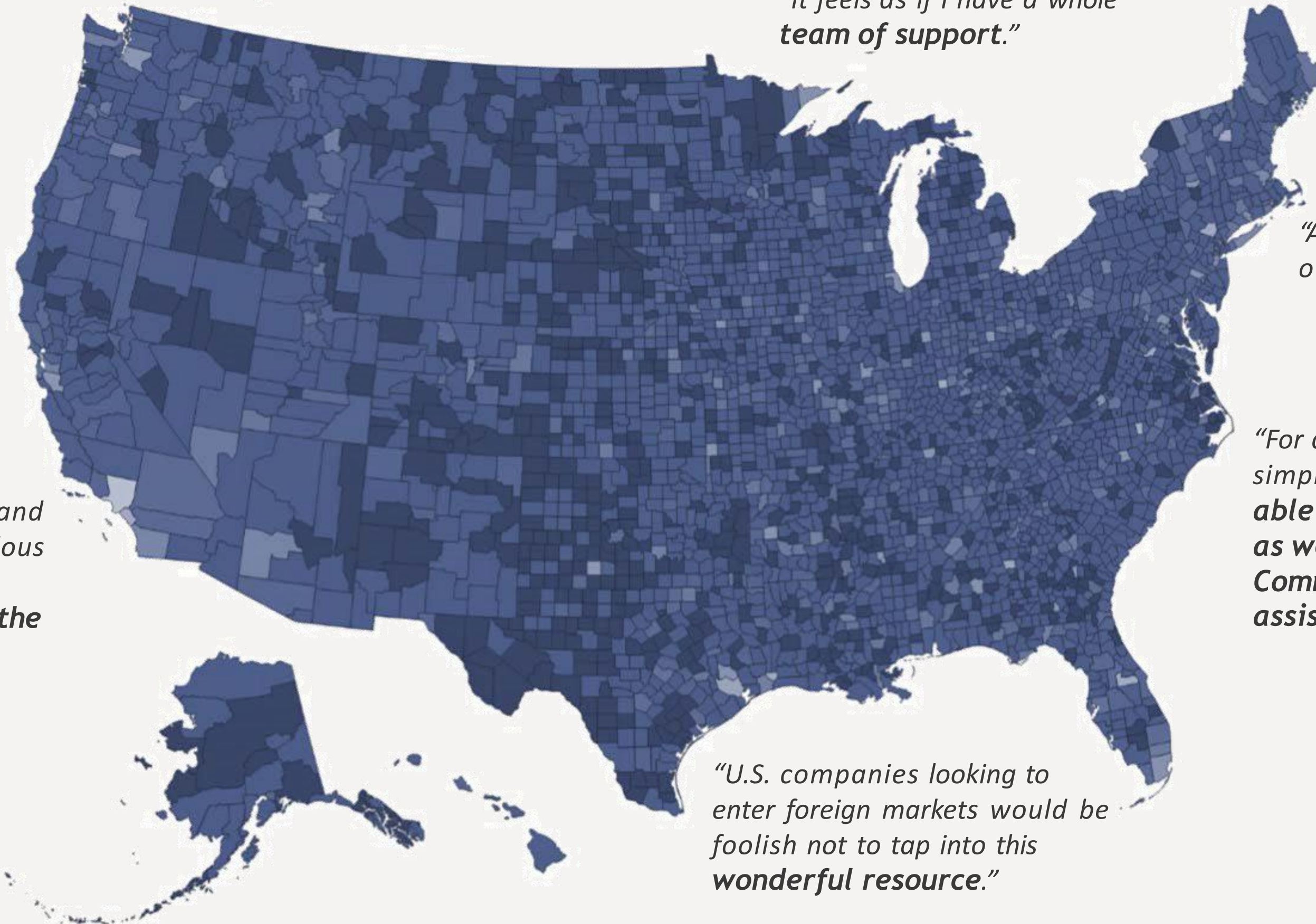
*"The service provided was invaluable to us and represents a tremendous **advantage** for our **competitiveness** in the **global economy**."*

*"It feels as if I have a whole **team of support**."*

*"A **hidden gem** within our government."*

*"For a small company, we simply **would not have been able to accomplish as much as we did without U.S. Commercial Service assistance**."*

*"U.S. companies looking to enter foreign markets would be foolish not to tap into this **wonderful resource**."*



Upcoming Events

<https://www.trade.gov/miami-events>

Save the Date
EXPORT UNIVERSITY 101

 28 September 2023
9:00 AM to 5:00 PM

 IRSC Chastain Campus
2400 SE Salerno Rd, Stuart

Full Day Program with Export 101
Certificate Presentation and Reception

PRESENTATION TOPICS:

EXPAND

- Help Manufacturers | Service Providers Grow Business Abroad & in the Global Marketplace

EDUCATE

- Teach New-to-Export Firms How to Develop an Export Initiative

MASTERY

- Raise Skills in International Sales Knowledge

CONNECT

- Introduction to Local, State & Federal Experts

COLABORATING ORIGANIZATIONS:


U.S. COMMERCIAL SERVICE
United States of America
Department of Commerce


DEC SOUTH FLORIDA
DISTRICT EXPORT COUNCIL


BUSINESS DEVELOPMENT BOARD
MARTIN COUNTY | FLORIDA

More Information:
Pierre Taschereau • 772-486-8410 • pierre@bdbmc.org

ACE Export Compliance Webinar
November 13 & 14, 2023
12:00 PM - 4:15 PM

Learn how to provide accurate data and avoid costly penalties and seizures.

 U.S. COMMERCIAL SERVICE
United States of America
Department of Commerce

 DEC SOUTH FLORIDA
DISTRICT EXPORT COUNCIL

The South Florida District Export Council and the U.S. Commercial Service invite you to join a two-day export compliance webinar bringing together experts from the **U.S. Census Bureau, Bureau of Industry and Security, and U.S. Customs and Border Protection** to provide training on export filing requirements.

Who Should Attend

Small and Medium-sized Enterprises (SMEs), Freight forwarders, Logistics/documentation, Export compliance managers, Manufacturers and suppliers, Exporting carriers, Shippers, U.S. Principal Parties of Interest (USPPI)

COST: \$125.00 PER ATTENDEE | GROUP DISCOUNTS AVAILABLE

REGISTER TODAY

Questions?
office.miami@trade.gov or +1-786-568-7130



South Florida

Companies can find assistance locally in more than 100 Commercial Service offices nationwide.

State & Local Partnerships

Florida's SBDC Network

<https://floridasbdc.org/>

EXIM Bank

<https://www.exim.gov/content/miami-fl>

SBA

<http://www.sba.gov/offices/district/fl/miami>

SELECT FLORIDA INC

<https://select-florida.com/>

Your Export Team



Eduardo Torres

Director South Florida

Phone (Direct): 954 224 5485

Eduardo.torres@trade.gov

Export University 101

U.S. Export Regulations Overview



Peter A. Quinter

Shareholder, Board-Certified International Law Attorney

GUNSTER



GUNSTER
FLORIDA'S LAW FIRM FOR BUSINESS

TOPICS

- (1) Department of Commerce, BIS, OEE- Penalties and Voluntary Self-Disclosures
- (2) OFAC, Treasury Department- Sanctions
- (3) CBP, FP&F- Seizures and Penalties

following:

9A012 Non-military “Unmanned Aerial Vehicles,” (“UAVs”), unmanned “airships”, related equipment and “components”, as follows (see List of Items Controlled).

License Requirements

⇒ Reason for Control: NS, MT, AT ⇐

Control(s)	Country Chart (See Supp. No. 1 to part 738)
NS applies to entire entry	NS Column 1

MT applies to non-military Unmanned Aerial Vehicles (UAVs) and Remotely Piloted Vehicles (RPVs) that are capable of a maximum range of at least 300 kilometers (km), regardless of payload, and UAVs that meet the requirements of 9A120	MT Column 1
AT applies to entire entry	AT Column 1

List Based License Exceptions (See Part 740 for a description of all license exceptions)

LVS: N/A
GBS: N/A

List of Items Controlled

Related Controls: 1) See the U.S. Munitions List Category VIII (22 CFR Part 121). 2) Also see ECCN 9A610 and § 744.3 of the EAR. 3) For “UAVs” that are “sub-orbital craft,” see ECCNs 9A004.h and 9A515.a.

Related Definitions: N/A

Items:

a. “UAVs” or unmanned “airships”, designed to have controlled flight out of the direct ‘natural vision’ of the ‘operator’ and having any of the following:

a.1. Having all of the following:

a.1.a. A maximum ‘endurance’ greater than or equal to 30 minutes but less than 1 hour; and

a.1.b. Designed to take-off and have stable controlled flight in wind gusts equal to or exceeding 46.3 km/h (25 knots); or

a.2. A maximum ‘endurance’ of 1 hour or greater;

Technical Notes:

1. For the purposes of 9A012.a, ‘operator’ is a person who initiates or commands the “UAV” or unmanned “airship” flight.

2. For the purposes of 9A012.a, ‘endurance’ is to be calculated for ISA conditions (ISO 2533:1975) at sea level in zero wind.

3. For the purposes of 9A012.a, ‘natural vision’ means unaided human sight, with or without corrective lenses.

b. Related equipment and “components”, as follows:

b.1 [Reserved]

b.2. [Reserved]

b.3. Equipment or “components” “specially designed” to convert a manned “aircraft” or a manned “airship” to a “UAV” or unmanned “airship”, controlled by 9A012.a;

b.4. Air breathing reciprocating or rotary internal combustion type engines, “specially designed” or modified to propel “UAVs” or unmanned “airships”, at altitudes above 15,240 meters (50,000 feet).



U.S. Customs and
Border Protection

February 28, 2023

NOTICE OF SEIZURE AND INFORMATION TO CLAIMANTS
NON-CAFRA FORM

CERTIFIED - RETURN RECEIPT REQUESTED USPS - 7021 0350 0000 5403 4154

Gunster Law Firm
450 East Las Olas Blvd, Ste 1400
Las Olas Centre
Ft. Lauderdale, FL 33301

Re: Case Number: 202253100

Dear Sir/Madam:

This is to notify you that U.S. Customs and Border Protection (CBP) seized the property described below at Galveston, Texas on September 21, 2022:

1 EA Jayco 294 Jay Flight SLX travel trailer/ VIN

The appraised domestic value of the property is \$32,470.75.

The property was seized and is subject to forfeiture under the provisions of:

19 USC 1595a(d), 22 USC 401, 15 CFR 30.2 - Facilitating An Exportation Contrary to Law

19 USC 1595a(d), 22 USC 401, 15 CFR 30.71(b)(4), 15 CFR 30.2 - Failure to File Electronic Export Information (EEI)

The facts available to CBP indicate that you might have an interest in the seized property. The purpose of this letter is to advise you of the options available to you concerning this seizure. An important document – an "Election of Proceedings" form is enclosed with this letter. You must choose one of the options outlined below, indicate your choice on the "Election of Proceedings" form, and return it and any other necessary documents to CBP within the allotted time frame. Should you choose to abandon the property, you must still complete the "Election of Proceedings" form and return it to CBP.

Your options are as follows:

1. **Petition:** You may file a petition with this office within 30 days from the date of

this letter in accordance with Title 19, United States Code (U.S.C.), Section 1618 (19 U.S.C. §1618) and Title 19, Code of Federal Regulations (C.F.R.), Sections 171.1 and 171.2 (19 C.F.R. §§ 171.1, 171.2), seeking remission of the forfeiture. The petition does not need to be in any specific form, but it must describe the property involved, identify the date and place of the seizure, include all the facts and circumstances which you believe warrant relief from forfeiture, and must include proof of your interest in or claim to the property. Examples of proof of interest include, but are not limited to a car title, loan agreement, or documentation of the source of funds. If you choose this option, you must check **Box 1** on the "Election of Proceedings" form.

By completing Box 1 on the "Election of Proceedings" form, you are requesting administrative processing of your case by CBP. You are requesting that CBP refrain from beginning forfeiture proceedings while your petition is pending or that CBP halt administrative forfeiture proceedings, if they have already commenced. However, if CBP has already referred the matter to the U.S. Attorney's Office for the institution of judicial forfeiture proceedings, your petition will be forwarded to the U.S. Attorney for consideration.

If you are dissatisfied with the petition decision (initial petition or supplemental petition), you will have an additional 60 days from the date of the initial petition decision, or 60 days from the date of the supplemental petition decision, or such other time as specified by the Fines, Penalties and Forfeitures Officer to file a claim to the property, along with the required cost bond, requesting referral of the matter to the U.S. Attorney's Office for judicial action. If you do not act within these time frames, CBP may forfeit the property to the United States as authorized by law.

At any point prior to the forfeiture of the property, you may request a referral to the U.S. Attorney by filing a claim and cost bond. *Please see section 4 of this letter for information on how to file a claim and cost bond.* If you take such action after filing a petition for relief, your pending petition will be withdrawn from consideration.

2. **Offer in Compromise:** At any time prior to forfeiture, you may file an offer in compromise in accordance with Title 19, U.S.C., Section 1617 (19 U.S.C. § 1617) and Title 19, C.F.R., Sections 161.5 and 171.31 (19 C.F.R. §§ 161.5, 171.31). The offer must specifically state that you are making it under the provisions of 19 U.S.C. § 1617. If you are offering money in settlement of the case, you must include payment (bank draft, cashier's check or certified check, drawn on a U.S. financial institution, and made payable to CBP) in the amount of your offer. CBP may only consider the amount of your offer and will return the full offer if it is rejected. *This option may serve to delay the case.* If you choose this option, you must check **Box 2** on the "Election of Proceedings" form.

If you chose to submit an offer in compromise and are dissatisfied with the offer decision, you will have an additional 30 days from the date of the offer decision to file a claim and bond requesting a referral for judicial action. If you do not act within the additional 30 days, the property may be forfeited to the United States.

You may also request a referral for judicial action at any point prior to the issuance of the offer in compromise decision. *(Please see section 4 of this letter for information on how to file a claim and cost bond.)* If you take such action, your petition or offer will be considered to have been withdrawn.

If, upon receipt of your offer, the matter has already been referred to the U.S. Attorney for the institution of judicial forfeiture proceedings, your offer will be forwarded to the United States Attorney for consideration as an offer of settlement in the judicial case, as appropriate.

3. **Abandon:** You may abandon the property or state that you have no claim to or interest in it. If you choose this option, you should check Box 3 on the "Election of Proceedings" form. The Government may proceed with forfeiture proceedings or address claims from other parties concerning the property, without further involving you.
4. **Court Action:** You may request to have this matter referred to the U.S. Attorney for institution of judicial forfeiture proceedings by notifying the office identified in this letter, in writing, that you do not intend to file a petition or offer in compromise with CBP or post the value of the merchandise to obtain its release on payment (see below). If you choose this option, you should check Box 4 on the "Election of Proceedings" form.

If you chose this option, you must submit to CBP (at the address provided at the end of this letter) a claim and cost bond in the penal sum of \$5,000 or 10 percent of the value of the claimed property, whichever is less, but in no case shall the amount of the bond be less than \$250.00.

If you file the claim and bond, the case will be referred promptly to the appropriate U.S. Attorney for the institution of judicial proceedings in Federal court to forfeit the seized property in accordance with 19 U.S.C. § 1608 and 19 C.F.R. § 162.47. You may then file a petition for relief with the Department of Justice pursuant to Title 28, Code of Federal Register, Part 9 (28 C.F.R. Pt. 9). Failure to submit a bond with the claim will render the request for judicial proceedings incomplete, and therefore, defective. This means that the case will NOT be referred to the appropriate U.S. Attorney.

If you wish the Government to seek judicial forfeiture proceedings but cannot afford to post the bond, you should contact the Fines, Penalties & Forfeitures Officer or Asset Forfeiture Officer of CBP (where applicable) so that CBP can make a determination of your financial ability to pay the bond. If a determination of inability to pay is made, the cost of the bond may be waived in its entirety. The case will be referred promptly and you may then file a petition for relief with the Department of Justice pursuant to 28 C.F.R. Pt. 9.

Take No Action: If you choose to do nothing, CBP may seek to forfeit the property. In order to obtain forfeiture, CBP must publish a notice of seizure and intent to forfeit for 30 consecutive days, and after that time the Government acquires full title to the seized property. The first notice will be posted on or about 30 days from the date of this letter.

For property appraised in excess of \$5,000, CBP will post notice of seizure and intent to forfeit on the internet at www.forfeiture.gov for 30 consecutive days.

For property appraised at \$5,000 or less, CBP will post a notice of seizure and intent to forfeit in a conspicuous place accessible to the public at the customhouse or Border Patrol sector office (where appropriate) nearest the place of seizure as well as on the internet at www.forfeiture.gov for 30 consecutive days.

Release on Payment: If the seized merchandise is not, by law, prohibited from entry into the commerce of the United States, you may, within 30 days of this letter, submit an offer to pay the full

appraised domestic value of the seized property accompanied by the full payment (bank draft, cashier's check or certified check, drawn on a U.S. financial institution, and made payable to CBP) or an irrevocable letter of credit in accordance with 19 U.S.C. § 1614 and 19 C.F.R. § 162.44.

If CBP accepts your offer to substitute release of the seized property on payment, the property will be immediately released, and the payment or letter of credit will be substituted for the seized property. You may still submit a petition, offer in compromise, or file a claim and cost bond requesting that the matter be referred to the U.S. Attorney's Office, and you must check the appropriate box on the "Election of Proceedings" form. The decision letter on your offer will provide you with the time frames for those options. If, upon receipt of your offer, the matter has already been referred to the U.S. Attorney's Office for the institution of judicial forfeiture proceedings, your offer will be forwarded to the U.S. Attorney for consideration.

Holder of a Lien or Security Interest: If you are a holder of a lien or security interest and you do not file a request for court action (option 4 above), you may avail yourself of any of the other options listed. No relief will be granted to you until after forfeiture, unless your petition, offer or request is accompanied by an agreement to hold the United States, its officers and employees harmless, and a release from the registered owner and/or person from whom the property was seized.

All accompanying documents, including supporting documents, must be in the English language or accompanied by an English language translation and submitted in duplicate.

No matter which box you check on the "Election of Proceedings" form, you should sign, date and return the form, along with any petition, offer in compromise, or request for judicial proceedings if those documents are necessary to support the option you choose. *If you did not receive this form, please call the telephone number below.*

In addition to the seizure and forfeiture liability, you may be liable for a civil penalty in this matter. If you are liable for a civil penalty, details on the civil penalty are in the attached letter; or, if not attached, are being prepared and will be mailed shortly.

All correspondence should be addressed to U.S. Customs and Border Protection, FPF OFFICE, 2350 N.SAM HOUSTON PWY E,#1030, HOUSTON, TX 77032. If further information is required, contact YOLANDA DICKEY at Fines, Penalties and Forfeitures Office at (281) 441-2628 or fpfhouston@cbp.dhs.gov. All inquiries should reference the case number.

Sincerely,

SHARON R. FORRESTER
Digitally signed by SHARON R. FORRESTER
Date: 2023.02.28
07:05:21 -06'00'

SHARON FORRESTER
Fines, Penalties and Forfeitures Officer

Enclosures: Non-CAFRA Election of Proceedings

A FALSE STATEMENT OR CLAIM MAY SUBJECT A PERSON TO PROSECUTION UNDER TITLE 18 U.S.C. SECTION 1001 AND/OR 1621, AND MAY BE PUNISHABLE BY A FINE AND IMPRISONMENT

ELECTION OF PROCEEDINGS - NON-CAFRA FORM

NOTE: PLEASE READ THE LETTER NOTICE OF SEIZURE AND INFORMATION FOR CLAIMANTS BEFORE YOU FILL OUT THIS FORM. THIS FORM SHOULD BE COMPLETED AND RETURNED TO U.S. CUSTOMS AND BORDER PROTECTION (CBP) AT FPF OFFICE, 2350 N.SAM HOUSTON PWY E, #1030, HOUSTON, TX 77032.

I understand that property in which I have an interest has been seized by U.S. Customs and Border Protection (CBP)/ U.S. Immigration and Customs Enforcement (ICE) under Case Number 20225310C

Check ONLY ONE of the following choices:

- 1. I REQUEST THAT CBP CONSIDER MY PETITION ADMINISTRATIVELY BEFORE FORFEITURE PROCEEDINGS ARE INITIATED.** My petition is attached. By making this request, I understand that I am giving up my right to (1) immediately begin administrative forfeiture proceedings, as provided by 19 U.S.C. § 1607 and 19 C.F.R. § 162.45, or (2) have the case immediately referred to the U.S. Attorney for court action, as provided by 19 U.S.C. § 1608 and 19 C.F.R. § 162.47. If administrative forfeiture has begun, it will be stopped until my petition is considered. However, I understand that *at any time* I can request, in writing, that you begin administrative forfeiture proceedings, and you will continue to consider my petition. I also understand that *at any time* I can file a claim and bond with CBP and CBP's consideration of my petition will stop and the case will be sent to the U.S. Attorney's Office for court action.
- 2. I REQUEST THAT CBP CONSIDER MY OFFER IN COMPROMISE ADMINISTRATIVELY BEFORE FORFEITURE PROCEEDINGS ARE INITIATED.** My offer is attached. By making this request, I understand that I am giving up my right to (1) immediately begin administrative forfeiture proceedings, as provided by 19 U.S.C. § 1607 and 19 C.F.R. § 162.45, or (2) have the case immediately referred to the U.S. Attorney for court action, as provided by 19 U.S.C. § 1608 and 19 C.F.R. § 162.47. If administrative forfeiture has begun, it will be stopped until my offer is considered. However, I understand that *while my offer is under consideration* I can request, in writing, that CBP begin administrative forfeiture proceedings, and CBP will continue to consider my offer. I also understand that *while my offer is under consideration* I can file a claim and cost bond with CBP and CBP's consideration of my offer will stop and the case will be sent to the U.S. Attorney's Office for court action.
- 3. I ABANDON THE PROPERTY AND I REQUEST THAT CBP BEGIN ADMINISTRATIVE PROCEEDINGS TO FORFEIT THE PROPERTY.** Please immediately begin publication of the notice of seizure and intent to forfeit. I abandon any claim or interest in the property.
- 4. I REQUEST THAT CBP SEND MY CASE FOR COURT ACTION.** Please immediately refer the case to the U.S. Attorney's Office for the institution of judicial forfeiture proceedings. I am filing/will file a claim and bond with CBP.
- 5. I REQUEST THAT CBP BEGIN ADMINISTRATIVE PROCEEDINGS TO FORFEIT THE PROPERTY.** Please immediately begin publication of the notice of seizure and intent to forfeit the property, and consider any petition or offer in compromise which I may timely file. I understand that within thirty (30) days of the first publication of the notice, I can request that CBP send the case to the U.S. Attorney's Office for institution of judicial forfeiture proceedings.

Peter Quinter 3/13/2023
Name (Print) Date

[Signature]
Signature

[Signature]
Attorney for Petitioner

Sensitive Information

Electronic Export Information

ITN:

XTN

Status: Accepted

Filing Option: 2 - PREDEPARTURE

NOTIFICATION:974:SHIPMENT ADDED

a. U.S. PRINCIPAL PARTY (USPPI)		b. USPPI EIN (IRS) or ID Number	
1. RELATED PARTIES TO TRANSACTION Non-Related		2a. DATE OF EXPORTATION 2022-09-12	
2. ITN CREATED 2022-09-02		c. ITN LAST UPDATED 2022-09-02	
1. TRANSPORTATION REFERENCE NO.		EQUIPMENT NUMBER(S)	SEAL NUMBER(S)
1a. ULTIMATE CONSIGNEE NAME, ADDRESS AND TYPE ULTIMATE CONSIGNEE TYPE: O - OTHER/UNKNOWN		5a. FORWARDING AGENT NAME AND ADDRESS	
2. INTERMEDIATE CONSIGNEE NAME AND ADDRESS			
3. STATE OF ORIGIN/FTZ NO. TX - TEXAS		7. COUNTRY OF ULTIMATE DESTINATION BR - BRAZIL	
3. METHOD OF TRANSPORTATION 10 - VESSEL, NON-CONTAINERIZED		9. EXPORTING CARRIER/CONVEYANCE NAME	
10. PORT OF EXPORT 5310 - GALVESTON, TX		11. PORT OF UNLADING 35159 - PARANAGUA;ANTONINA, BRAZIL	12. CONTAINERIZED (Vessel Only) NO
13. CARRIER IDENTIFICATION CODE		14. SHIPMENT REFERENCE NO.	
15. ENTRY NUMBER		16. HAZARDOUS MATERIALS NO	
17. IN BOND CODE 70 - MERCHANDISE NOT SHIPPED INBOND		18. ORIGINAL ITN	
19. ROUTED EXPORT TRANSACTION YES			

2350 N Sam Houston Pkwy E
Suite 1000
Houston, TX 77032



U.S. Customs and
Border Protection

July 17, 2023

CERTIFIED-RETURN RECEIPT REQUESTED: 7022-1520-0002 8827-9119
7017 2400 0001 0591 6656

Gunster, Yoakley, & Stewart, P.A.
Las Olas Centre
450 East Las Olas Blvd., Ste. 1400
Fort Lauderdale, FL 33301

Re: 2023 white 294QBS Flight SLX, Jayco Travel
Trailer, Vehicle Identification Number (VIN)
FPF Case Number: 2022-5310-

Dear

Reference is made to your petition for the case referenced above, received on January 27, 2023. On September 21, 2022, U.S. Customs and Border Protection seized the property listed above pursuant to Title 19 United States Code (U.S.C.) Section 1595a(d), Title 22 U.S.C., Section 401, Title 15 Code of Federal Regulations (C.F.R), Section 30, facilitating export contrary to law and failure to file Electronic Export Information (EEI) in Automated Export System (AES).

Your petition states "the EEI was filed timely with CBP by the international freight forwarder, on behalf of its export customer, Your petition further states "the error made by the forwarder was not to include identifying information required by the Census Bureau regulations for used motor vehicles". In addition, you state this error can be corrected with the EEI refiled with the required data once CBP agrees to release the property.

After careful evaluation of your petition and the documents in the file, this office determined that FFL facilitated unlawful export of the property listed above. However, FPF will grant remission upon receipt of a signed, notarized Hold Harmless Agreement, payment of accrued storage costs in the amount of \$1,880.87 (storage charges are paid to the contractor, the storage charges are valid through 8/23/23), and payment of the penalty amount. The penalty, in the amount of \$3,240.07, should be mailed to the address listed above. Once the penalty of \$3,240.07 is received, our office will issue a disposition for release of the property.

The completed Hold Harmless Agreement and penalty amount should be mailed within 30 days to U.S. Customs and Border Protection, Houston Service Port, and addressed to the Fines, Penalties and Forfeitures Office, 2350 North Sam Houston Parkway, E., Suite 1030, Houston, Texas 77032-3100. Please ensure that we are provided a current telephone number to provide to the contractor. If anyone other than the petition signatory is to recover the property, that individual must present a letter of authorization or certified power of attorney and adequate personal identification. Once the necessary information and penalty amount is received, a disposition order will be drafted for release of the property.

Page 2

Arrangements regarding the payment of the storage fees and scheduling the pickup shall be made directly with the contractor. Should the property be exported, EEI in accordance with the laws stated on the first page of this letter should be refiled in AES.

Per 19 Code of Federal Regulations Section 172.42, you may file a supplemental petition within 60 days from the date of this letter. Please be advised that if a supplemental petition is not received, we shall proceed with administrative forfeiture.

Should you have any questions regarding this matter, please contact Paralegal Specialist Yolanda Dickey at the Fines, Penalties and Forfeitures Office at (281) 441-2628, extension 2005 or by email at Yolanda.Dickey@cbp.dhs.gov. Inquiries should reference the case number.

Sincerely,

SHARON R
FORRESTER

Sharon Forrester
Fines, Penalties and Forfeitures Officer

Enclosures

HOLD HARMLESS RELEASE AGREEMENT

Customs Case No. **2022-5310**.

Property: 2023 white 294QBS Flight SLX, Jayco Travel Trailer, Vehicle Identification Number (VIN)

Released to: _____ (or Authorized Agent and /or representative from Gunster,
Yoakley, & Stewart, P.A.)

Date of Release: Pending

This Agreement is made between _____ and U.S. Customs and Border
Protection, Department of Homeland Security.

This Agreement is made in consideration of the return of the property described above which is the subject of case number shown above and was seized for violation of Title 19 United States Code (U.S.C.) Section 1595a(d), Title 22 U.S.C., Section 401, Title 15 Code of Federal Regulations (C.F.R), Section 30 for other consideration, the receipt of which is hereby acknowledged.

In consideration of the release of the above listed property to the above named party, _____ hereby releases and forever discharges the United States, its officers, agents, servants, and employees, their heirs, successors, or assigns, from any and all action, suits, proceedings, debts, dues, contracts, judgments, damages, claims, and/or demands whatsoever in law or equity which we, our heirs, successors, or assigns, ever had, now have, or may have in the future in connection with the detention, seizure, and/or release by the Customs and Border Protection of the above listed property.

_____ further agrees to hold and save the United States, its officers, agents, servants and employees, their heirs, successors, or assigns, harmless from any claims by any others, including costs and expenses for or on account of any and all lawsuits or claims of any character for or on account of any and all lawsuits or claims of any character whatsoever in connection with the detention, seizure, and/or release by the Customs and Border Protection of the above listed property.

In addition, _____ agrees to reimburse the United States, its employees, or agents from any necessary expenses, attorney's fees, or costs incurred in the enforcement of any part of this agreement within thirty (30) days after receiving written notice that the United States, its employees, or agents has incurred them.

By accepting this remission decision, the petitioner understands they are waiving any claim to attorney's fees, interest or any other relief not specifically provided for in this decision.

Name: _____ Signature*: _____

Address: _____

Telephone: _____ Date: _____

Customs Officer (print name)

Subscribed before me:
this _____ day of _____

Customs Officer (signature)

Notary Public (print name) _____

Notary Public (signature) _____

My Commission expires: _____

*Either a Customs Officer or a Notary must witness the signing of this document.

Commerce Country Chart

Reason for Control

Countries	Chemical & Biological Weapons			Nuclear Nonproliferation		National Security		Missile Tech	Regional Stability		Firearms Conventi on	Crime Control			Anti-Terrorism	
	CB 1	CB 2	CB 3	NP 1	NP 2	NS 1	NS 2	MT 1	RS 1	RS 2	FC 1	CC 1	CC 2	CC 3	AT 1	AT 2
	Bahamas, The	X	X		X		X	X	X	X	X	X	X		X	
Bahrain	X	X	X	X		X	X	X	X	X		X		X		
Bangladesh	X	X		X		X	X	X	X	X		X		X		
Barbados	X	X		X		X	X	X	X	X	X	X		X		
Belarus ⁶	X	X	X	X	X	X	X	X	X	X		X	X			
Belgium ³	X					X		X	X							
→ Belize	X	X		X		X	X	X	X	X	X	X		X		
Benin	X	X		X		X	X	X	X	X		X		X		
Bhutan	X	X		X		X	X	X	X	X		X		X		
Bolivia	X	X		X		X	X	X	X	X	X	X		X		
Bosnia & Herzegovina	X	X		X		X	X	X	X	X		X		X		
Botswana	X	X		X		X	X	X	X	X		X		X		
Brazil	X	X				X	X	X	X	X	X	X		X		

Export University 101

The Good, the Bad, and the Necessary of International Trade



Emily McHugh

International Trade Consultant

Florida SBDC at IRSC Entrepreneurship Development
Institute



INDIAN RIVER
STATE COLLEGE

WHAT IS THE SBDC & WHO ARE WE?

Florida SBDC (Small Business Development Center) at IRSC State designated provider of **small business consulting assistance**



How We Serve Business Needs



Professional Business Consulting

Personalized, confidential and provided at no cost by experienced and credentialed consultants



Business & Management Training

Basics to advanced topics



Research, Data & Information

Current and expansive business information for better decision-making

Specialties



International Trade



Government Contracting



Capital Access

EXPORT:

MOVEMENT OF GOODS OR SERVICES FROM ONE COUNTRY TO ANOTHER

Good Produced in one country that is sold into another country

Service Provided in one country to a national or resident of another country.

Examples of Service Exports:

- Tourism
- Professional or Medical Services



WHAT IS FLORIDA'S #1 EXPORT?





ANSWER:

CIVILIAN AIRCRAFT

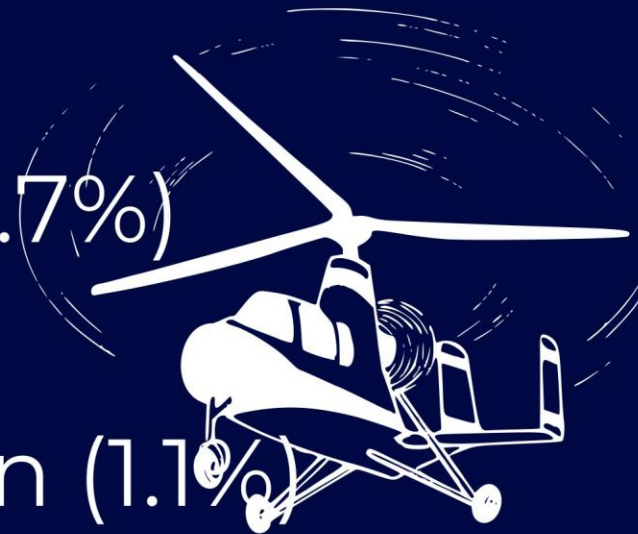
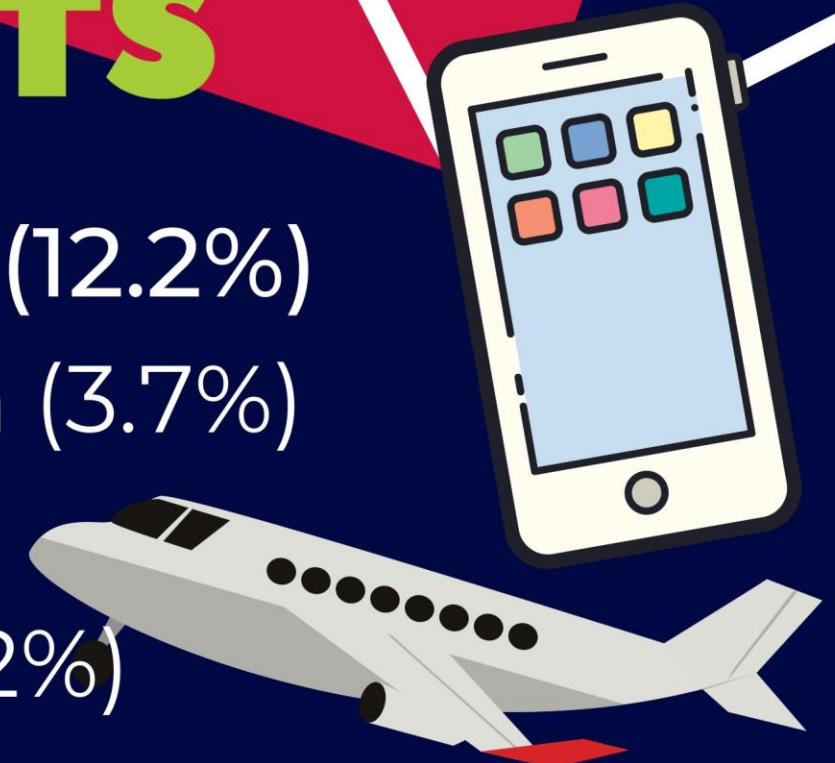
(INCLUDING ENGINES, PARTS)

US\$8.3 BILLION

(12.2% OF FLORIDA'S TOTAL EXPORTS)

FLORIDA'S TOP EXPORTS

1. **Civilian aircraft** including engines, parts: US\$8.3 billion (12.2%)
2. Miscellaneous **medicines** in measured dosage: \$2.5 billion (3.7%)
3. **Smartphones**: \$2 billion (2.9%)
4. **Integrated circuits** (processors/controllers): \$1.5 billion (2.2%)
5. Small **portable computers**: \$1.4 billion (2%)
6. Mineral or chemical **fertilizers**: \$1.2 billion (1.8%)
7. Modems, similar **reception/transmission devices**: \$1.1 billion (1.7%)
8. **Polyamide chemicals**: \$911.6 million (1.4%)
9. **Repaired or altered previously imported goods**: \$776.2 million (1.1%)
10. Miscellaneous **wireless phones**: \$770.3 million (1.1%)



**WHAT IS FLORIDA'S
BIGGEST EXPORT
MARKET?**



WHAT ARE FLORIDA'S TOP
EXPORT MARKETS 2022

1. BRAZIL

US\$5.56 BILLION



2. CANADA

US\$5.26 BILLION



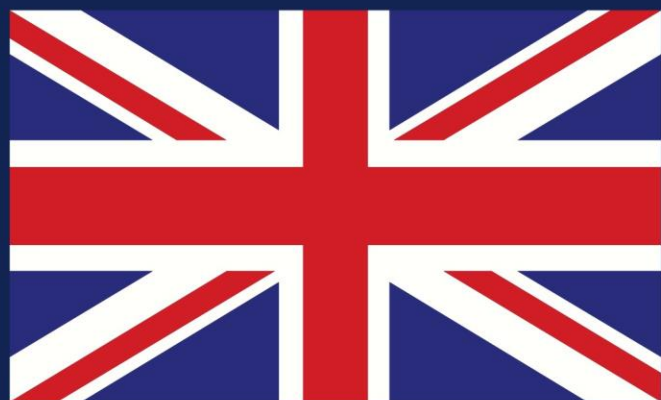
3. MEXICO

US\$4.03 BILLION



4. UNITED KINGDOM

US\$3.86 BILLION



5. COLOMBIA

US\$2.72 BILLION



ANSWER:

WHAT IS FLORIDA'S #1 IMPORT?





ANSWER:

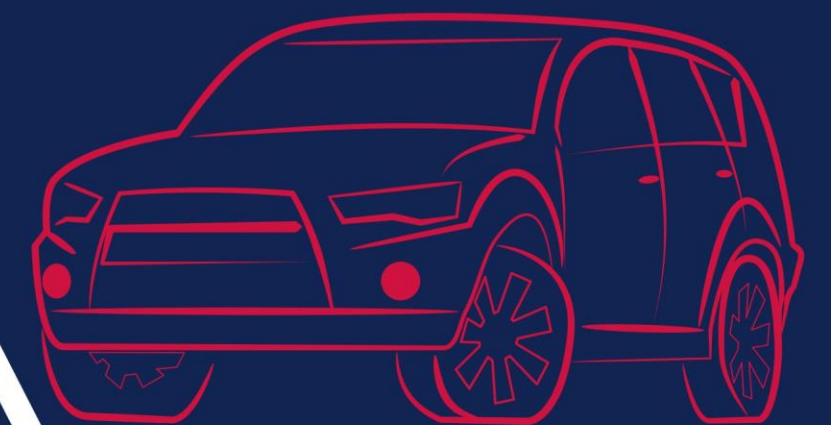
NUCLEIC ACIDS, SALTS

US\$5.3 BILLION

(4.7% OF FLORIDA TOTAL IMPORTS)

FLORIDA'S TOP IMPORTS

1. **Nucleic acids, salts:** US\$5.3 billion (4.7%)
2. Mid-sized **automobiles** (piston engine): \$4.5 billion (4%)
3. **Smartphones:** \$3.1 billion (2.8%)
4. **Large automobiles** (piston engine): \$2 billion (1.8%)
5. **Pacific salmon:** \$1.83 billion (1.6%)
6. **Integrated circuits (processors/controllers):** \$1.78 billion (1.6%)
7. **Gold (unwrought):** \$1.6 billion (1.4%)
8. **Alcoholic beverages** including liqueurs, cordials: \$1.34 billion (1.2%)
9. Light **petroleum oils** excluding biodiesel: \$1.3 billion (1.2%)
10. **Cigars, cigarillos:** \$1.26 billion (1.1%)



**WHAT IS FLORIDA'S
BIGGEST **IMPORT**
MARKET?**

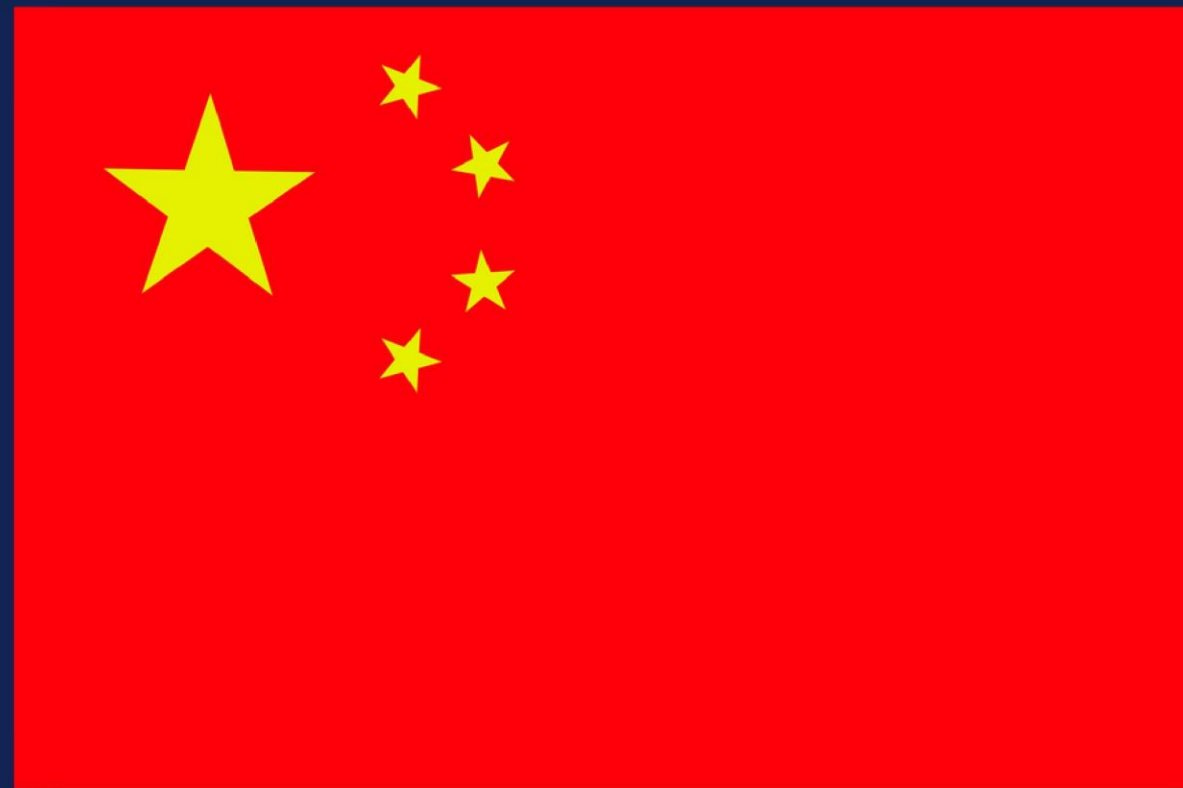


ANSWER:

WHAT IS FLORIDA'S TOP
IMPORT MARKETS 2022

1. CHINA

US\$13.9 BILLION



2. MEXICO

US\$9.63 BILLION

3. CANADA

US\$5.82 BILLION

4. IRELAND

US\$5.55 BILLION

5. JAPAN

US\$5.46 BILLION

WHY IS THIS IMPORTANT?

1. ASSUMPTIONS

2. TRENDS

3. DEMAND

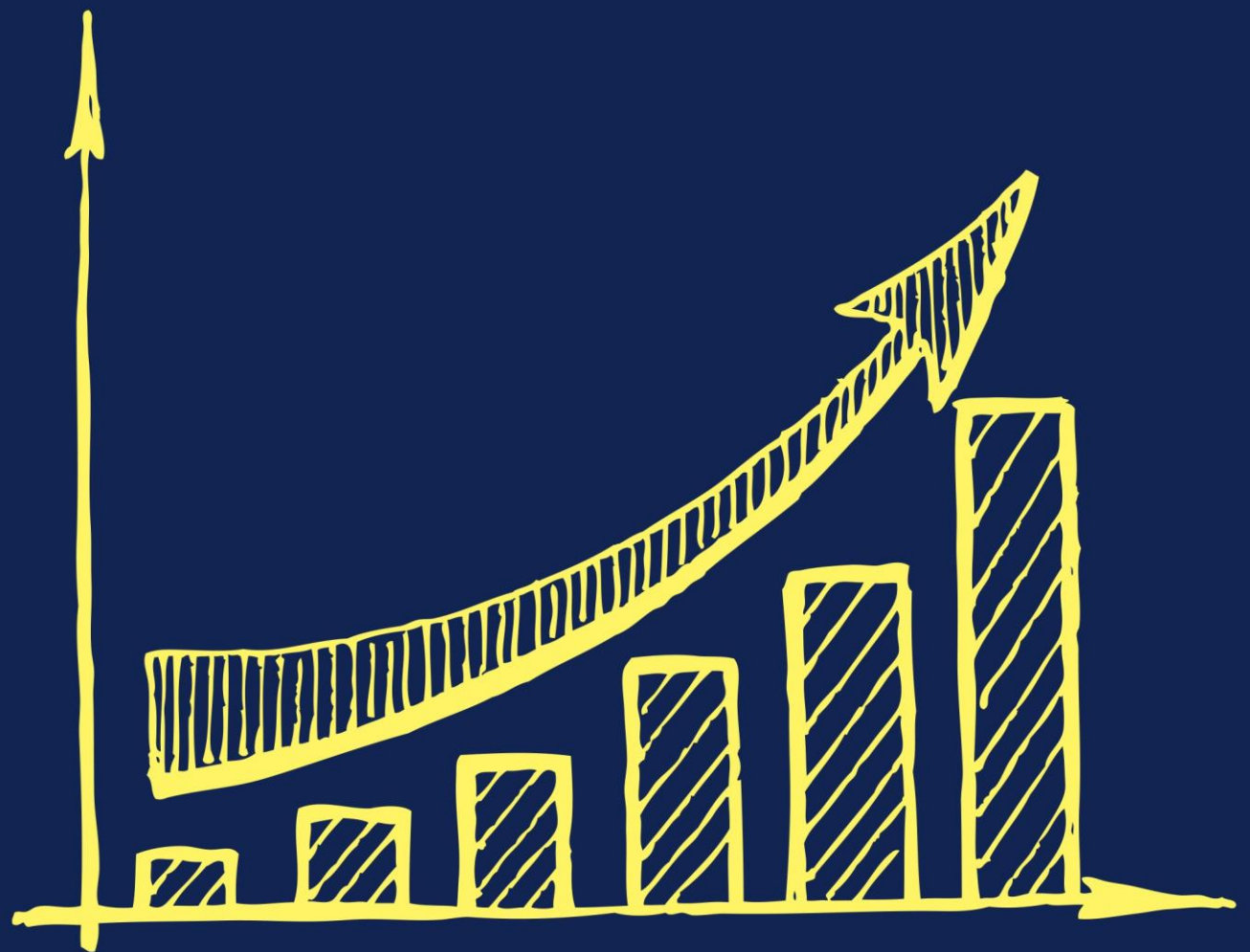
4. GROWTH

5. VELOCITY

6. DRIVERS

7. EVENTS

8. PROXIMITY



WHAT TMIS MEANS FOR YOU...



33%

OF **U.S. TRADE** WITH CARIBBEAN & LATIN AMERICA
COMES FROM **FLORIDA**

66%

OF **TOTAL FLORIDA EXPORTS** ARE FROM
SMALL BUSINESSES.

95%

OF **THE WORLD'S CONSUMERS** ARE LOCATED
BEYOND **THE U.S.**



The Good, The Bad, and The Necessary of International Trade

What You Absolutely **Need to Know**

OVERVIEW

1 The Good

MINDSET & OPPORTUNITY

2 The Bad

MISALIGNED EXPECTATIONS & POOR PREPARATION

3 The Necessary

CULTURE & INSIGHTS



The Good

MINDSET & OPPORTUNITY

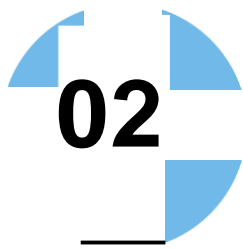
MINDSET



01

DECISION - DAY ONE

Global marketplace as business strategy



02

PREPARATION

Cultivating a global mindset - imperative

03

PLAN

Take the steps necessary to move forward

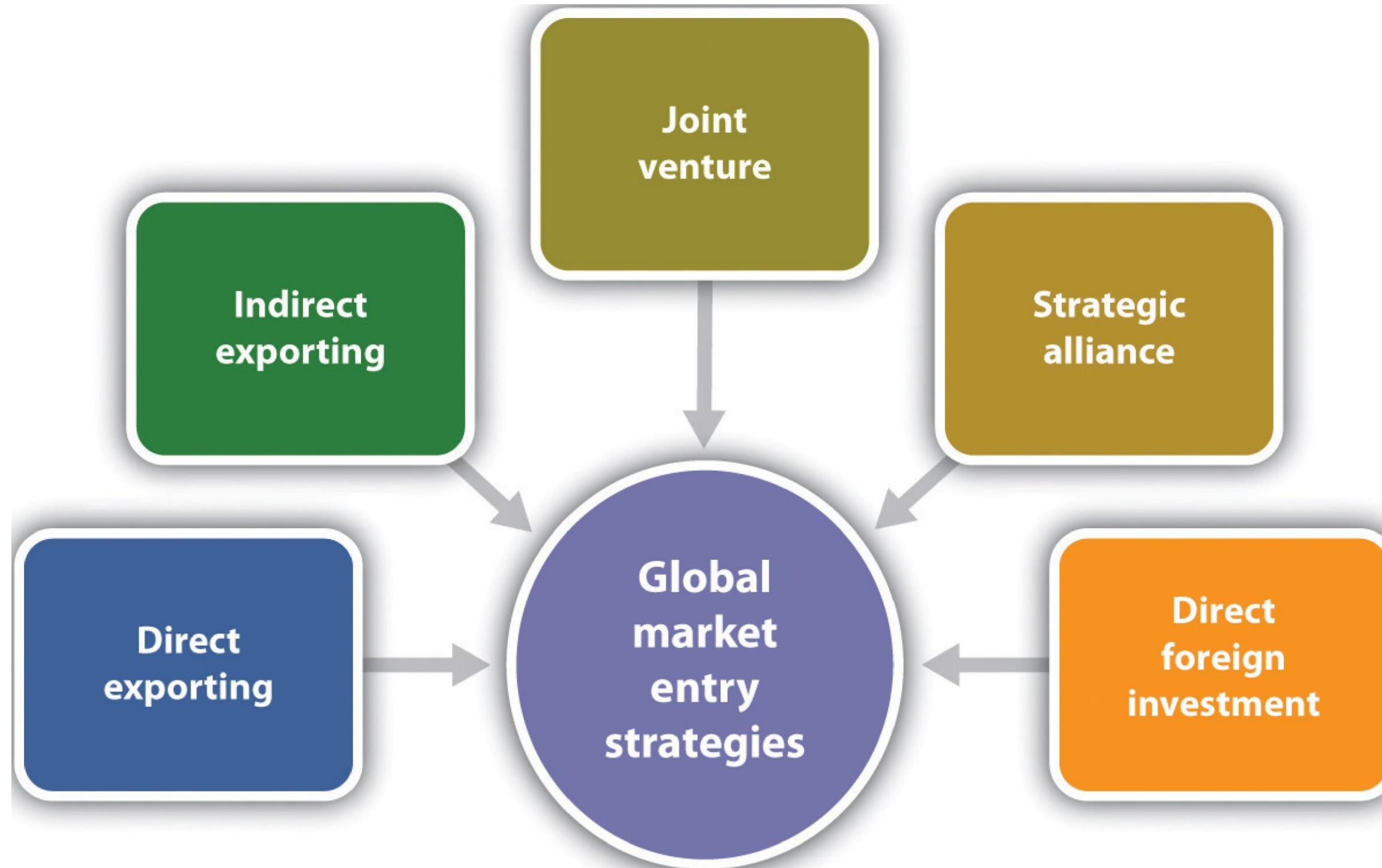
A digital globe with a red 'NO LIMITS' stamp overlaid on it, set against a background of a city skyline at night with a network overlay.

NO LIMITS



- Languages
- Geography
- Culture
- History
- Politics
- Religion

FOREIGN MARKET ENTRY PLAN



POOP

QUIZ

**WHAT
LANGUAGE IS
SPOKEN IN
BRAZIL?**

**WHAT IS THE
CAPITAL OF
BRAZIL?**

OPPORTUNITY



01

WHERE TO FIND IT

Where to start looking for opportunity?

02

HOW TO ASSESS IT

How do I know what opportunity is best?

03

HOW TO PURSUE IT

What will make you successful & profitable



Case Study **KEA**

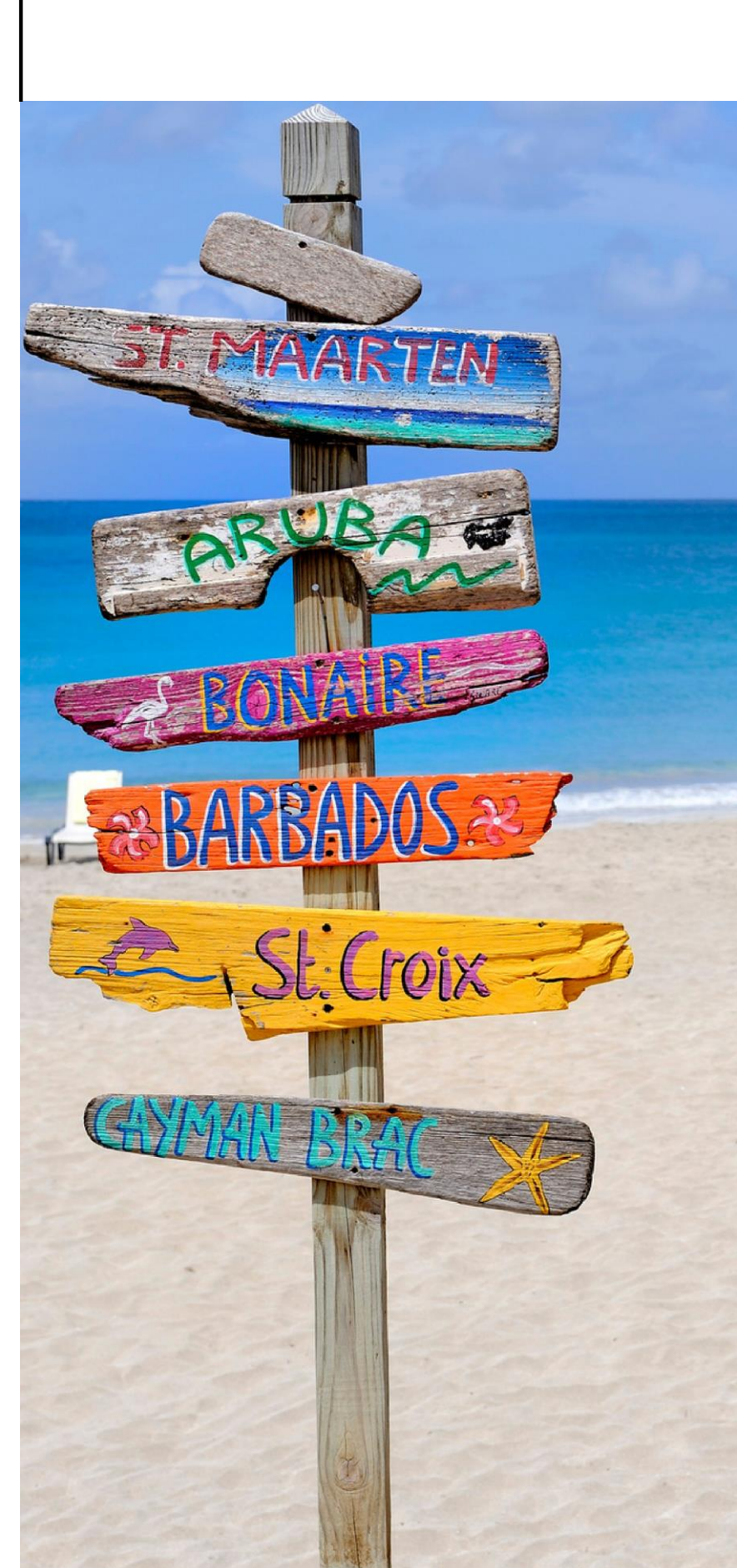
RETAIL GLOBAL HUB

01

WHERE TO FIND IT



LOOK FOR OPPORTUNITY



- Risk Analysis
- Cost of Doing Business
- Tariffs/Logistics
- Price
- Profit
- Demand

Where Will The Market Go Next?

Why Investors Why You Need to Act Now

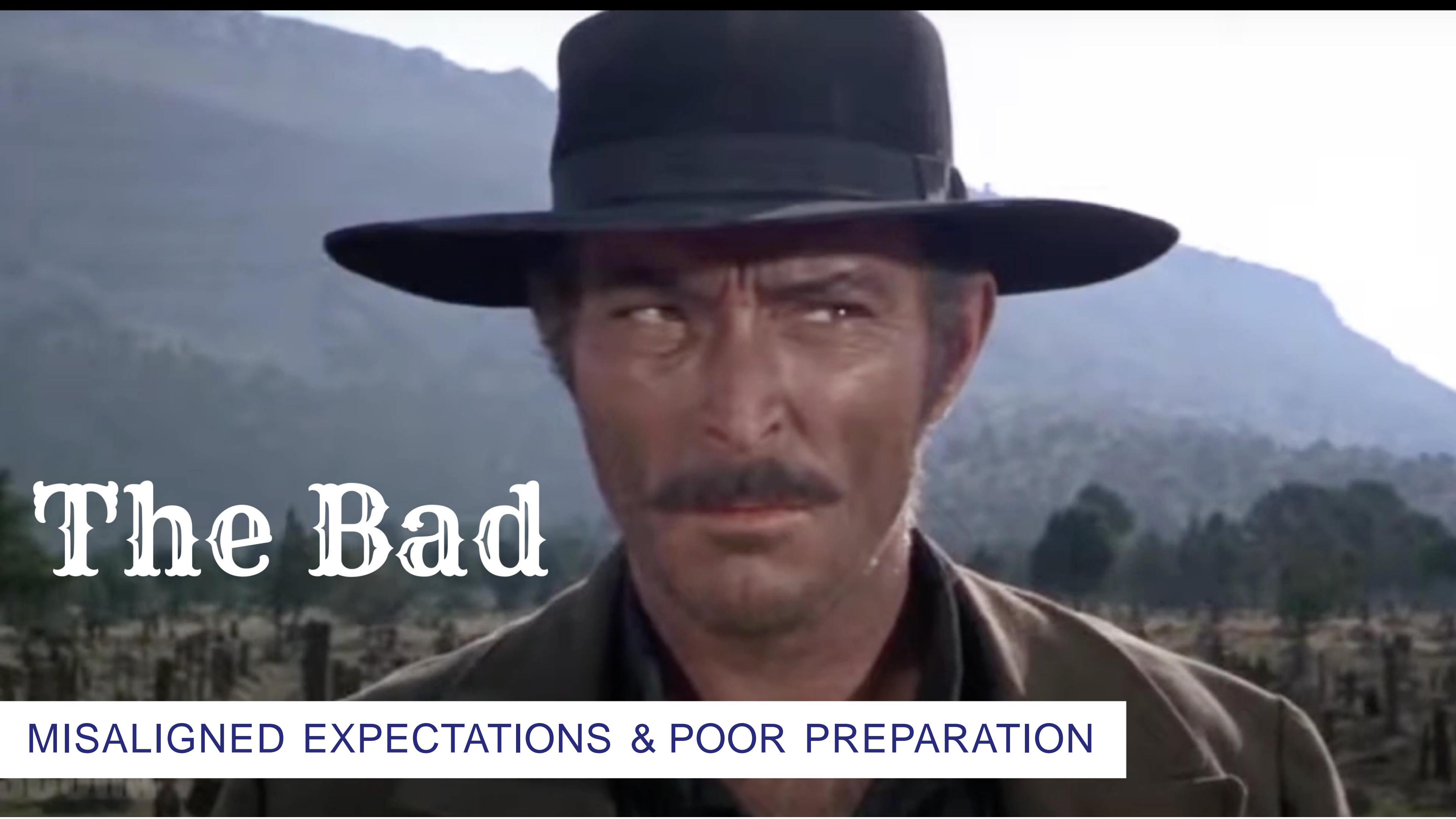
never seen a market like this before. Take advantage of this opportunity and decrease the amount you owe, the amount you owe each month, pay down your mortgage faster, or pay down your other bills. many

which is that interest rates are at all time lows. Back in the 1980's, interest rates topped 16%. Can you imagine being in that situation today? Rates are at record all time lows. We have never seen a market like this before. Take advantage of this opportunity and decrease the amount you owe each month, pay down your mortgage faster, or pay down your other bills.



EXPECTATIONS

- Realistic
- Relative
- Readiness
- Resources
- Timeframe



The Bad

MISALIGNED EXPECTATIONS & POOR PREPARATION

Avoid Stereotypes Generalizations Assumptions



For example, most Jamaicans do **NOT** smoke Ganja

to the contrary

Reminder: tourists in jail
are not on postcards



WHEN
MISALIGNED EXPECTATIONS

COMBINE WITH
LACK OF PREPARATION

YOU COULD END UP...?




Get me
outta Here!



I'm
Innocent!

Case Study Jail



WARNING
DO NOT TOUCH



MIDDLE EAST



The Necessary

CULTURE & INSIGHTS



BEHAVIOR

MENU

Saving Face | Defend Honor

Priceless

Perception & Perspective

Priceless

Don't Ask About Their Wives

Priceless

Just Bow

Priceless

Be Circumspect

Priceless

Keep Your Feet on the Ground

Priceless

Stop Talking

Priceless



RESPECT

RESPECT



Take the time to:

1 Understand the Culture

2 Basic History & Politics

3) What Matters Most to Your Clients (KYC)

And...

***KVC**: KNOW YOUR CUSTOMER

RESOURCES



01

WHICH DO YOU NEED

It depends what you want to do and when

02

WHEN DO YOU NEED THEM

Start now and build long-term relationships

03

YOUR FIRST RESOURCE

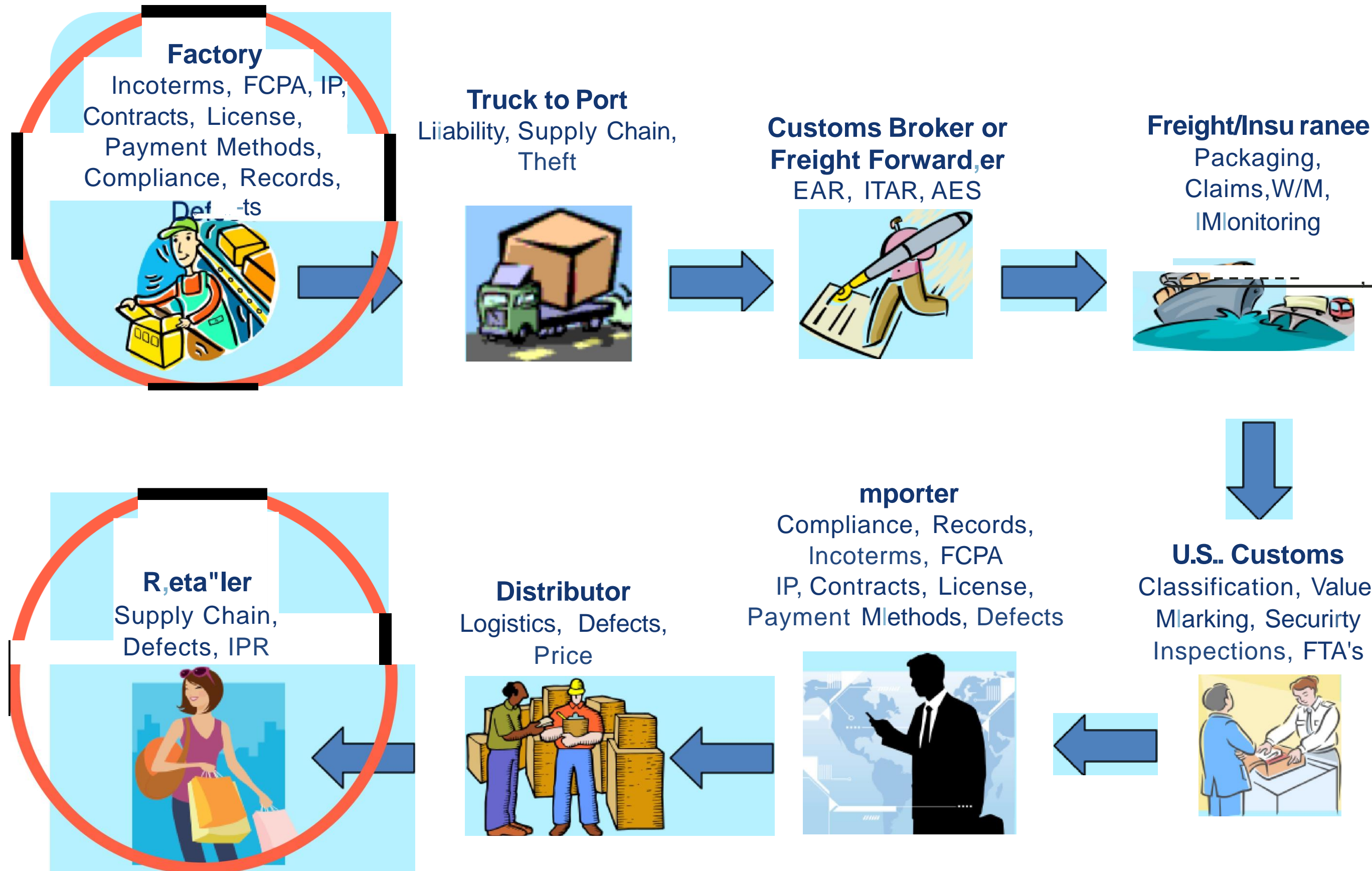
Your local SBDC



- Inventory
- Funds
- Capacity
- Access
- Information

LEARN PROCESS

INTERNATIONAL BUSINESS/COMPLIANCE MANAGEMENT



COUNT THE COSTS

INTERNATIONAL BUSINESS MANAGEMENT

Factory (Markups)

Materials Cost = \$6.38
 15% Markup = \$1.12



Initial Product Cost = \$7.50

Truck to Port (w/m)

Trucker fee = \$.70
 Trucker Profit = \$.07



\$8.20

Customs Broker (Fee Cost)

Document fee = \$.50
 Broker Profit = \$.10



\$8.70

Freight Insurance (w/m)

Freight fee = \$1.20
 Freight Profit = \$.06



\$9.90

U.S. Customs (Value, Duty)

12% Duty Rate
 Customs Duty = \$1.19



\$11.09

Importer (Markups)

15% Markup
 Importer Profit = \$1.95



\$13.04

Distributor (Markups)

22% Markup
 Distributor Profit = \$3.67



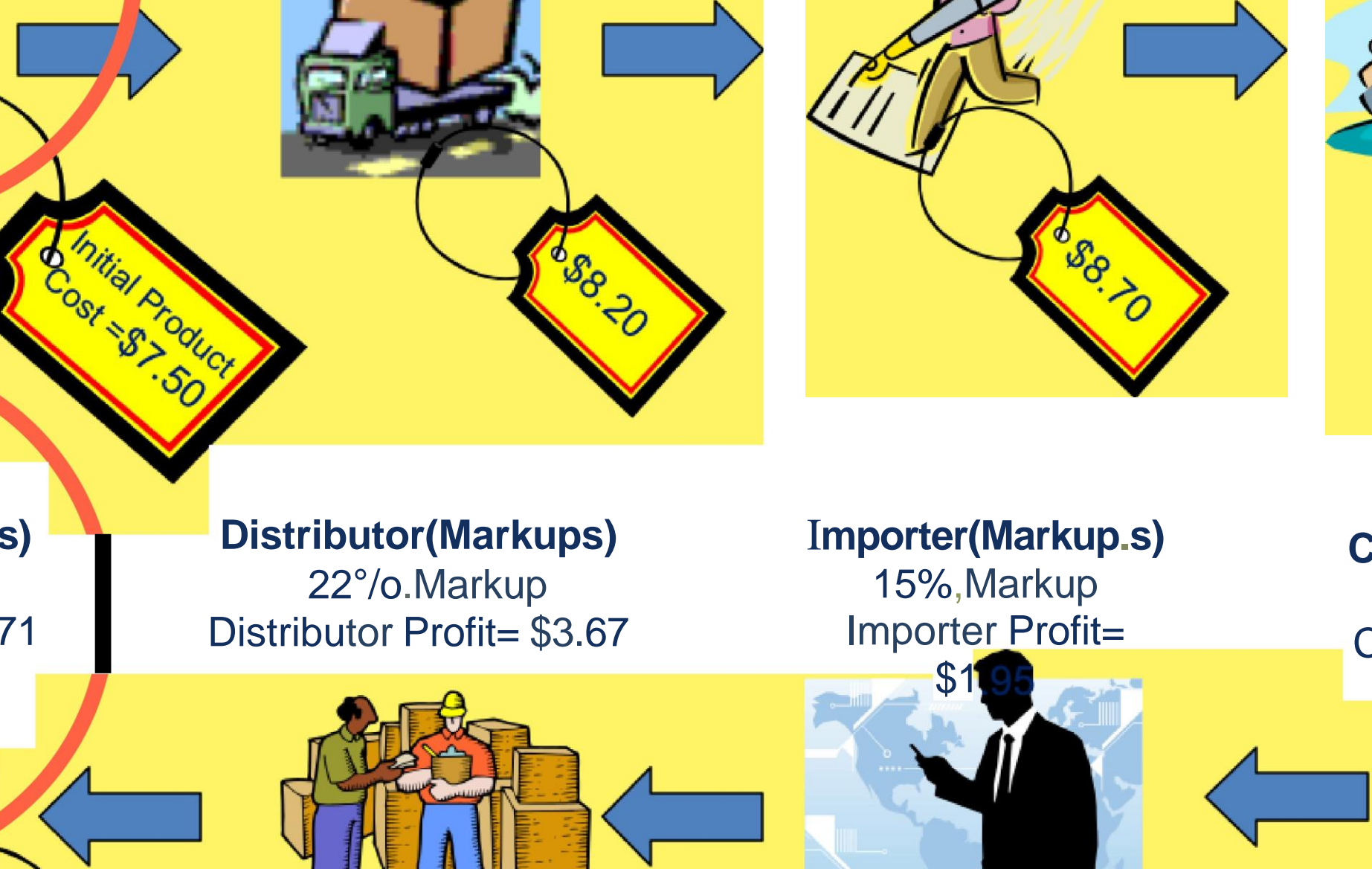
\$16.71

Retailer (Markups)

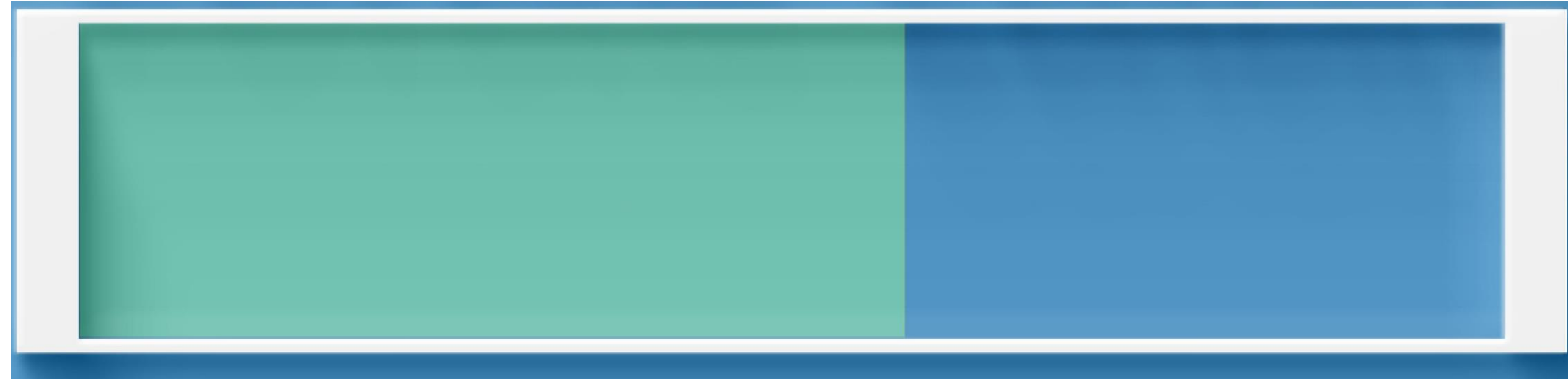
50% Markup
 Retail Profit = \$16.71



Retail Price = \$33.42



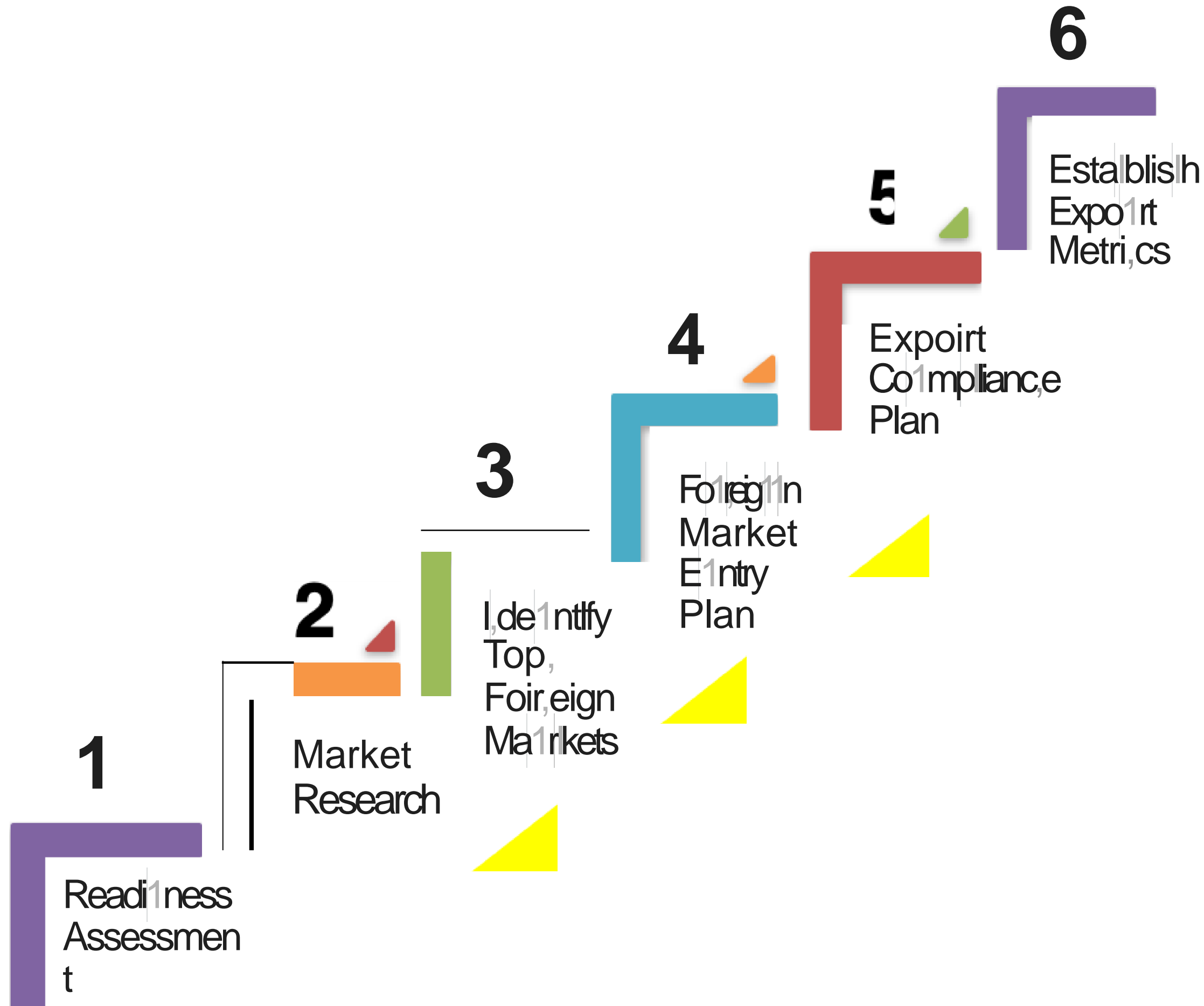
FUTURE LOADING



HERE



THERE



Your Global Gateway

SMALL BUSINESS DEVELOPMENT CENTER
INTERNATIONAL TRADE SERVICES

#1 BRAINSTORM

We can help you think through your ideas.

B

#2 ADVISE

We provide advice from our expertise in international trade.

A

#3 TRAIN

We offer workshops and market intelligence access.

T

#4 PLAN

We help you create a strategy or an **Export Marketing Plan (EMP)**

P

EXPORT MARKETING PLAN



- Assists qualified manufacturers and service providers with **overseas growth strategies** through the development of customized assessment.

Export Marketing Plan includes:

- Readiness assessment
- Industry and market analysis with target market recommendations
- Review of overseas trade opportunities
- Action plan that may include matchmaking opportunities

EMP OVERVIEW

Export Marketing Plan

STATEMENT OF OBJECTIVES

INDUSTRY ANALYSIS

COMPANY /PRODUCT ANALYSIS

COMPETITION/TRENDS

COUNTRY PROFILES

ACTION PLAN

STATEMENT OF OBJECTIVES

ACTION PLAN

What is the objective in what you do?
What can you do to achieve it?
What resources do you need?

01- Market Entry Timeline

To help give your audience an overview of the timeline, this section can include a brief description of the goal, its relevance to your sector or industry, and the specific sub-targets your organization is addressing.

02- Country Focus

To help give your audience an overview of the focus, this section can include a brief description of the goal, its relevance to your sector or industry, and the specific sub-targets your organization is addressing.

03- Resources Needed

To help give your audience an overview of the resources, this section can include a brief description of the goal, its relevance to your sector or industry, and the specific sub-targets your organization is addressing.

SCOPE & METHODOLOGY

According to Wikipedia, an annual report is a comprehensive report on a company's activities throughout the preceding year. Annual reports are intended to give shareholders and other interested people information about the company's activities and financial performance. They may be considered as grey literature. Most jurisdictions require companies to prepare and disclose annual reports, and many require the annual report to be filed at the company's registry.

Companies listed on a stock exchange are also required to report at more frequent intervals.

"Companies listed on a stock exchange are also required to report at more frequent intervals."

Other information deemed relevant to stakeholders may be included in a report on operations for manufacturing firms or corporate social responsibility reports for companies with environmentally or socially sensitive operations.

In the case of larger companies, it is usually a sleek, high-gloss publication.

COMPETITIVE ANALYSIS

According to Wikipedia, an annual report is a comprehensive report on a company's activities throughout the preceding year. Annual reports are intended to give shareholders and other interested people information about the company's activities and financial performance. They may be considered as grey literature. Most jurisdictions require companies to prepare and disclose annual reports, and many require the annual report to be filed at the company's registry.

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COUNTRY PROFILE: MEXICO

STATISTICS

According to Wikipedia, an annual report is a comprehensive report on a company's activities throughout the preceding year. Annual reports are intended to give shareholders and other interested people information about the company's activities and financial performance. They may be considered as grey literature. Most jurisdictions require companies to prepare and disclose annual reports, and many require the annual report to be filed at the company's registry.

COUNTRY PROFILE: COLOMBIA

STATISTICS

According to Wikipedia, an annual report is a comprehensive report on a company's activities throughout the preceding year. Annual reports are intended to give shareholders and other interested people information about the company's activities and financial performance. They may be considered as grey literature. Most jurisdictions require companies to prepare and disclose annual reports, and many require the annual report to be filed at the company's registry.

COUNTRY PROFILE: JAMAICA

STATISTICS

According to Wikipedia, an annual report is a comprehensive report on a company's activities throughout the preceding year. Annual reports are intended to give shareholders and other interested people information about the company's activities and financial performance. They may be considered as grey literature. Most jurisdictions require companies to prepare and disclose annual reports, and many require the annual report to be filed at the company's registry.

INTERNAL COMPANY ANALYSIS

According to Wikipedia, an annual report is a comprehensive report on a company's activities throughout the preceding year. Annual reports are intended to give shareholders and other interested people information about the company's activities and financial performance. They may be considered as grey literature. Most jurisdictions require companies to prepare and disclose annual reports, and many require the annual report to be filed at the company's registry.

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EMP Eligibility Criteria



Florida manufacturers & professional service providers



Production/Services in Florida



Product must be at least 51% U.S. Content



New-to-export preferred



Minimum of two (2) years in business



Five (5) or more Full-time employees



\$500,000 to \$10 million in annual sales

<https://floridasbdc.org/services/international-trade/>

Ready for new markets?

Our Export Marketing Plan Service

will position your company for growth!

Enterprise Florida and the Florida SBDC work in partnership with the U.S. Commerce Department to provide a scholarship to assist qualified Florida "new-to-export" manufacturers and service providers to identify overseas growth opportunities through the development of a customized Export Marketing Plan.



Target key markets

Focus on successful growth strategies

Expand your overseas presence

Produce a customized Export Marketing Plan

Why Export?

- Over 95% of the world's population is located beyond U.S. borders.
- Exporting creates new employment opportunities (both in non-manufacturing and manufacturing).
- Most companies eventually have a higher market share of total sales in the U.S. economy and the more they export, the more they stay competitive.
- Export sales are typically 13-15% higher than non-export sales.

The Process

You will meet with a Florida SBDC International Specialist to conduct a confidential, in-depth business assessment. The Specialist will prepare and provide your company with a customized Export Marketing Plan.

Qualifications

- Florida manufacturer or professional service provider.
- Products must be produced in the state of Florida or services must be provided from Florida.
- New-to-export or infrequent exporters preferred.
- Minimum of two years in business or more full-time employees.
- \$500,000 to \$10 million in annual sales.

Cost to Company - \$500

The cost to prepare the Export Marketing Plan is \$5,000. Currently, companies are eligible for a \$4,500 scholarship, making the cost to your company \$500.

Grants for Overseas Opportunities

Upon acceptance of the Export Marketing Plan, companies may apply for grants from Enterprise Florida that will help them enter or expand in new markets. Reimbursable Gold Key/Matchmaker grants cover the cost of a single, one-on-one business matchmaker service in a market recommended in the Export Marketing Plan, while Trade Show Grants will cover a portion of select trade show booth space costs. For more information, please visit www.enterpriseflorida.com/trade-show-grants or contact your local Enterprise Florida representative.



In partnership with



Revised 6/17/2018

EMP Total Value: \$7,500

Current Grant \$7,000

Cost to company \$500

1

The Good

MINDSET & OPPORTUNITY

2

The Bad

MISALIGNED EXPECTATIONS &
POOR PREPARATION

3

The Necessary

CULTURE & INSIGHTS



BRAINSTORM

We can help you think through your ideas.

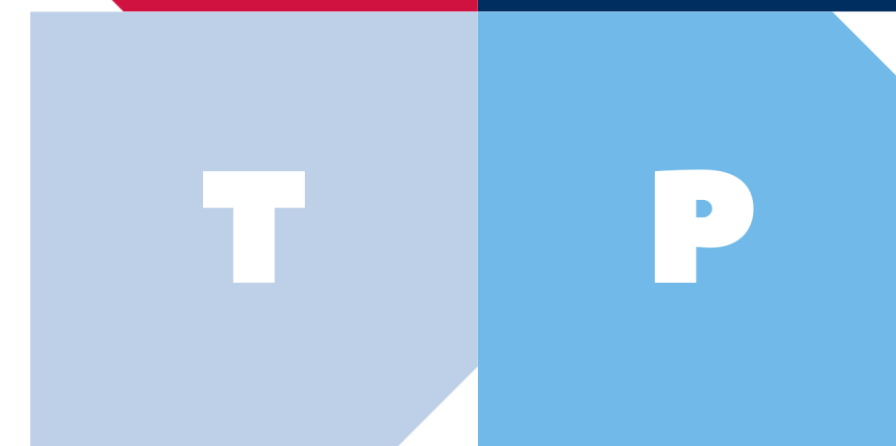


ADVISE

We provide advice from our expertise in international trade.

TRAIN

We offer workshops and market intelligence access.



PLAN

We help you create a strategy or an **Export Marketing Plan (EMP)**

RESOURCE PARTNERS

SBA **Small Business Administration Programs**

Select Florida **EMP Grant/Trade Grants**

U.S. Commercial Service/USEAC **Gold Key/Matchmaking**

EXIM BANK- **Export Credit Insurance**

MBDA **International Business Development Administration**

MBDA Grant for EMP \$500 Application Fee

Visit www.MBDAEXPORT.COM



THANK YOU!

CONTACT

Emily McHugh

EMAIL

Emily.McHugh@FloridaSBDC.org

PHONE

772-460-8978

CONNECT

<https://floridasbdc.org/services/international-trade/>

Instagram & Facebook @FloridaSBDC

Export University 101

Building International Sales and, Assessing Risk & Opportunity



John Diep

Director International Trade and Development
Select Florida

SELECTFLORIDA



Florida to the World

John Diep, Director, International Trade Development
International Trade Programs
Fall 2023



Who We Are

SelectFlorida, Inc. is the state's official ***international trade and investment promotion agency*** and serves as a direct support organization (DSO) for the Florida Department of Commerce.

FLORIDA  **COMMERCE**

SELECT  **FLORIDA**



What We Do

Assist small and medium-sized Florida companies, manufacturers and service providers export

Match international companies seeking products and services with Florida businesses

Partner with Florida's economic development and trade organizations

Promote foreign direct and out-of-state investors interested in expanding/relocating to Florida



Life Sciences



Aviation & Aerospace



Manufacturing



Information Technology



Defense & Homeland Security



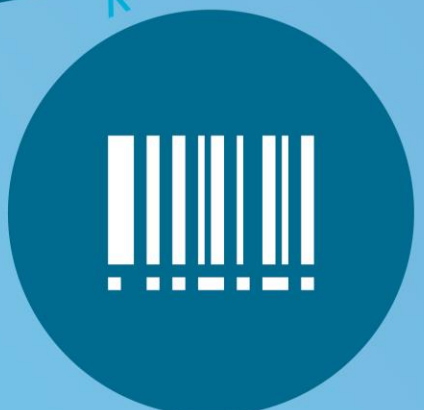
Financial & Professional Services



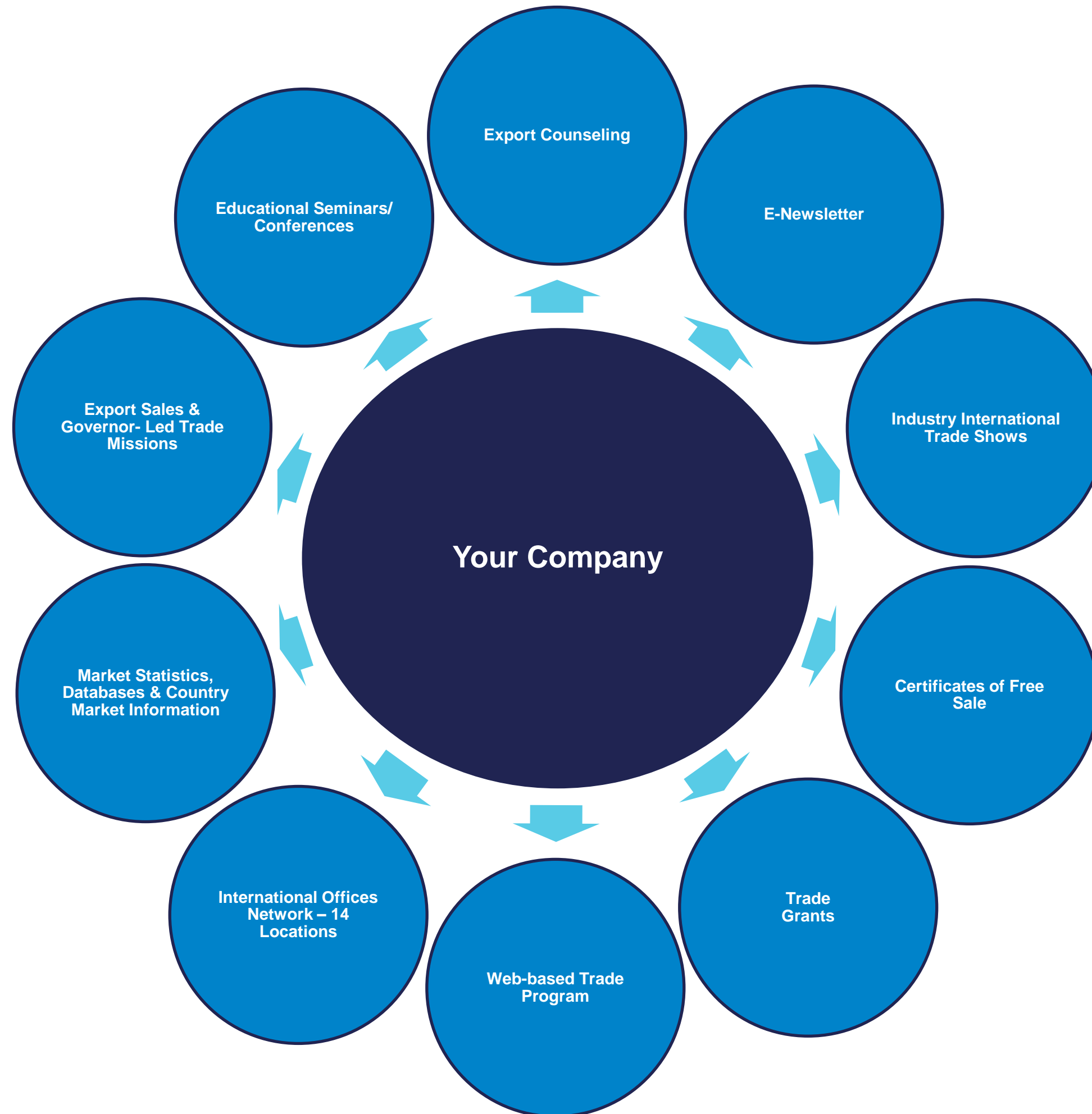
Cleantech



Logistics & Distribution



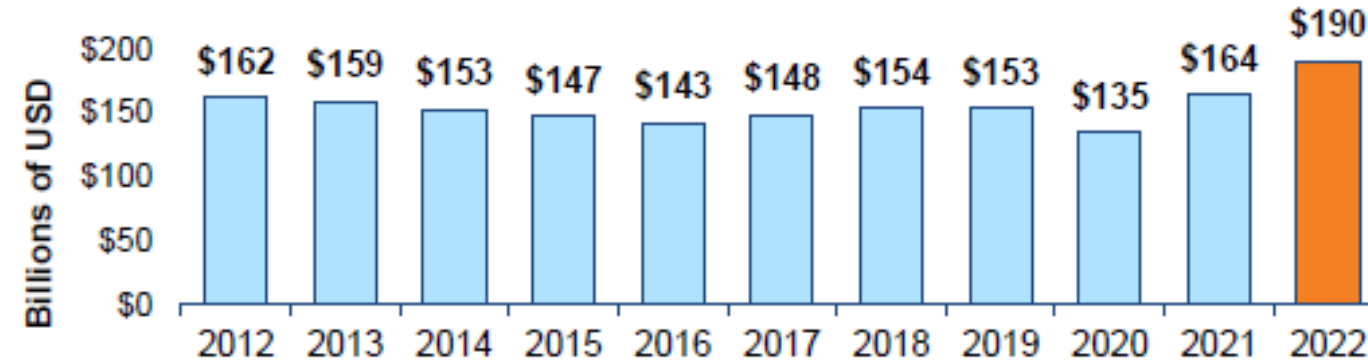
How We Do It



Florida Merchandise Trade

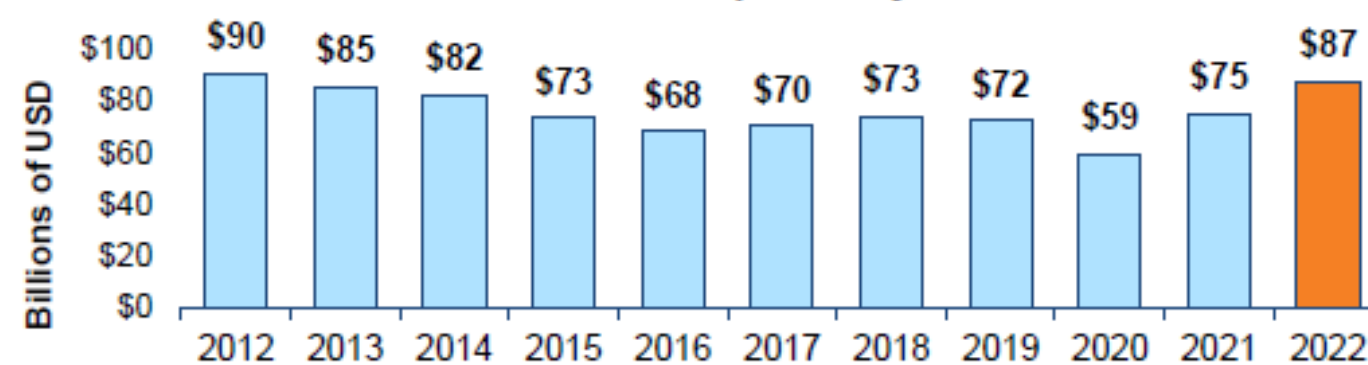
Florida Merchandise Trade - 2022

Total Merchandise Trade by Year



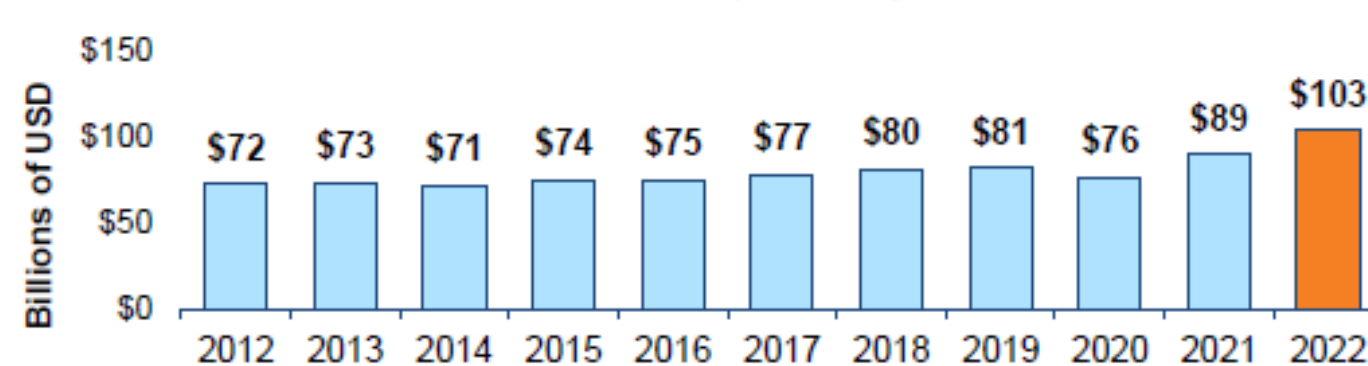
- Florida reached an all-time record of \$190 billion in **two-way merchandise trade** in 2022, growing by \$25.6 billion, an increase of 15.6%.
- The state's trade with the world has not only rebounded but grew by more than 40% since 2020.

Merchandise Exports by Year



- Merchandise exports gained 16.1%, increasing by \$12.1 billion to \$87 billion over 2021.
- Exports to Brazil alone of \$17.3 billion were almost as much as the next four countries combined.

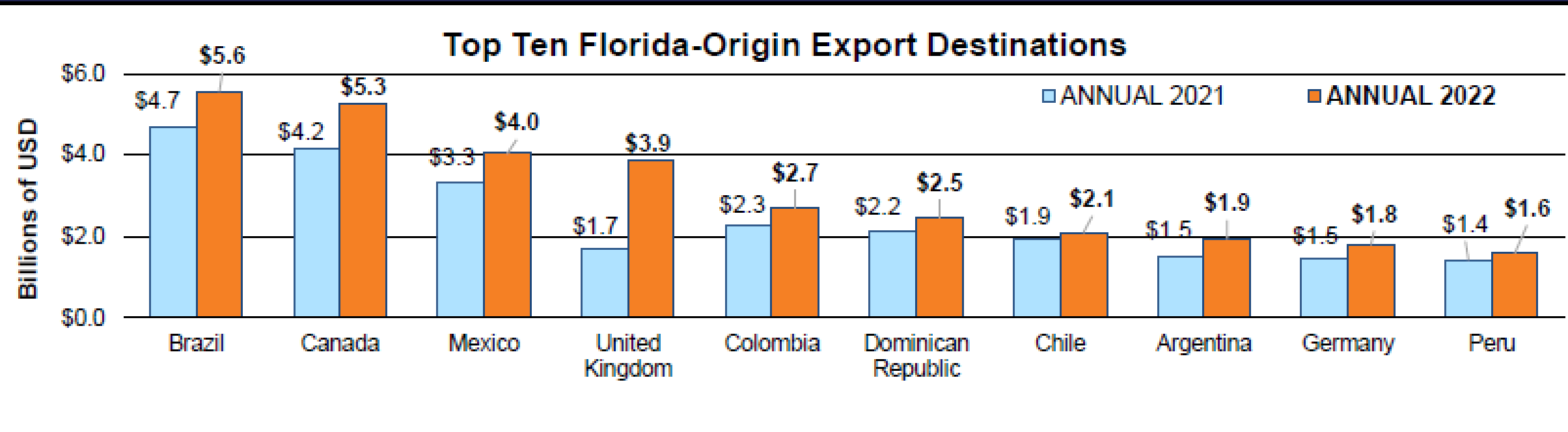
Merchandise Imports by Year



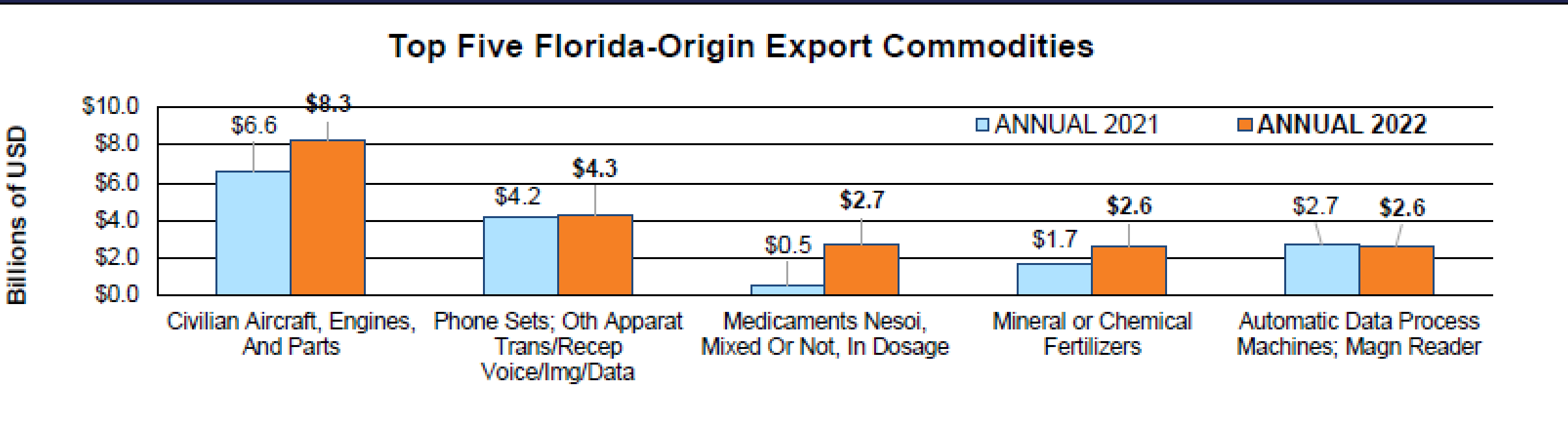
- Merchandise imports saw growth of 15.2%, an increase of nearly \$13.6 billion to a record \$103 billion.
- Those imports were also 36% higher than 2020.

Florida-Origin Exports

Florida-Origin Exports by Country – 2022

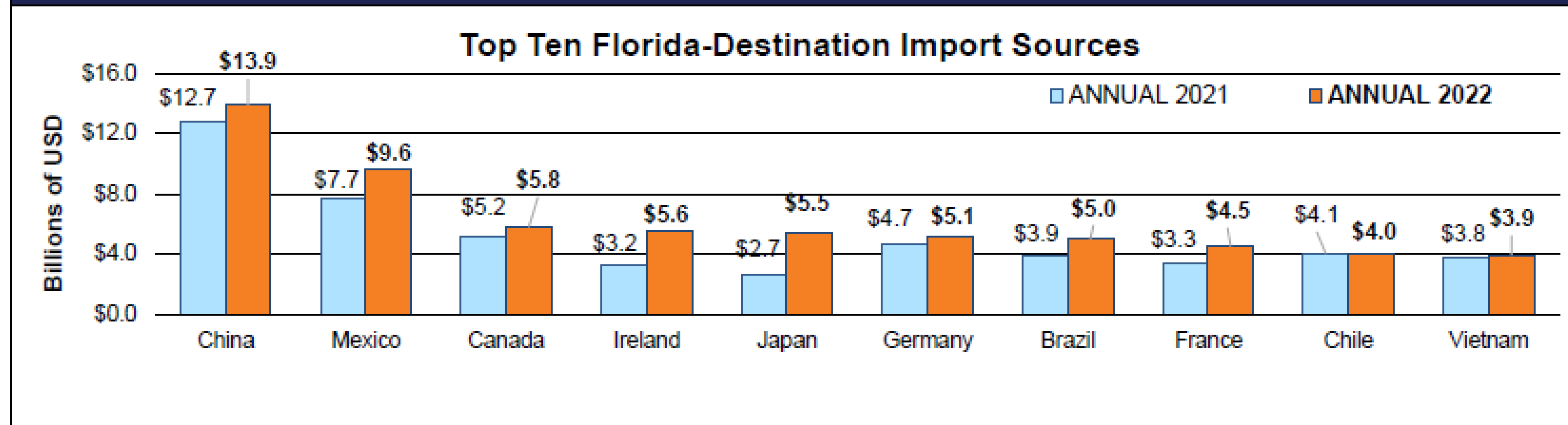


Florida-Origin Exports by Commodity – 2022

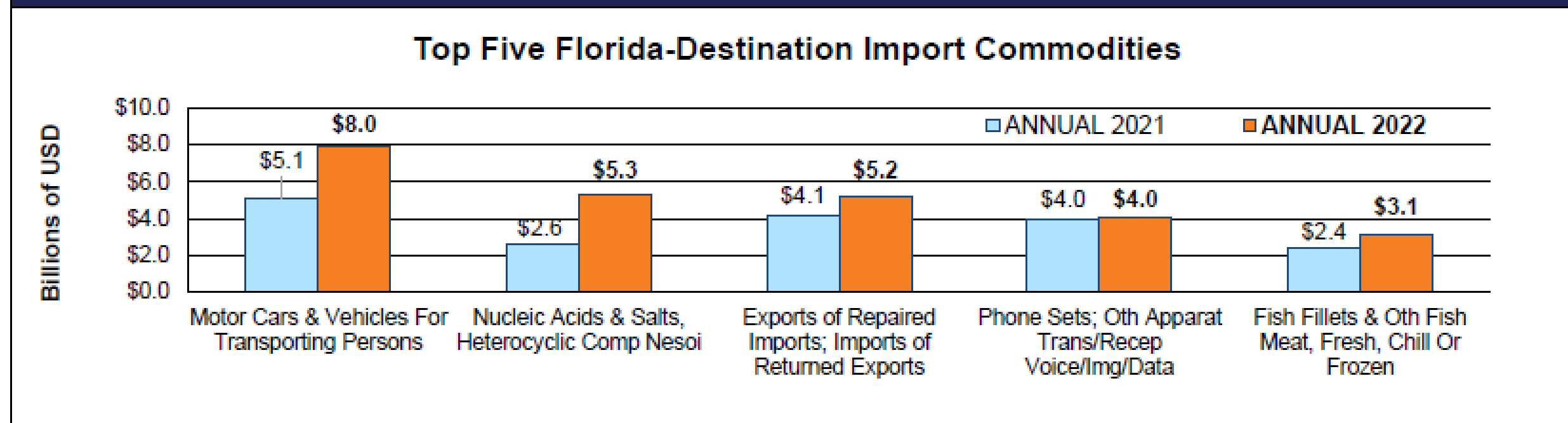


Florida-Destination Imports

Florida-Destination Imports by Country – 2022



Florida-Destination Imports by Commodity – 2022



Florida: Gateway to Latin America & the Caribbean

**ROUGHLY 5 MILLION
FOREIGN LANGUAGE
SPEAKERS**

**1/3 OF ALL U.S. EXPORTS TO
LATIN AMERICA & CARIBBEAN
FLOW THROUGH FLORIDA**

**FLORIDA EXPORTS MORE
THAN \$65 BILLION TO
LATIN AMERICA &
CARIBBEAN**

**FLORIDA IMPORTS
NEARLY \$40 BILLION
FROM LATIN AMERICA &
THE CARIBBEAN**

**21.7 MILLION METRIC TONS
OF MERCHANDISE FLOWED
BETWEEN FLORIDA PORTS
AND LATIN AMERICA &
CARIBBEAN**

**FLORIDA SEAPORTS
HANDLE 43% OF ALL U.S.
CONTAINERIZED CARGO
EXPORTS TO THE REGION**

**120+ NON-STOP FLIGHTS
FROM FLORIDA**

Florida Services Exports

Florida

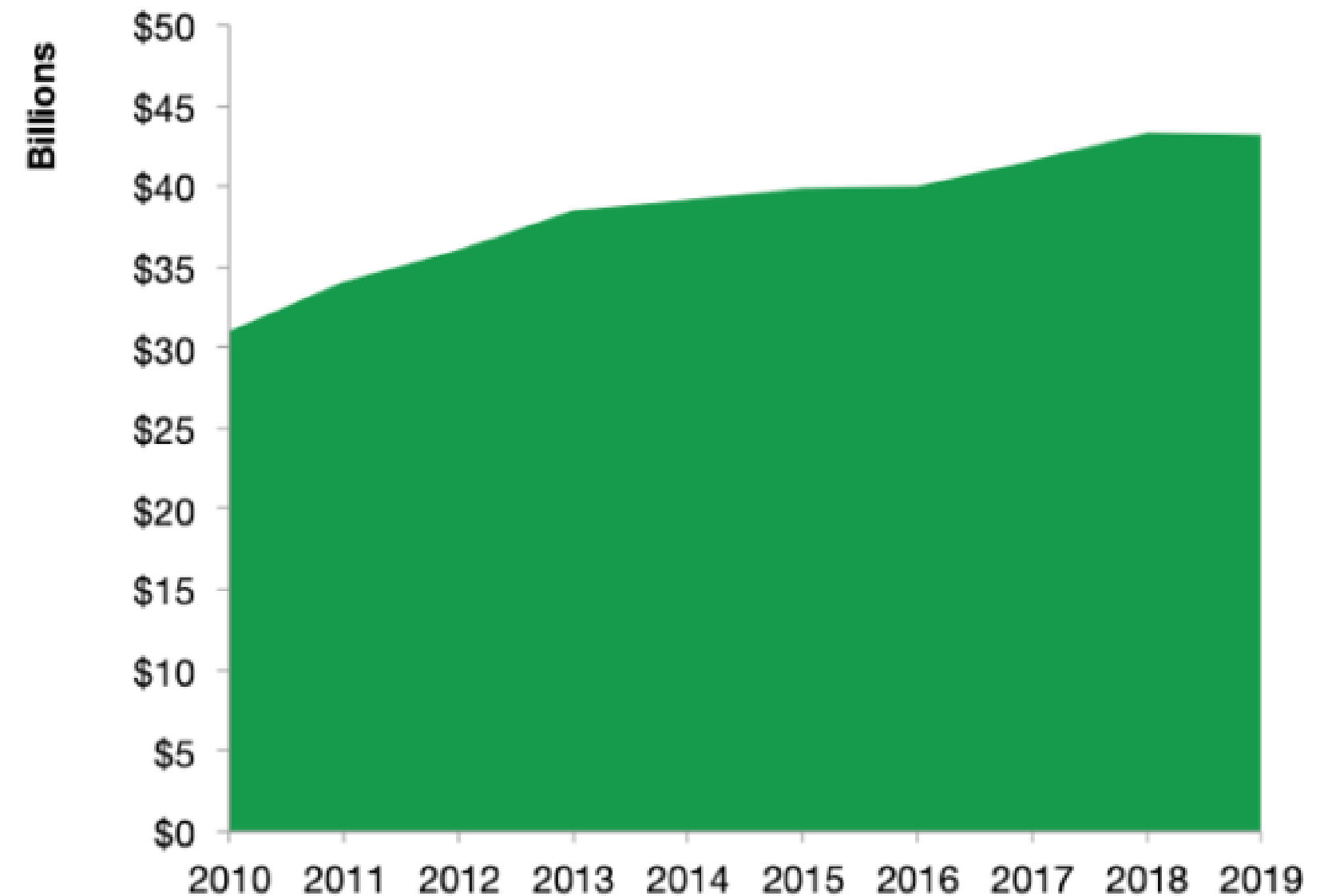
U.S. Services Supply the World

Florida has seen a rise in overall services exports since 2010, boosting state economic growth and jobs, and contributing to the overall U.S. services trade surplus of \$289 billion in 2019.

The U.S. services industries are the most competitive and innovative in the world. They provide new economic opportunities and contribute to the successful production of manufacturing and agriculture in the United States and abroad.

2010	2019
\$31.0 billion	\$43.3 billion

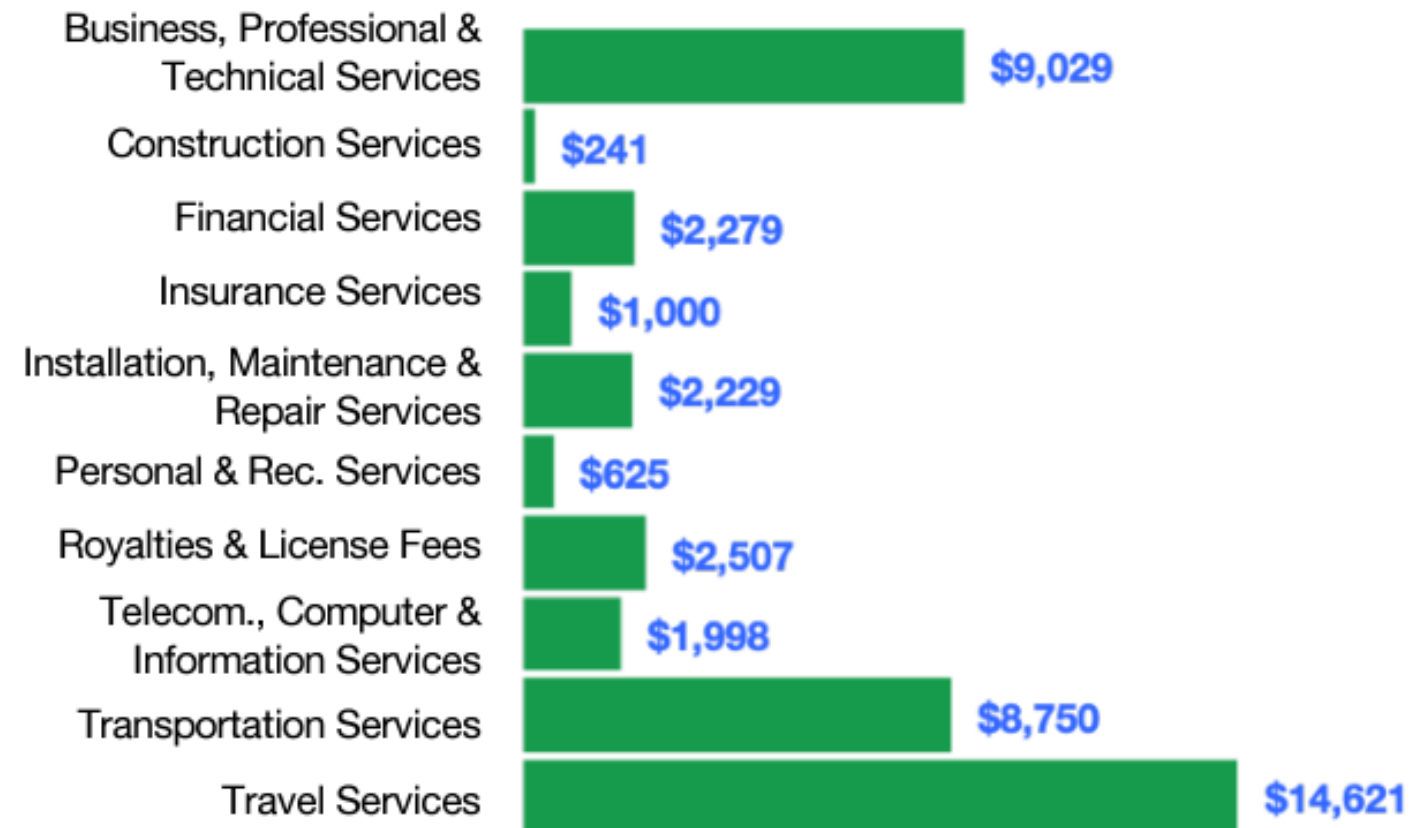
Florida Services Exports



Florida Services Exports

Florida Services Exports Support 305,600 Jobs

Florida Services Exports by Sector, 2019 (\$ millions)



Florida Services Exports to Select Countries, 2019

- To China:** \$2.7 billion in services exports supporting 22,500 jobs
- To Canada:** \$3.4 billion in services exports supporting 24,700 jobs
- To Mexico:** \$2.1 billion in services exports supporting 17,200 jobs
- To Korea:** \$1.1 billion in services exports supporting 8,740 jobs
- To Japan:** \$2.4 billion in services exports supporting 15,900 jobs
- To EU:** \$8.6 billion in services exports supporting 60,800 jobs
- To UK:** \$3.7 billion in services exports supporting 25,900 jobs

* Sources: National data from the U.S. Bureau of Economic Analysis, state export and jobs data from The Trade Partnership.

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For more information on all fifty states, please visit servicescoalition.org/exports or contact admin@uscsi.org

Foreign Direct Investment (FDI) in Florida

- Over **408,500 Florida jobs** supported by all foreign-owned firms in 2020
- When considering all foreign-owned affiliates – and not just majority foreign-owned affiliates – Florida ranked 1st in the Southeast and 5th in the U.S. with a total of 408,500 jobs supported by foreign-owned firms in 2020
-
- Despite a decrease of 11,600 jobs year-to-year, this marks an **increase of 63.8 percent** in the number of jobs supported by all foreign-owned firms **from 2010-2020**
- About **\$95.4 billion** in Gross Property, Plant, and Equipment in 2020

Source: U.S. Department of Commerce, Bureau of Economic Analysis (BEA).

Gold Key & Matchmaking

Provides an opportunity to meet with pre-screened and pre-qualified potential foreign agents, distributors and representatives with an interest in your products and services. This service typically includes: market research, appointments with prospective trade partners in key industry sectors and help with travel planning.

Qualified companies can receive a reimbursable grant that covers all or part of the matchmaking cost.

“This is the most successful trade mission that I participated in. This additional business will take my company to the next level of growth. I will be adding over 15 new jobs to maintain and grow this segment of the business. I could not be any happier with the result from this mission.”

*Fenton Baijnath, CEO, Radical Cosmetics, LLC
Export Sales Mission to Ecuador*



Target Sector Trade Shows

Trade shows offer unique opportunities to: successfully close sales and generate leads in a relaxed face-to-face environment, personally meet with existing customers to strengthen brand loyalty, and create lasting business relationships with other vendors and industry professionals.

Qualified companies can apply for a grant to help offset the cost of participating in international trade shows.

This event-specific grant covers 75% (up to \$5,000) of the cost of a trade show booth.

“This show was a huge success for us. Selling a ride, finding new clients and improving our relationship and technologies with our vendors is something to celebrate and we are thankful for your help in getting us to this important show for our company.”

*Dynamic Attractions, Orlando
IAAPA Expo Europe*



Export Marketing Plan

SelectFlorida, in partnership with the Florida SBDC Network, offers qualified Florida manufacturers and service providers the development of a customized Export Marketing Plan to identify overseas growth strategies.

The cost to prepare an Export Marketing Plan is **\$5,000**

Qualifying companies are eligible for a **\$4,500** grant,

making the cost to your company **\$500**



Web-based Trade Program

Global Website Localization

Globalize your website by making it local – with fully customized websites in your target markets. SelectFlorida has teamed up with IBT Online to bring you the “Florida Online Global” program to help Florida exporters expand their overseas presence quickly and dynamically. Two+ options give you the flexibility to choose either a Two-Market Expansion or Multi-Market Web Presence and more.

Qualifying companies automatically eligible for an \$8,000 grant.



Certificate of Free Sale

A Certificate of Free Sale is a document that may be required by some importing countries as a condition of entry. It verifies that the products being exported are freely marketed without restriction and are approved for sale in the United States.



Governor Ron DeSantis
State of Florida

Alex Kelly
Secretary of Commerce

August 15, 2023

CERTIFICATE of FREE SALE & SANITATION

CERTIFICATE No. 000101467

TO WHOM IT MAY CONCERN:

The undersigned of Enterprise Florida, Inc. the official economic development and international trade office for the State of Florida, lead by Governor Ron DeSantis, certifies that the company listed below is registered to do business in the State of Florida and is permitted by the Florida Department of Agriculture and Consumer Services.

Genius Test Co
123 Address Here - Miami, FL 33155
State of Florida Food Entity #: 123765

This document is to certify that the product(s), listed on Page 2, is/are freely sold in the State of Florida and may be distributed generally throughout the United States. The following products were manufactured, processed, prepared, packed, or distributed in a facility permitted and inspected by the Florida Department of Agricultural and Consumer Services. There is no prohibition against export of this/these product(s) into the country of AUSTRALIA for SAMPLE TEST COMPANY.

While promoting Florida products, Enterprise Florida and the Florida Department of Agriculture and Consumer Services do not endorse any particular products and this certificate is not a guarantee, explicit or implied, for any of the products of the company, nor may it be used for promotion, advertising or similar purposes.

Enterprise Florida, Inc. bases this verification solely on the documents and information provided by GENIUS TEST CO. Enterprise Florida, Inc. does not certify business practices beyond these representations.

STATE OF FLORIDA
COUNTY OF MIAMI-DADE

Sworn to and subscribed before me by
means of physical presence or online
notarization this **15 August 2023**
by **Roxana Santamaria**

CARMEN C. NAUMANN
Notary Public-State of Florida
Commission # # HH 195727
Commission Expires 11/7/2025

PRINT, TYPE OR STAMP NAME OF NOTARY

DocuSigned by:
Carmen Naumann
544802AEC364459

Personally Known

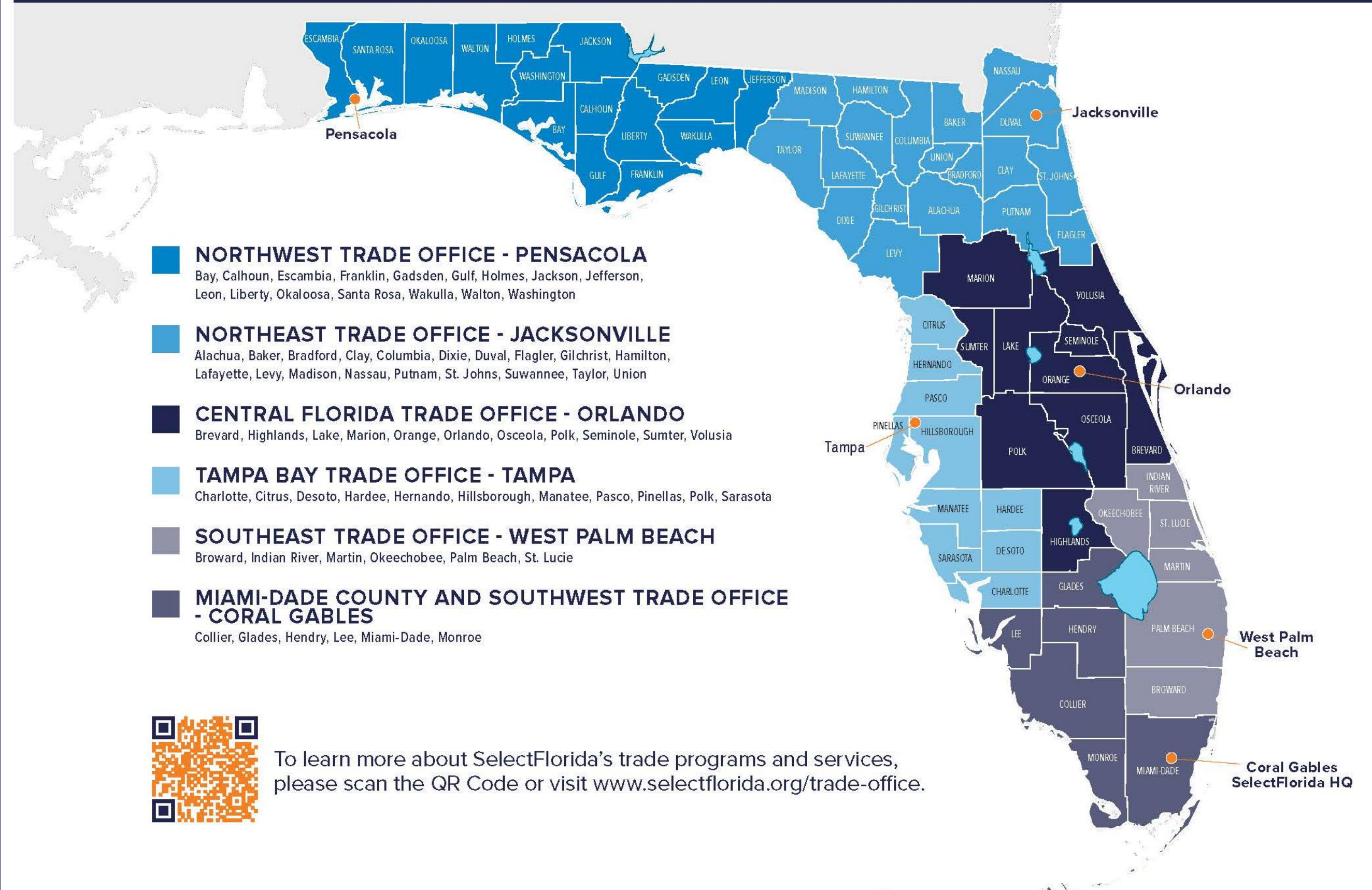
Jose A. "TJ" Villamil IV
Senior Vice President,
International Trade & Development

by:
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Roxana Santamaria
5DDB0C27AE881493...
Roxana Santamaria
Manager, International Trade and Development



Florida Presence

FLORIDA REGIONAL TRADE OFFICES



To learn more about SelectFlorida's trade programs and services, please scan the QR Code or visit www.selectflorida.org/trade-office.

Regional Offices

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Bruna Pizzutti Megna, Manager
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TAMPA BAY

Michael Schiffhauer (*Interim*)
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PENSACOLA & TALLAHASSEE

Michael Schiffhauer (*Interim*)
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WEST PALM BEACH & SOUTHEAST

John Diep, Director
International Trade Development
Asia/Pacific Region
Phone: (561) 832-8339
jdiep@enterpriseflorida.com

SelectFlorida's Global Presence

INTERNATIONAL OFFICES



Thank you!

John Diep, Director
International Trade Development
SelectFlorida
jdiep@enterprise-florida.com
Office Phone: (561) 832-8339

Introductions



Katherine Culhane

Associate Director

Florida's SBDC at Indian River State College



Export University 101

Building an Overseas Infrastructure & Growing Your International Business



Edward V. Ciampi

Vice President, Sales & International Development
Chicago Stainless Equipment

District 5 Commissioner/Chairman
Martin County Board of Commissioners

Export University 101

- Preparing for your first sale
 - Getting the team organized for selling overseas
- Working the deal
 - Limiting risk and ensuring payment
- Determining viable markets
- Identifying, screening and selecting overseas representatives
- Preparations for travel
- Establishing an after-sales service network
- Managing & motivating overseas channels of distribution

Export University 101

EXIM Bank Programs for US Exporters: Tools to Increase Exports of US Goods & Services



Elena Mendez

Regional Director

Eastern Region, Small Business Group

EXIM Bank



EXIM Bank Trade Financing Solutions:

Overview of US Exporter & Foreign Buyer Programs



HELPING AMERICAN BUSINESSES
WIN THE FUTURE

Export University Conference, Stuart, FL - Sept. 28, 2023
Presenter: Elena Mendez, Regional Director (Miami)



Who We Are

EXIM is a U.S. federal government agency and the official export credit agency (ECA) of the United States



Established in 1934



Headquartered in Washington, D.C.



12 Regional Offices nationwide

Our Mission: Facilitate U.S. jobs by supporting the growth of U.S. exports

- › Fills gaps and complements private-sector financing
- › Levels the playing field for U.S. companies competing for global sales



WHAT WE DO EXIM Can Help

1

Improve competitiveness by insuring your receivables from international sales

2

Assist in obtaining pre-export working capital financing

3

Support capital equipment exports with term loans for international buyers



Helping American Businesses Win the Future

How Can EXIM Products Assist You?

Your company will need:

Funds to fulfill orders

Extension of credit
Risk protection
Access to capital



Our Solution:

Working Capital Loan Guarantee

Export Receivables Insurance

How Can EXIM Products Assist You?

You Need:

Foreign Buyer Financing

On/Reshoring or Expanding
Manufacturing Capacity in
the US

Our Solution:

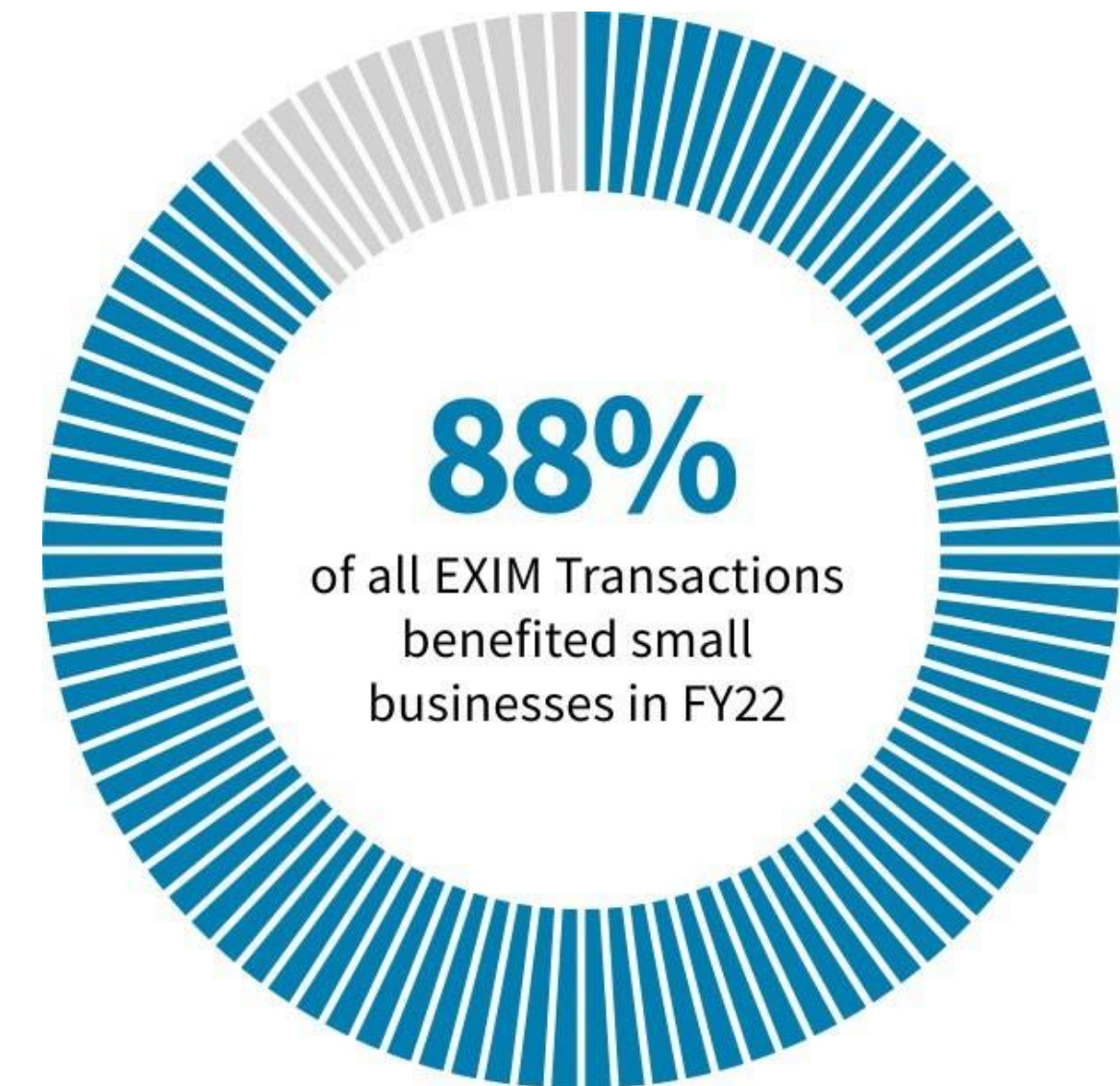
Medium- and Long-Term
Insurance and Loan
Guarantees



WE ARE Small Business Focused

In FY 2022:

- › 88% of transactions supported small businesses
- › 54% of those transactions were < \$500,000
- › **\$1.5 billion** in total authorizations



Minority & Women-Owned Business Outreach

166

outreach and education
events engaging minority
and women-owned
businesses in FY2022

Audiences Served Include

- › Minorities
- › Women
- › Veterans
- › Owners with Disabilities
- › Native American Indians
- › Rural Businesses
- › LGBTQIA Community
- › Underserved Business Community

\$347.4

million in support of
minority and
women-owned
businesses in FY2022

Export Challenges



Pre-export cash needed

An EXIM guaranteed credit line provides funds to fulfill new orders



Will you get paid?

EXIM's export credit insurance provides payment coverage for both commercial and political risks



Buyers want credit terms

EXIM's export credit insurance covers the risk of open account terms



Buyers want term financing

EXIM supports financing by U.S. commercial lenders to creditworthy international buyers for capital equipment and related services

OUR PRODUCTS
Cover the Spectrum

Pre-Export Financing

Post-Export Financing



Working Capital
Loan Guarantee



Insurance
Guarantees
Direct Loans

WHAT IS Export Credit Insurance?

*Export Credit
Insurance is...*



An insurance policy covering receivables generated from export sales that protects against nonpayment by international buyers

*Export Credit
Insurance
enables you
to...*



Be competitive with open account credit terms

Use insured receivables from export sales as collateral to obtain working capital

SALES TERMS AS A Spectrum of Risk

**Cash in
Advance**

**Letters of
Credit (L/C)**

**Cash
Against
Documents**

**Open
Account**

Low Risk

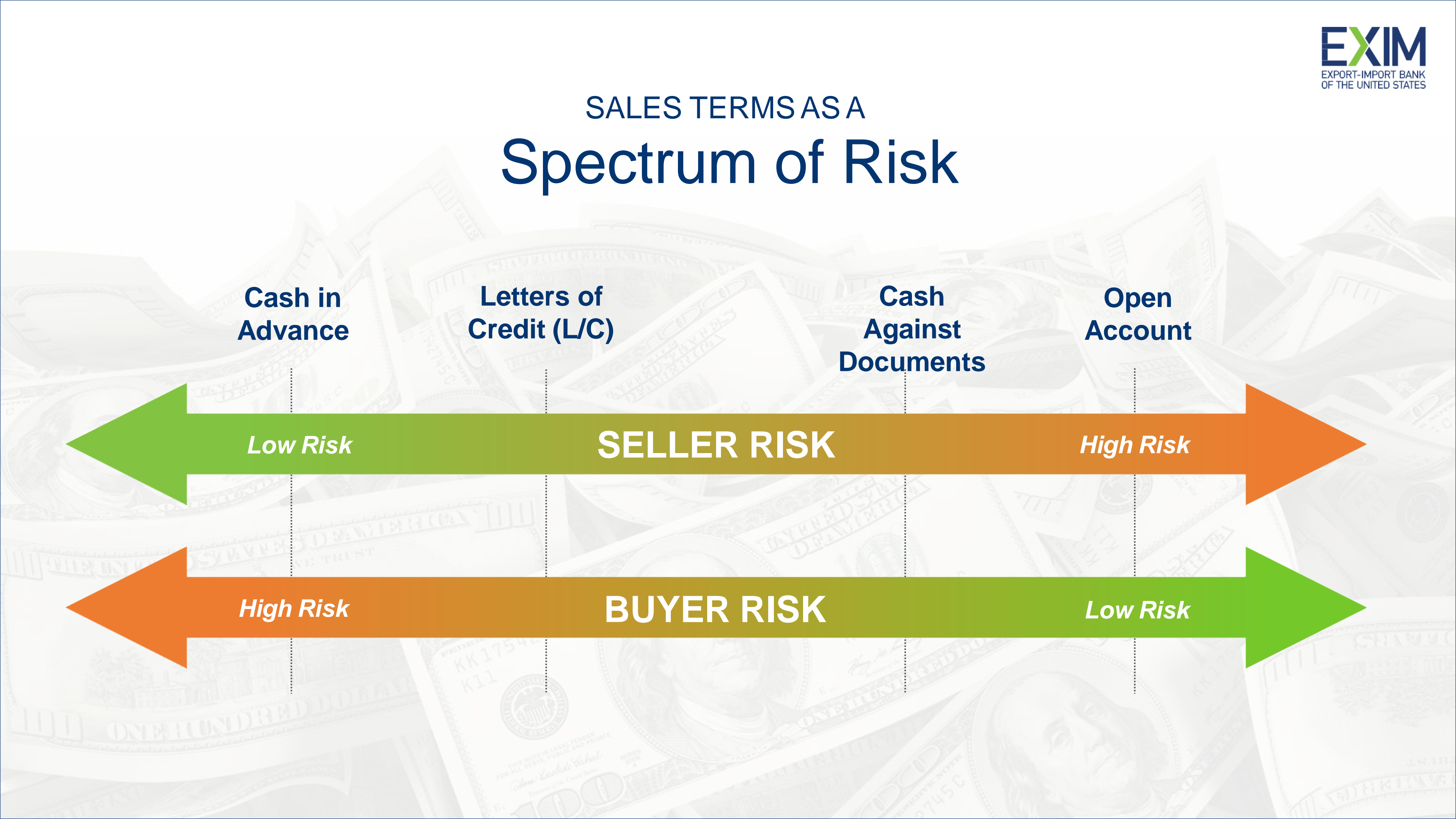
SELLER RISK

High Risk

High Risk

BUYER RISK

Low Risk

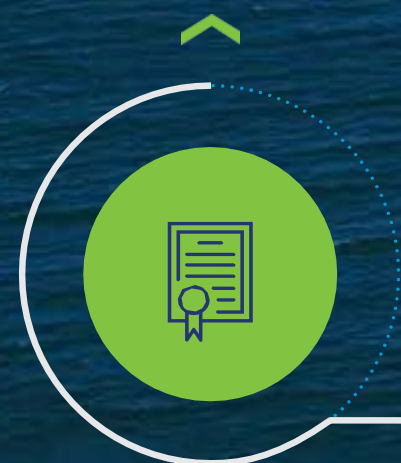


How Export Credit Insurance Works



Step 1:

You identify an international buyer and obtain an Export Credit Insurance policy.



Step 2:

You offer credit terms to your foreign buyer.

Step 3:

The buyer accepts the deal's terms.



Step 4:

You ship your product and invoice the buyer.

Step 5:

You report shipments and pay premiums on the amount shipped.



Step 6:

The buyer pays. If they fail to do so, EXIM pays.

Export Credit Insurance

Benefits:

- › **Risk Protection**
Protects against buyer nonpayment due to commercial and political risks
- › **Sales Tool**
Allows exporter to offer competitive credit terms to foreign buyers, generally up to 180 days, some products may qualify for 360-day terms
- › **Financing Aid**
Obtain additional financing – insured foreign receivables may be added to your borrowing base by assignment of policy proceeds (claim payments) to a lender



What is Covered?

Commercial Risks:

- ✔ Insolvency
- ✔ Bankruptcy
- ✔ Protracted Default

Political Risks:

- ✔ War, revolution, insurrection
- ✔ Local Currency convertibility or transfer risk
- ✔ Cancellation of import or export license

⊘ Commercial disputes between the buyer and seller are **not** covered

SHORT-TERM
Export Credit Insurance



Multi-Buyer

(entire export portfolio)

95% coverage, no deductible (for “small business” policies only), pay-as-you-go, some buyer approval authority may be given to exporter



**Multi-Buyer
Select Risk**

(a negotiated portfolio)

95% coverage, first-loss deductible, pay-as-you-go, some buyer approval authority may be given to exporter



Single Buyer

(single or multiple shipments to one buyer)

90% coverage, no deductible

**FOR
EXPORTERS**

WHAT IS Working Capital Loan Guarantee?

*Working Capital
Loan Guarantee
is...*



A guarantee to a commercial lender that makes a loan to an exporter to purchase or manufacture U.S. goods for export

*Working Capital
Loan Guarantee
enables you to...*



Exporters to unlock cash flow to fulfill sales orders and take on new business abroad.

Exporters can borrow more with the same collateral, secure performance and bid bonds necessary to win projects, and increase their global competitiveness.



Working Capital Loan Guarantee

Empowers exporters to unlock cash flow to fulfill sales orders and take on new business abroad

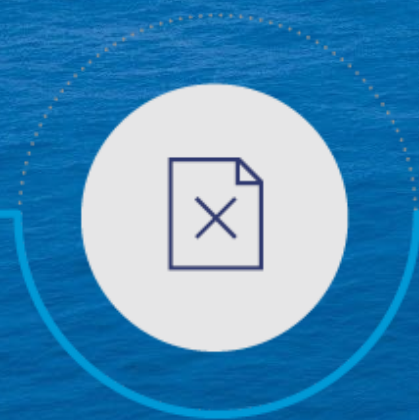
- › Provides a 90% guarantee of repayment (principal and interest) on loans to exporters
- › May be set up as a “Transaction-specific” or a “Revolving” line of credit
- › No minimum or maximum amounts
- › Loan supports advances made against export-related inventory (including WIP) and foreign receivables:
 - Up to 75% advance rate on inventory, and up to 90% on foreign receivables
- › Some buyer approval authority may be given to exporter
- › **Asset-Based:** fully collateralized
- › **Personal Guarantees:** required of owner(s)

How The Working Capital Loan Guarantee Works



Step 1:

You export and want to grow export sales, but need to finance export accounts receivable and inventory destined for export.



Step 2:

You apply for a working capital loan, but your lender won't approve it because your collateral is export-related.



Step 3:

Lenders with **delegated authority** process your working capital loan under established EXIM criteria.



Step 4:

Your lender loans you the money. You use the funds to fulfill your export sale.

Working Capital Loan Guarantee

			Working Capital Facility <i>Without</i> EXIM Bank		Working Capital <i>With</i> EXIM Bank	
	Collateral (<i>Inventory</i>)	Amount	Advance Rate	Borrowing Base	Advance Rate	Borrowing Base
<i>Export Inventory</i>	Raw Materials	\$200,000	20%	\$40,000	75%	\$150,000
	WIP	\$200,000	0%	0	75%	\$150,000
	Finished Goods	\$600,000	50%	\$300,000	75%	\$450,000
<i>Export/Foreign Accounts Receivable</i>	Open Account/Foreign Account Receivable	\$400,000	0%	0	90%	\$360,000
	L/C Backed A/R	\$600,000	70%	\$420,000	90%	\$540,000
Total Borrowing Base				\$760,000	vs.	\$1,650,000



Medium-Term Financing

Generally used for **foreign buyer financing** of capital equipment

- › 85% financed, 15% cash down payment by the buyer (may be financed by lender)
- › Repayment up to 5 years, exceptionally 7 years
- › Amounts of \$25 million or less
- › **Long-term financing for projects**

Major Financing Tools



Domestic Financing

- › Financing to establish or expand domestic manufacturing facilities or infrastructure projects
- › Provided at market rates and available amount scales with number of U.S. jobs supported
- › Project must demonstrate that 25 percent of production or expected shipments are tied to exports
- › Small businesses, transformational export area projects, and environmentally beneficial projects eligible for lower, 15 percent export nexus threshold

EXIM Eligible

- Open for business in 180+ countries!
- Final shipment takes place from a US port
- All industries welcome; military & defense exports are limited



TOOLS FOR EXPORTERS

Country Limitation Schedule



- ✔ EXIM Bank conducts business in most countries throughout the world.
- ✔ Restrictions may apply based on political or economic conditions and are highlighted on the Country Limitation Schedule.
- ✔ Open in over 180 countries

Check the Country
Limitation Schedule (CLS)
at www.exim.gov.

Eligibility Criteria



- Products shipped from U.S. with more than 50% U.S. content including labor & overhead, but not mark-up.
- At least 3-year operating history, a positive net worth.
- A DUNS number with Dun & Bradstreet.
- Obtain and maintain an active SAM.gov registration, including the issuance of a Unique Entity Identifier (UEI).
- Request must be in proportion with exporter's size.



Elena Méndez
Regional Director Eastern Region
5835 Blue Lagoon Drive, Suite 203
Miami, FL 33126

Mobile: 786.623.7673

Elena.mendez@exim.gov

<http://grow.exim.gov/mendez-en>

**Assisting exporters in Alabama, Florida,
Mississippi, Puerto Rico & US Virgin Islands**

EXIM
EXPORT-IMPORT BANK
OF THE UNITED STATES

Reducing Risk. Unleashing Opportunity.

www.exim.gov

1-800-565-3946 (EXIM)





U.S. Small Business
Administration

Financing For Small Business Exporters

Sandro Murtas, CGCE, CICP, CGBP
Lead Export Finance Manager - Florida, Puerto
Rico & USVI

Office of International Trade
U.S. Small Business Administration
sandro.murtas@sba.gov

Federal Agency Committed to Financing Exports

The Small Business Administration since 1953

Financing small U.S. exporters since the 1980s

Small Business Definition

- Manufacturers (<500 employees generally; can go as high as 1,500);
- Wholesalers, including export trading companies (<100 employees);
- Services companies are eligible based on annual sales (\$7.0 million to \$35.5 million);
- Or applicant can use the *Alternative Size Standard*: a firm with less than an average of \$5 million in net income for the past two years and a tangible net worth less than \$15 million.

Indirect Exports

- Note: Both SBA and Exim Bank export loans can support “indirect exports.”
- Indirect exports occur when the borrower ships a product to another domestic company that in turn incorporates it into a final product for export or to an export trading company that exports it directly.
- Documentation must be provided by the exporter-of-record to the lender that the borrower’s product is, in fact, being exported.

Welcome to the SBA export “escalator”

Export Working Capital Program

Powerful; specialized for export orders



Export Express

Ideal for small loans; the ultimate flexible tool for multiple uses



International Trade Loan

good place to start; most accessible; it's just a 7(a) loan...

but with a 90% guarantee!

International Trade Loan (ITL) ★



Positioning a small business for export success

- 90% guarantees on loans up to \$5 million
- Term loan only – very similar to Basic 7(a)
- Real estate, equipment, refinancing, permanent working capital
- Any purpose that (1) leads to an increase in export sales or export markets and (2) improves the firm's competitive position.
So, ITL can support a borrower's domestic operations too.

Export Express



Maximum flexibility for smaller export needs

- 90% guarantees on loans up to \$350,000.
- 75% guarantees on loan larger loans up to \$500,000.
- **Term** or **revolving** (max business benefit).
- Any “**export development activity**” to support export growth – including working capital, real estate, equipment, refinancing, **standby letters of credit** (for export bid bonds, advance payment guarantees, performance guarantees).

EWCP

For export-intensive businesses and larger small businesses

- **Ideal for a larger “small business”.** EWCP offers a low-cost, export-dedicated, revolving WC solution for businesses with a substantial export (or indirect export) pipeline.
- Works as a **companion export line to accompany a commercial domestic line of credit**, financing the foreign working assets that the commercial line leaves aside.
- *Transaction-based* loan to **finance single big export orders.**
- *Asset-based* for businesses with a portfolio of foreign accounts
- *Standby letters for credit* for bid and performance bonds or advance payment guarantees.



U.S. Small Business
Administration

Thank You!

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Lead Export Finance Manager - Florida, Puerto Rico & USVI
Office of International Trade
U.S. Small Business Administration
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Export University 101

Considerations for Managing International Sales Orders



Tyler Myer
Director, Rates &
Currencies Solutions
Bank of America
Securities



BANK OF AMERICA



Brendon Haase
B2B Sales &
Partnerships
Flywire

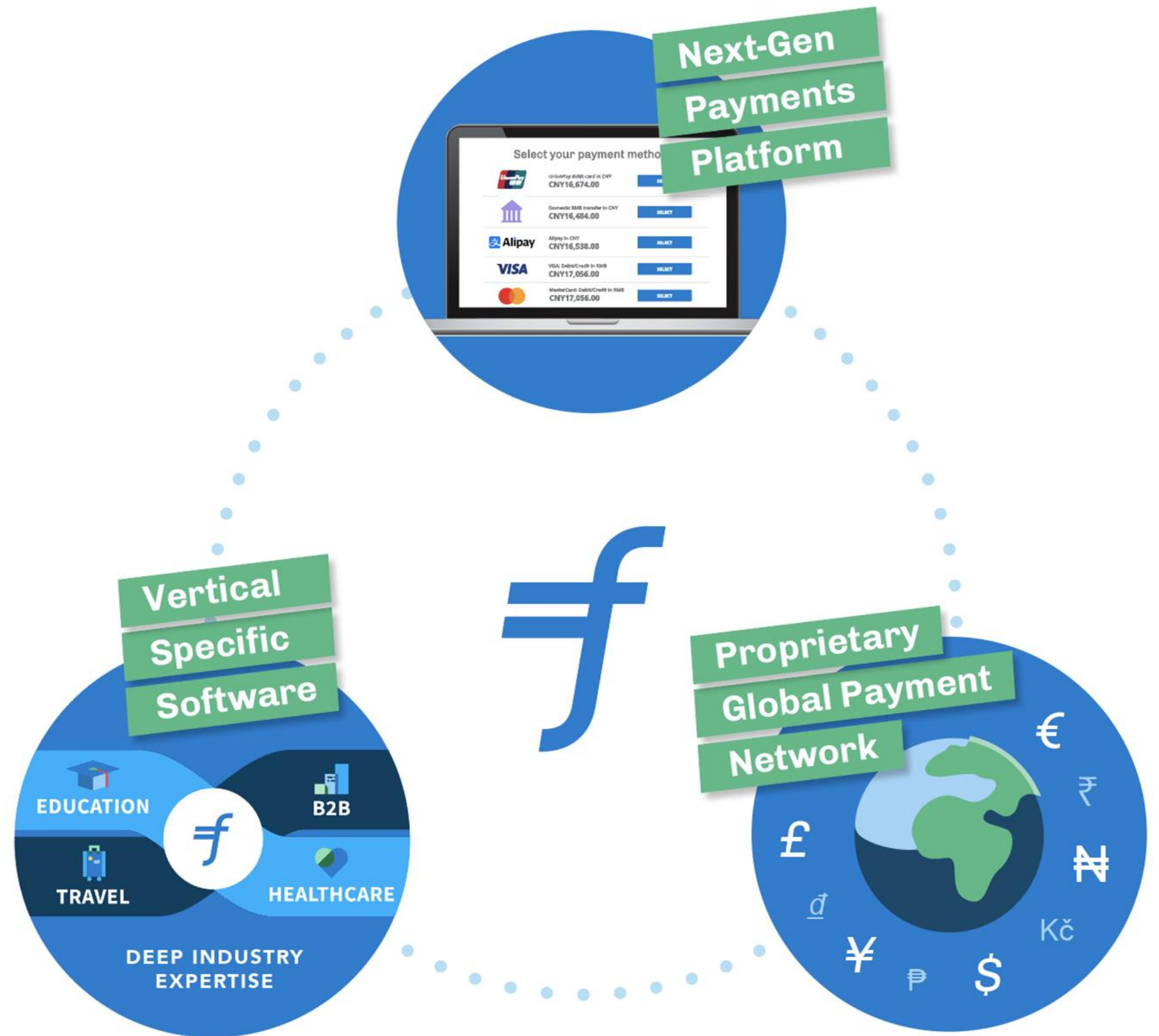


flywire

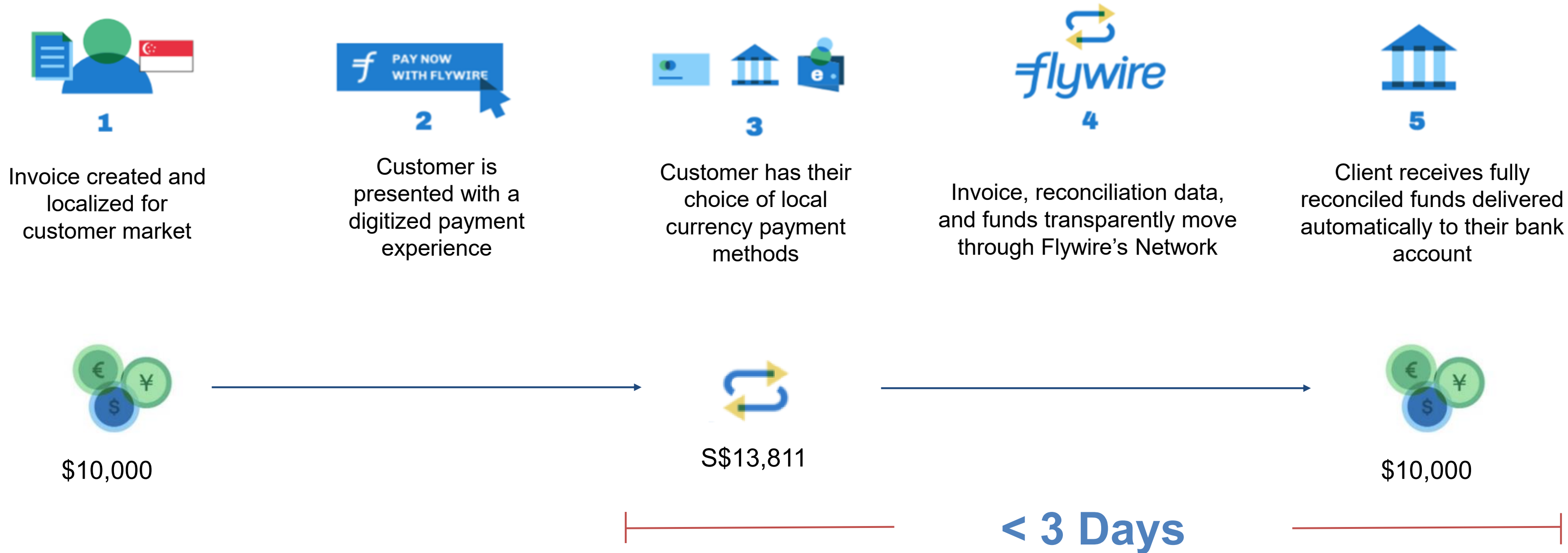


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How our Flywire Advantage works



Our next-gen payments platform supports the entire lifecycle of a cross-border or domestic transaction



Fully Automated Receivables | API and Embedded Solutions | End-to-End Processing

Flexible Settlements | Localized Payment and Receivable Experience

Integrated experience on global invoices

English Find my bill Sign up

ACME

SUMMARY

NO. 6409110

TO
ACME CO.
FINANCE@ACME.COM
Cust. ref. C0053118
45 Folgate St
Spitalfields London E1 6GL
United Kingdom

FROM
Fuze

INVOICE DATE
31/03/2020

DUE DATE
30/04/2020

CURRENCY
USD

NAME	Description	UNIT PRICE	QTY	AMOUNT
Total due (invoice detail available above)		1,253.12	1	1,253.12
		SUBTOTAL		1,253.12
		INITIAL BALANCE		1,253.12
		BALANCE DUE		\$ 1,253.12

Pay Invoice View full invoice

BALANCE DUE
\$ 1,253.12

INVOICE STATUS
Current

- Payment initiated Pending
- Funds received by Flywire Pending
- Funds delivered Pending

Pay Invoice

Launch Flywire's digital payment experience directly from the invoice

Select your preferred payment method

Best Price Guaranteed Subject to terms and conditions

Domestic Bank Transfer in British Pounds (GBP)
£1,036.00 SELECT

American Express in GBP
£1,064.00 SELECT





PayPal in GBP
£1,074.00 SELECT

Debit/Credit Card in GBP
£1,064.00 SELECT

I want to pay in another currency

PREVIOUS

The Payment Experience

	Select payment method
Hooli will receive	 Domestic Bank Transfer in Euros (EUR) 5.757,00 €
\$ 6,500.00	 MasterCard: International Debit/Credit 5.911,00 €
	 VISA: Debit/Credit in EUR 5.911,00 €
	Show additional currency options

Flexible consumption of reconciliation information for billing solutions

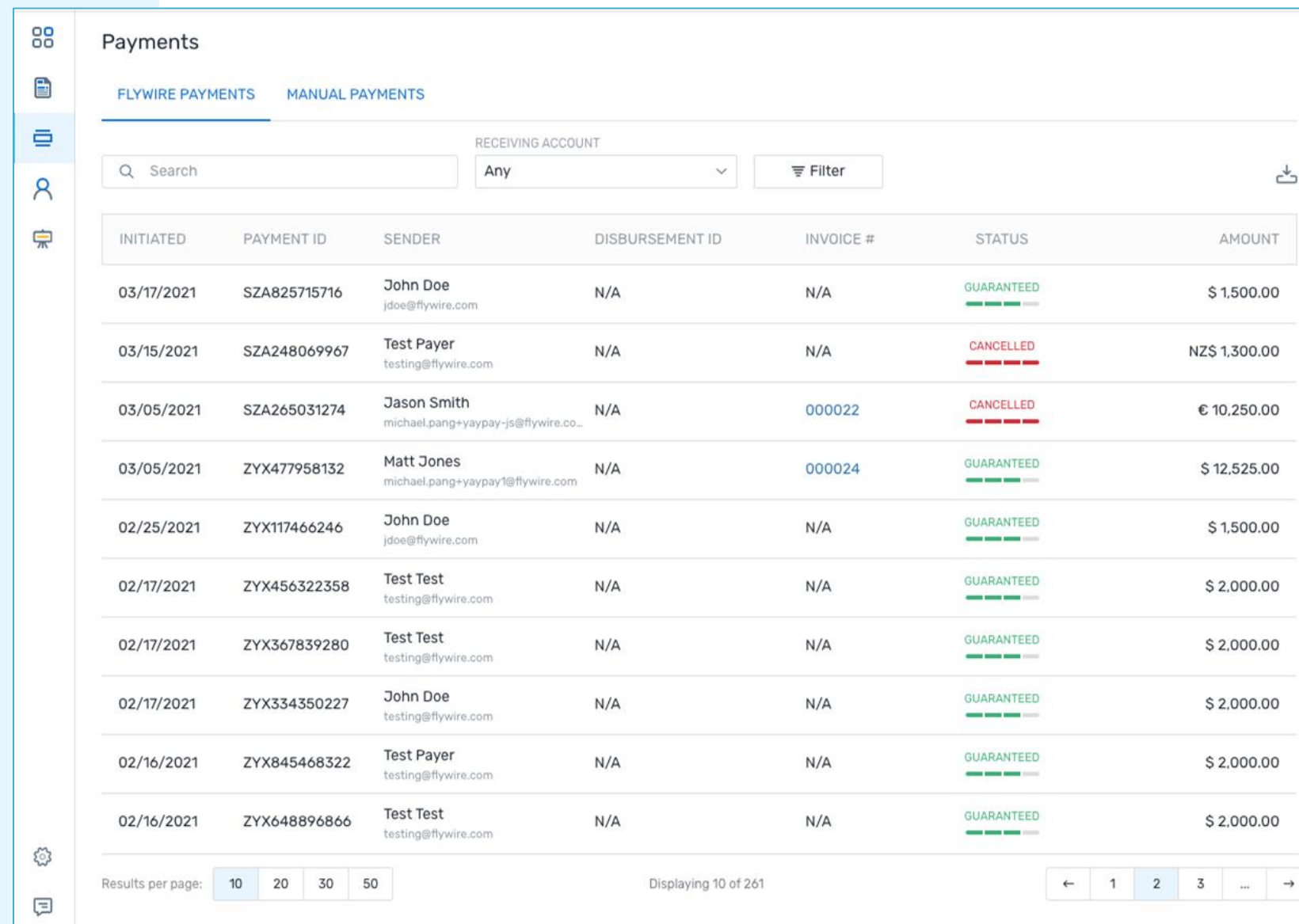
Flywire's integrations create a seamless end-to-end experience. Our single source of truth results in significant ROI and operational improvement for clients.

ORACLE®
NETSUITE

quadiant
accounts receivable
by YayPay

workday

xero

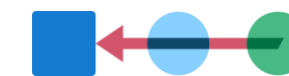


INITIATED	PAYMENT ID	SENDER	DISBURSEMENT ID	INVOICE #	STATUS	AMOUNT
03/17/2021	SZA825715716	John Doe jdoe@flywire.com	N/A	N/A	GUARANTEED	\$ 1,500.00
03/15/2021	SZA248069967	Test Payer testing@flywire.com	N/A	N/A	CANCELLED	NZ\$ 1,300.00
03/05/2021	SZA265031274	Jason Smith michael.pang+yaypay-js@flywire.co...	N/A	000022	CANCELLED	€ 10,250.00
03/05/2021	ZYX477958132	Matt Jones michael.pang+yaypay1@flywire.com	N/A	000024	GUARANTEED	\$ 12,525.00
02/25/2021	ZYX117466246	John Doe jdoe@flywire.com	N/A	N/A	GUARANTEED	\$ 1,500.00
02/17/2021	ZYX456322358	Test Test testing@flywire.com	N/A	N/A	GUARANTEED	\$ 2,000.00
02/17/2021	ZYX367839280	Test Test testing@flywire.com	N/A	N/A	GUARANTEED	\$ 2,000.00
02/17/2021	ZYX334350227	John Doe testing@flywire.com	N/A	N/A	GUARANTEED	\$ 2,000.00
02/16/2021	ZYX845468322	Test Payer testing@flywire.com	N/A	N/A	GUARANTEED	\$ 2,000.00
02/16/2021	ZYX648896866	Test Test testing@flywire.com	N/A	N/A	GUARANTEED	\$ 2,000.00



Payment File

Flywire can customize payment files for clients to import into their ERP or billing solution.



SFTP

Schedule an automatic feed of payment files that import back into client's ERP or billing solution.

API

Payment API

Leverage Flywire's payment API to hook payments back into client's ERP or billing solution.

Export University 101

International Logistics



Kathy Carlton
Managing Director
KCarlton International, Inc.



INTERNATIONAL LOGISTICS PARTNERING FOR SUCCESS

Kathy Carlton

KCarltonInternational
SHIP WITH CONFIDENCE
Customs Brokers | Freight Forwarders





Content Overview

- Importance of a Logistics Partner
- Contract of Carriage
- Commodity classification
- Export documentation & Compliance
- Basics of exporting/INCOTERMS
- Labeling/Packing/Insurance



WHAT IS A LOGISTICS PARTNER?

- Demonstrates a profound understanding of all modes of international freight transport.
- Licensed and bonded by Government regulators.
- Examines shipment for proper export packing.
- Uses tracking system for shipment status.
- Provides assistance to secure space and pricing.





CONTRACT OF CARRIAGE

- Is a contract between the carrier and the customer for the transport of goods.
- Evidence of the contract of carriage is:
 - Bill of Lading (B/L)– a legal document between the shipper and the carrier that spells out the type, quantity and destination of the goods being shipped via ocean.
 - Airway Bill (AWB) – a legal document between the shipper and the airline that spells out the type, quantity and destination of the goods being shipped via air.



Commodity Classification

- All physical products must be classified for export. This code is called a Schedule B number. The first six digits is the Harmonized Tariff (HTS) number. This number is specifically used when importing products into the country of destination.
- The HTS code is used when applying duties and taxes.



Export Documentation & Compliance

- Documents required:
 - Commercial invoice
 - Packing list
 - Transport document (B/L, AWB)
 - Some countries require a certificate of origin.
- Export license is required for nuclear materials, chemicals, restricted electronics, sensors, laser controls, avionics, marine and aerospace items.
- It is best to check with Bureau of Industry and Security @ bis.doc.gov



THE BASICS OF EXPORTING

- Terms of Sale - INCOTERM
- Freight Costs
- Export Documentation requirements
- Mode of Transport
- Cargo Insurance vs Carrier Liability



INCOTERMS 2020

POINT OF DELIVERY AND TRANSFER OF RISK



5 MOST COMMONLY USED INCOTERMS

- Ex-works (from factory) seller makes goods available at premises.
- FOB – (free on board) seller arranges inland costs to the airport/seaport in the country of export
- CIF – (cost, insurance & freight) seller arranges the carriage & insurance to the port of destination
- DAP (delivered at place) seller arranges the carriage to the buyer's door excluding customs clearance & duty.
- DDP (delivered, duty paid) seller arranges the carriage to the buyer's door, including customs clearance & duty.





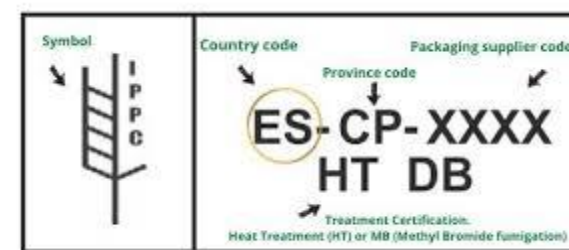
EXAMPLE

Invoice Price	\$10,000 ex-works
Inland costs to port (\$200)	\$10,200 FOB
Inland (\$200), Insurance (\$100), Freight (\$2000)	\$12,300 CIF
Inland, Ins, Frt & door delivered (\$200) w/o duty	\$12,500 DAP
Inland, Ins, Frt & delivery w/duty (4% of inv)	\$12,900 DDP



PROPER LABELING & PACKING

- Any cargo containing “solid wood packing materials” must be heat treated with the ISPM 15 stamp example below.



Stamp must match all export documentation.

STC (said to contain) must indicate number of pieces on the pallet. Example 6 pallets STC 62 boxes.

MARINE INSURANCE

- All Risk Marine insurance is recommended for all international shipping transactions.
- Carriers Limit of Liability insurance for ocean shipments only covers \$500 per package, while Air Cargo Carriers cover only \$30 per kilo
- Liability insurance takes a lot longer to settle with the carrier than Marine insurance claims, and Liability insurance does not protect you from General Average.



General Average

Is a principle of maritime law whereby all stakeholders (vessel owners, cargo owners) in a sea venture proportionately share any losses resulting from the voluntary sacrifice of part of the ship or cargo to save the whole in an emergency.

*EXAMPLE: EVER GIVEN Stuck in SUEZ CANAL March 23,2021



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k.carlton@kcarlton.com

We are proud of our 132
5-star Google reviews!



◀ **KCarltonInternational** ▶



Kathy Carlton
Managing Partner

Thank You,
flywire

For your support of
Export University 101

The **B2B** payment and software experts.