

EXIM Bank Launches Alliance Program

Program will further equip U.S. exporters to compete globally Washington, D.C. – The Export-Import Bank of the United States (EXIM Bank) announced the launch of its Alliance Program on Friday.

The program will affiliate key EXIM stakeholders more closely with the Bank and offer them a menu of training and education opportunities. Eligible groups include national and regional trade associations, industry groups, media groups, and think tanks. “Through the Alliance Program, EXIM Bank will continue to educate and grow our network of key industry stakeholders,” said Charles J. Hall, acting chairman and president. “We want to ensure U.S. exporters have additional tools and access to U.S. government resources needed to compete globally.” Alliance members can participate in EXIM Bank events, roundtable discussions, webinars, and training sessions.

Additionally, members enjoy access to EXIM regional directors and are uniquely positioned to benefit from networking opportunities. For more details, see below: • **Education and Training:** EXIM Bank will provide education and training, leveraging a range of resources such as articles and blogs, EXIM eBooks and Videos, peer-to-peer-communication, and Trade Finance focused webinars. • **Export Assistance:** EXIM Bank will provide exporter assistance through a number of consultations hosted by EXIM Regional Directors located in regional finance centers throughout the U.S. The external affairs team will coordinate with regional directors to host training sessions in person (or via webinar) and provide counseling on EXIM products and trade finance opportunities. • **Marketing and Digital Engagement:** EXIM Bank will engage with Alliance members and provide exporter-related information through tailored banner advertisements, branded emails, social media posts, and marketing collateral.

Our team will create content which focuses on issues that resonate with an organization’s membership, or highlight an initiative within the organization that has broad appeal. Content can be used in informational and marketing collateral, blogs on the organization’s website, emailed to the organization’s members, or placed in online newsletters.

Additionally, EXIM can share the content with customers on our subscription lists and promote them on EXIM Bank social media. ABOUT EXIM BANK: EXIM is an independent federal agency that supports and maintains U.S. jobs by filling gaps in private export financing at no cost to American taxpayers. The Bank provides a variety of financing mechanisms, including working capital guarantees and export credit insurance, to promote the sale of U.S. goods and services abroad. Almost 90 percent of its transactions directly serve American small businesses.

In fiscal year 2016, EXIM approved \$5 billion in total authorizations to support an estimated \$8 billion in U.S. export sales. Since 2009, EXIM has supported more than 1.4 million American jobs in communities across the country and sent \$3.8 billion of surplus to the U.S. Treasury for deficit reduction.