



ON AIR
LIVE FROM CORAL GABLES

[Click Here To Listen Live.](#)

The Neal Asbury Show

thenealshow.com

Smart American Entrepreneurs Must Look Overseas To Expand Sales and Jobs Says EX-IM Bank President Fred Hochberg



Making his first appearance on the nationally syndicated The Neal Asbury Show on WZAB-AM, Fred P. Hochberg, the current chairman of the board and 23rd president of the Export-Import Bank of the United States (Ex-Im Bank), estimated that 7,500 U.S. jobs are created for every \$1 billion in funding that originates from the Ex-Im Bank. This is particularly good news for the U.S. since Ex-Im Bank during fiscal 2009 achieved its highest financing level since its establishment in 1934, authorizing more than \$21 billion in support of U.S. exports (up from \$14.3 billion 2008). The Bank also set a record for financing of U.S. small business exports at \$4.36 billion.

While this was Hochberg's first appearance on The Neal Asbury Show, a previous guest was Diane Farrell, another member of the Ex-Im board, a reflection of the importance that Ex-Im plays in supporting small businesses and entrepreneurs who want to export American products overseas.

"The U.S. is such a large market that most business owners confine their selling to domestic markets. But today's smart entrepreneurs are exporting to foreign markets where the rewards are far greater," said Hochberg, who was nominated for his current post by President Obama in of 2009, and the U.S. Senate confirmed his nomination by unanimous consent in May of 2009 (his term ends on January 20, 2013).

"Our message to U.S. exporters and importers is that if they can't get credit from their local banks, Ex-Im is ready to fill the financing void. This is also the message we send to foreign buyers, letting them know that financing should never be an impediment to doing business with U.S. companies," added Hochberg.

A problem that Ex-Im faces, according to Hochberg, is that far too few American companies are aware of Ex-Im's services, including the knowledge that Ex-Im makes working capital loans so that companies can invest in equipment and inventory, and that they assist in building alliances with foreign importers. To build awareness, Ex-Im is sponsoring a series of "road shows" across the country so that exporters can talk one-on-one with Ex-Im officials.

Complementing this effort is an outreach program by Ex-Im to expand the number of banks that work with Ex-Im on loans to small businesses that want to export or import. Ex-Im is encouraged by an Obama administration announcement that they are boosting access to capital for small business.

"Anything that helps small businesses will help Ex-Im to reach more companies positioning themselves for exports, which ultimately will create U.S. jobs," said Hochberg, who reminded the audience that Ex-Im is fully self-funded, generating their operating expenses solely from the fees they charge business partners.

Hochberg would like to see Congress finally approve several pending free trade

agreements, including the pending South Korean Free Trade Agreement, which would spur thousands of U.S. jobs since South Korea is already an excellent export market for U.S. companies. In fact, North Korea is allowing South Korea to operate facilities in Kaesong to create employment.

"Our message to the world is that the U.S. is open for business in 150 countries, including strong current trading partners such as Mexico, Brazil, Colombia and Peru. We'd like to be doing more exporting to China. Foreign buyers want to do business with America because they admire the quality of American products," said Hochberg.

His goal for 2010 is to vastly expand America's footprint in world markets and enroll more banks and insurance companies in Ex-Im's programs.

Also joining the show was return guest Daniel Griswold, Director of the Center for Trade Policy Studies at the Cato Institute in Washington, DC. Griswold, author of a new book entitled "Mad About Trade: Why Main Street America Should Embrace Globalization," contends that a strong U.S. trade policy benefits all Americans, including those in low income areas.

"The American family profits from free trade since it results in lower prices. Free



Cant wait for the show?
[Click Here for Neal's Blog.](#)

Now Proudly Syndicated On These Stations



FRIDAY 5PM - 6PM
MIAMI/ FT. LAUDERDALE
thebiz880.tripod.com



SUNDAY 1PM - 2PM
ATLANTA
920wgka.townhall.com



SUNDAY 12NOON - 1PM
HOUSTON
www.ksevradio.com



SATURDAY 8AM - 9AM
WASHINGTON D.C.
www.federalnewsradio.com



THURSDAY 4PM - 5PM
SAN FRANCISCO / SAN JOSE
kdow.biz/cms/index.php



SATURDAY 1PM - 2PM
SEATTLE / TACOMA
kol.townhall.com

P R E S S R E L E A S E





[Click Here To Listen Live.](#)

The Neal Asbury Show

thenealshow.com

trade has gotten a bad rap as the result of trade unions equating trade with U.S. job loss. But very few Americans lose jobs due to exports. Trade isn't about losing or gaining jobs – it's about creating better U.S. jobs," said Griswold.

Griswold suggests that while America is holding itself up as the ultimate free market, trade barrier in the U.S. for certain products are higher than in some other markets. The result, he contends, is that it punishes poorer U.S. consumers because the imposed trade barriers raise prices for imported products such as sugar, shoes and clothes; which are important commodities. It also raises prices overseas, which impacts the poor in other countries.

"Imposing high trade barriers are keeping poor countries even poorer. The U.S. needs to set a good example. If we make it harder for foreign companies to sell us products by forcing up prices, then foreign consumers will be unable to buy imported U.S. goods," said Griswold. "The U.S. is the world's #1 exporter, so we shouldn't jeopardize our leadership among the 250,000 U.S. companies that export to the rest of the world," he added.

He also is adamantly opposed to trade sanctions, which merely punish countries that "we don't like." Sanctions should be reserved for anything that could pose a threat to our security, such as military ware, he recommends. He points to the Cuban embargo as a failed example of a sanction. While it is having a devastating effect on the average Cuban, it is propping up Castro and depriving U.S. exporters to Cuba of about \$500,000 in sales of U.S. goods. It's the same situation in Burma, he notes.

"Nobody can beat the U.S. when it comes to our workforce, technology and institutions. America has an advantage over the rest of the world. The best way to continue this advantage is to keep politicians out of the way. Let American entrepreneurs do what they do best," Griswold concluded.

John Manzella, President of Manzella Trade Communications and a world-recognized author and speaker on U.S. and global business and Washington politics, joined the discussion as he does each week with his Manzella Report. Manzella continued the discussion on the importance of free trade by suggesting that Congress needs to promote as many free trade agreements as possible that open foreign markets to U.S. goods and services. As if to prove the point, he noted that in a recent speech by Federal Reserve Chairman Ben Bernanke, Bernake said the large U.S. trade deficit with developing countries remains a threat to the U.S. and global economy.

Echoing comments by Hochberg and Griswold, Manzella advocated that Congress should pass the South Korean, Colombian and Panamanian free trade agreements, which are projected to boost U.S. gross domestic product by about \$25 billion annually.

He also wants to see the U.S. push for a favorable conclusion of the Doha Round of negotiations, which could generate \$29 billion in gains for the United States. Another initiative, in keeping with Griswold's stance on trade barriers, is for America to push for the elimination of all global trade barriers, which could generate about \$500 billion in U.S. annual income. This translates into \$5,000 for each American household per year. And

this is on top of the existing \$1 trillion or \$10,000 per household that trade currently generates in the U.S.

Manzella thinks that the timing for such a move is critical if you take into account that many foreign countries are anticipated to grow much faster than the United States next year. For example, while Bank of America projects the U.S. to grow by 3%, emerging markets as a whole are anticipated to grow by 6%, and emerging Asia is projected to grow by 8%. So Manzella believes that it's important that U.S. companies get their products and services into these markets where demand is increasing.

"International trade has become more and more important to our economy. In fact, last year it accounted for 30% of gross domestic product growth. Keep in mind that 57 million American are employed by firms that engage in international trade. This is roughly 40% of all non-farm jobs. And trade related jobs pay 13%-18% more than the average wage," said Manzella.



[Cant wait for the show? Click Here for Neal's Blog.](#)

Now Proudly Syndicated On These Stations



FRIDAY 5PM - 6PM
MIAMI/ FT. LAUDERDALE
thebiz880.tripod.com



SUNDAY 1PM - 2PM
ATLANTA
920wgka.townhall.com



SUNDAY 12NOON - 1PM
HOUSTON
www.ksevradio.com



SATURDAY 8AM - 9AM
WASHINGTON D.C.
www.federalnewsradio.com



THURSDAY 4PM - 5PM
SAN FRANCISCO / SAN JOSE
kdow.biz/cms/index.php



SATURDAY 1PM - 2PM
SEATTLE / TACOMA
kol.townhall.com

P R E S S R E L E A S E

Bloomberg

