

OF SMALL- AND MEDIUM-SIZED ENTERPRISES (SMEs)

EH Prediction for 2016:

\$58 billion
to make in goods exports

THE OPPORTUNITY

9%

Potential yearly revenue growth from exporting

1/3

Export to 1 or 2 countries (Canada and UK are most common)

WHAT ARE SMEs SAYING?

66%

believe that exports have contributed to their growth

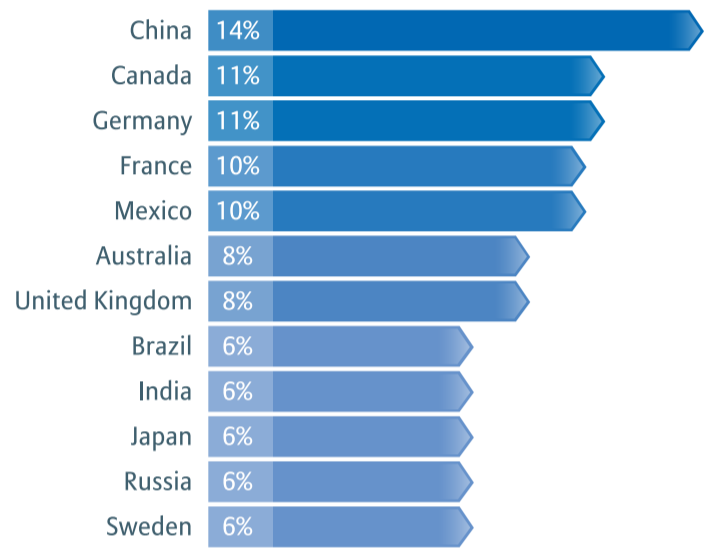
62%

believe that export activity has increased over the past 5 years

56%

export to a few markets and view it as an important and growing part of their business

TO WHERE DO SMEs WANT TO EXPORT?



BEWARE: TWO PRIMARY RISKS

1 NONPAYMENT



1/3 of SME exporters have experienced a non-payment issue in the past year

UNPAID On average, this group experienced **4 nonpayment issues per year**

2 INTERNATIONAL VS. DOMESTIC PARTNERS



39% of SME exporters believe that their international customers are more risky

37% of SME exporters believe that their domestic and international customers are "altogether different"

MITIGATING RISKS REQUIRES THE RIGHT TOOLKIT:

With the right risk mitigation tools, exporting SMEs estimate they could increase revenues by:

26%

IN

3 YEARS

42%

IN

5 YEARS

To begin exporting or safely and smartly expand into new markets, Euler Hermes offers 3 steps for SMEs:

- 1 Get help accessing information on your clients (including countries, industries, currency risks)
- 2 Consider how you want to sell abroad, including how to finance it
- 3 Revise your terms and conditions