



Europe's 500 - Entrepreneurs for Growth White Paper 2011

**How to solve the dilemma of stabilizing
(public sector budgets, banks and currency)
and maintaining growth at the same time**

February 3, 2011 in Brussels

1. Government level

→ More transparent *Healthy Nation Monitor* (Healthy Nation Benchmark)

2. Bank Reforms

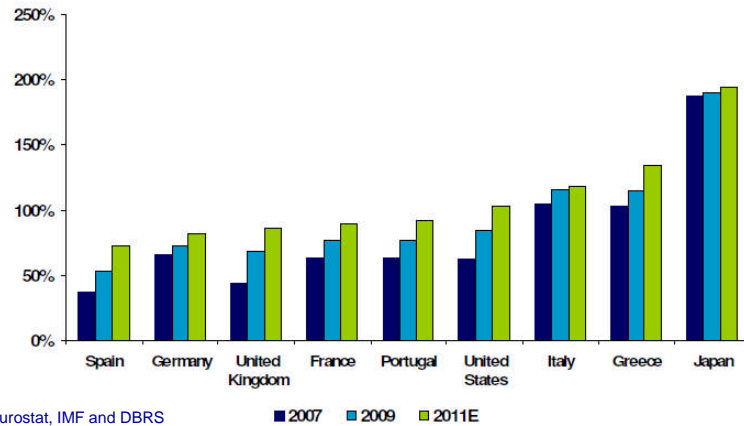
→ Separating investment banking and *commercial banking balance sheet*

3. Alternative Growth Financing

→ Increase *export financing*

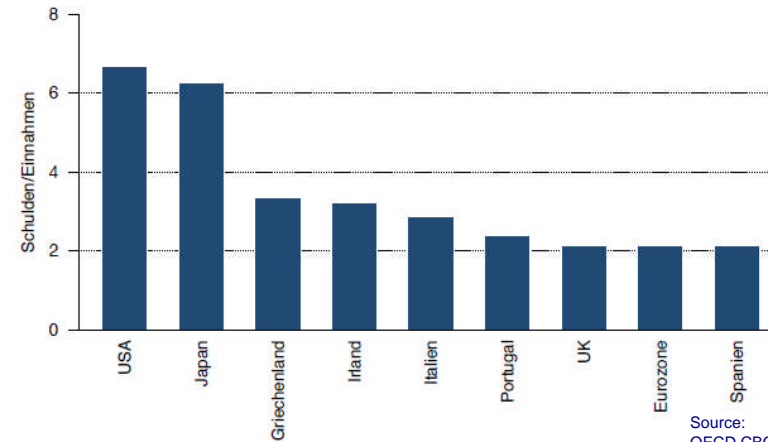
→ Enhance midcap companies' rating by a *long-term credit insurance fund*

Gross national debt in % of GDP



Source: Eurostat, IMF and DBRS

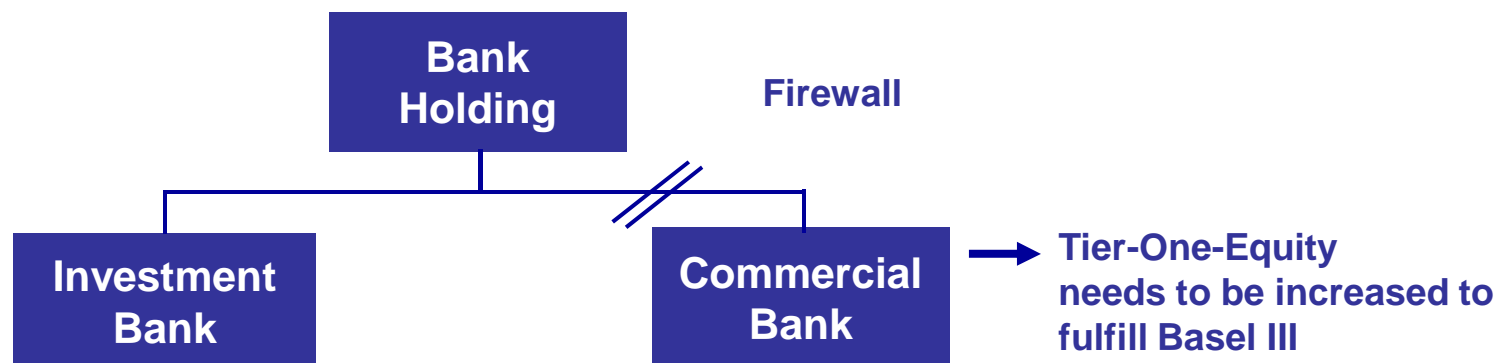
National debt in relation to national income



Source: OECD, CBO, Wellershoff&Partners

- More transparency → Public understanding, not only behind closed doors
 - Publicly correlate deficit with other important indicators (savings, tax rates, trade surplus...)
 - Less overreaction of the markets and media
 - Clearer priorities that are more understandable to the public
- The Healthy Nation Monitor shall be published regularly and endorsed by the entrepreneurs and the commission

- Split the commercial and investment bank balance sheet



- The real economy should not be affected by risks from other financial assets and other liabilities (Investment Banking)
- Entrepreneurs who bear equity risk and thereby the long-term consequences should be invited into the banking rules reform committees
- Basel III needs immediate capital increase to prevent cash drain for the real economy especially the SME and midcap

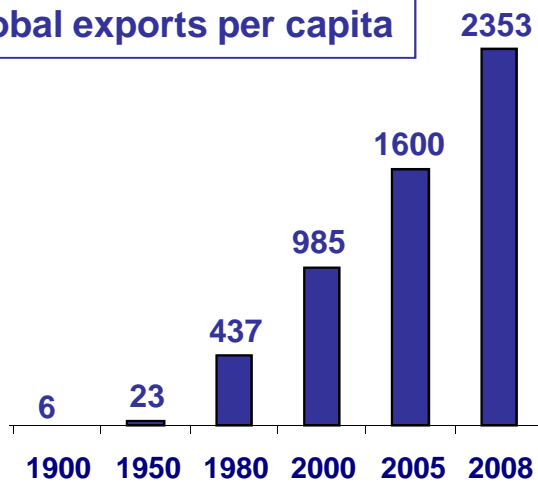
Alternative Growth Financing

Increase export financing

Europe's 500

→ Improve export financing

Global exports per capita



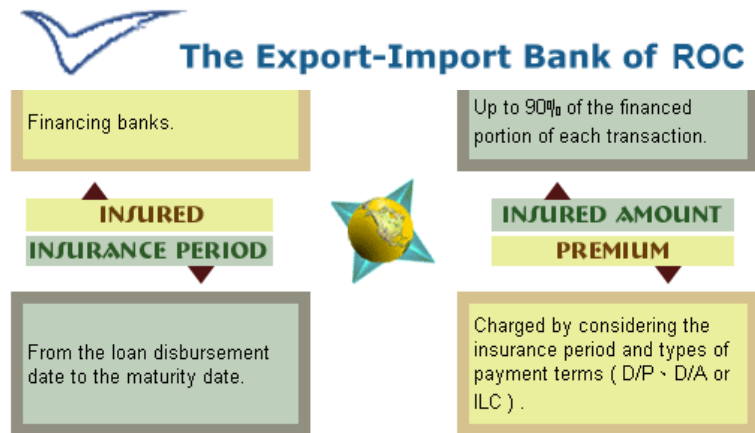
Source: Simon.Kucherer & Partners

THE WALL STREET JOURNAL. ASIA

ASIA NEWS | JANUARY 12, 2011

U.S. Export Financing Challenges China

Ex-Im Bank's New Loan Model, Matching Beijing's Cheap Terms, Helps Push a Deal With Pakistan for GE's Trains



→ If export financing is eased:

- Europe
- will increase exports
 - will create more long-term international partnerships
 - will be a stronger competitor and a friend of the customer

(→ Europe should stay green and eventually add ecologic standards to trade treaties)



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China Export Finance Limited (CEF) is an international trade finance provider, offering financial support specifically for exports from China destined to the western markets. CEF provides a trade finance facility for Chinese Suppliers that helps western Importers secure up to 120 day's open account credit terms.

CEF's portfolio of services facilitates and promotes business growth, increasing efficiencies and reducing risk in international trade. CEF also provides other required ancillary services including documentary management, inspection, risk protection, door to door logistics and collections.

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**I AM AN
IMPORTER**

I want to...

- Improve my credit terms
- Increase my cash flow
- Grow my business

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**I AM AN
EXPORTER**

I want to...

- Expand export sales
- Improve working capital
- Maximize profitability


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Exporter Solution

The solution

Using CEF trade finance allows you to give Buyers credit terms without financial strain or risk to your business. You, the Exporter, will receive immediate payment on invoices and shipping documentation and we will hold up to 120 days credit for your western Buyers.

This sharpens your competitive edge, increases the number of Buyers willing to do business with you, and opens the door to the vast potential of the global marketplace. We will make outstanding payments and collections on your behalf, smoothing the process and allowing you to take care of your business in China while we look after your Buyers in the West.




Taking away the risk

With the CEF payment solution, we take the risk off your shoulders when providing credit terms for overseas Buyers. This allows your sales to grow and business to expand. Our unrivalled understanding of the western markets and network of global contacts puts us in a unique position to help you secure business that would otherwise be out of reach.

Stay ahead of the game

With offices across China, Europe and the USA, our experienced personnel will greatly enhance the service you offer Buyers from overseas. We trade with western markets on a daily basis, putting us at the forefront of any financial or political developments which could affect your business. This expertise helps mitigate your risk and gives you invaluable local knowledge and representation at every stage of the game.

To find out more read on... 

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*If you want one year
of prosperity, grow
grain.*

*If you want ten years
of prosperity, grow
trees.*

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Enhance midcap company credit rating by a new investment credit insurance fund (ICIF)

Europe's 500

- The companies pay a premium to cover their risk to the fund
- The premium is adjusted every year by a formula
- The banks can treat the insured midcap borrower as A-rated credit
- Thus 70% of the work force will benefit from stronger growth financing opportunities

- A working group (ICIF) will be established. Commission representatives will be invited.
- Governments will be asked as initial reinsurers

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