



**sana**

Presentation | 2015

A faded, grayscale background image of an offshore oil rig structure, showing various towers and platforms over the ocean.

*Presentation for:*

**South Texas Economic  
Development Center Global**

- **SANA's Overview**
  - History of our company through the years
  - Why Export?
  - Potential Markets
  - How We Started
  - What we recommend
  - Advantages of selling from U.S.
- **Government Funding**
- **Opportunities for Renewable Energies in Latin America**

For more than 20 years, Sana International has been a leader in providing worldwide industrial equipment and parts of the highest quality, on time delivery, and competitive pricing.

### Markets Served:

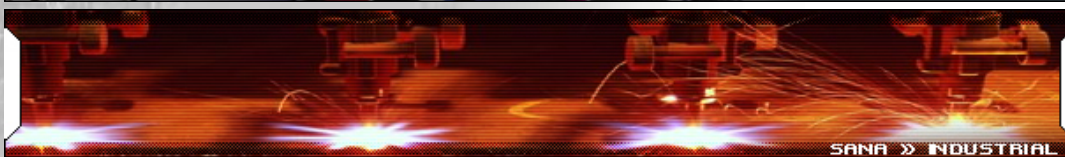
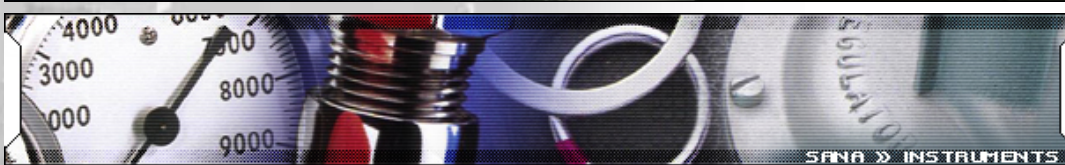
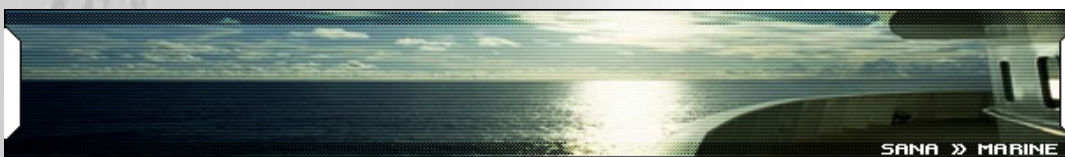
-Oil and Gas

-Marine & Port

-Food and Beverage

-Industrial

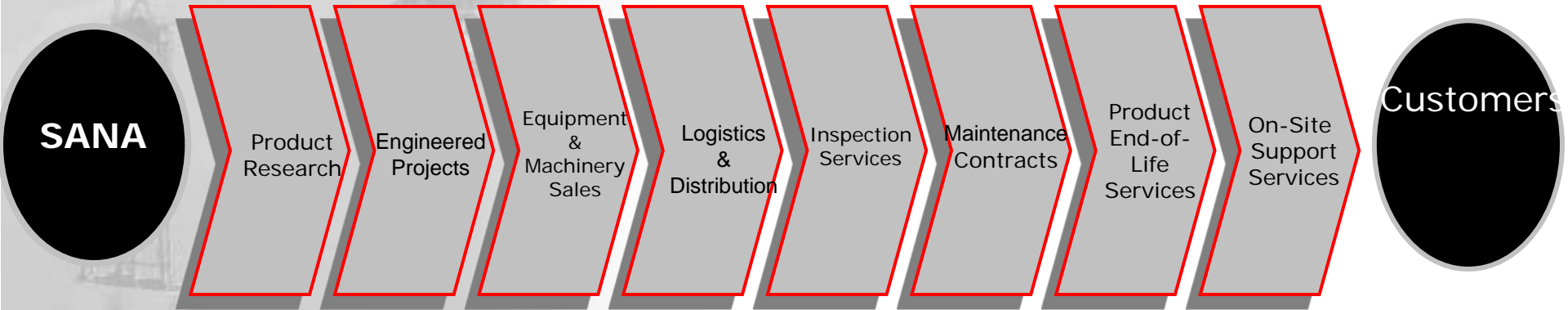
-Renewable Energies



- 1994 Founded with the aim of providing an international complete supply chain service from San Antonio, TX for Latin America.
- 1995 We started selling locomotive parts of newly privatized railway companies in Mexico.
- 1996 We started to sell locomotive parts to railway companies in Chile and Argentina.
- 1998 SANA made contact with UTSA International Trade Center asking for assistance.
- 1999 Won the Prestigious Small Business Administration (SBA) Texas "Exporter-of-the-Year".
- 2001 SANA participated in the Export Leaders Program, Trip to Costa Rica-Panama.

- 2003 established Warehouse and Supply Chain offices in Veracruz and Nuevo Laredo, Mexico.
- 2004 We began to provide parts and equipment to the Marine & Ports Industries like Shipping Agencies and Ship Builders.
- 2004 With our experience in logistics we entered in the oil & gas industry and began to participate in bids services to Pemex
- 2008 We began to provide parts and equipment to the Food and Beverage Industry. FEMSA, Coca Cola, Leche Lala, Heineken.
- 2010 With the advice of SBA, we are certified as MBE, SBE.

- 2011 We began to develop the Renewable Energy Division, we are currently working with manufacturers giving them advice on market needs.
- 2011 We were again honored with the Prestigious Small Business Administration (SBA) Texas "Exporter-of-the-Year".
- 2012 With the support of The International Trade Center we started the project of establishing a distribution center in Colombia to take advantage of the growth of countries like Chile, Colombia, Peru.
- 2012 We were honored with the Prestigious US Commerce "Minority Global Firm of the Year"
- 2013 We were honored with the Prestigious US Commerce/Ex-Im Bank "Minority Business Exporter of the Year"



SANA can provide Turn-key Supply Chain Services.





SANA, INC. Heavy Equipment, Parts, Repair Shop, Oilfield, Marine, Locomotive, Industrial, Instr - Windows Internet Explorer

http://www.sana-int.com/clients/customer.php

File Edit View Favorites Tools Help

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SANA, INC. Heavy Equipment, Parts, Repair Shop...

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## sana

International Commerce

SANA HOME CUSTOMER LOGIN INVESTOR RELATIONS CORPORATE OVERVIEW INTRANET

Oil & Gas Marine & Ports Locomotive Industrial Instrumentation Ecology & Environment Supply Chain Shipping Agency

San Antonio, TX

Get the 10 day forecast

79°F Fair

Feels Like: 81°F  
Humidity: 63%  
Wind: SE at 10 mph

Enter city/zip GO!

[Airport Delays](#)  
[Sporting Events](#)  
[Pollen Reports](#)

[Book a vacation rental](#)

Sana Home / Customer Login

### Customer Login

#### Identify

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

User:

Password:

GO!

#### NEWS

NEFTEGAZ 2008. Moscow 12th International Exhibition Equipment and Technologies for the Oil and Gas

Мы очень рады возможности представить нашу компанию на стенде Торгового представительства США на выставке НЕФТЕГАЗ 2008. Позвольте мне предложить вашему вниманию информацию о нашей компании и о той продукции и услугах, которые мы можем предложить

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### Parts

- AIR BRAKE SYSTEMS
- AIR COMPRESSORS
- AIR CONDITIONERS
- AGITATORS
- BLOCK HEATERS
- BRAKE CYLINDERS
- BRAKE RIGGING
- BRAKE SHOES
- BRAKE SYSTEMS
- BULL GEARS
- CAB HEATERS
- CENTRIFUGAL PUMPS
- CHAINS
- CHOKES
- CLUTCHES
- COMPLETE ENGINES
- CONTACTORS
- CONTROL STANDS
- COUPLERS
- COUPLINGS
- CROWN BLOCKS
- DRAFT GEARS
- DRAWHEAD ASSEMBLIES
- DRAWWORKS
- DYNAMIC BRAKE GRIDS
- ELECTRICAL SWITCH GEAR
- ELEVATORS
- FANS
- FILTER HOUSINGS
- FILTERS
- GASKET KITS
- GENERATORS
- HOOKS
- INJECTORS
- JOINTS
- JOURNAL BEARINGS
- MAIN BEARINGS
- MANIFOLDS
- MOBILE RIGS
- MUD PUMPS
- OIL TOOLS
- RADIATOR CORES
- RELAYS
- REVERSERS
- ROD BEARINGS
- ROTARY TABLES
- SHAKERS
- STARTERS
- SWIVELS
- TORQUE CONVERTERS
- TRACTION MOTOR SUPPORT BEARINGS
- TRACTION MOTORS
- TRUCK ASSEMBLIES
- TRUCK REBUILD KITS
- TURBOCHARGERS
- VALVES
- WATER PUMPS
- XMASS TREE
- YOKES

### Brands

- 3M
- AIRFLEX
- ALCO
- ATLAS COPCO
- BAYLOR
- BETICO
- CAMERON
- CATERPILLAR
- COOPER
- CROUSE HINDS
- CUMMINS
- DEMING
- DIESEL
- DEUTZ
- DFTS
- DONALSON
- DRESSER
- EATON
- EMD
- EMSCO
- GENERAL ELECTRIC
- GOULDS
- HATZ
- HYDRILL
- IDECO
- INGERSOLL-RAND
- LOWARA
- PUMPS
- MITSUBISHI
- NATIONAL OILWELL
- P&H
- SHFFER
- SKYTOP BREWSTER
- SWARCO
- TWIN DISC
- UTEX
- VARCO
- VOLVO
-

- **International Experience**
  - Organization has over 20 years International experience
  - All Key staff are Bi-Lingual (Spanish/English)
  - Key suppliers in North, Central and South America
- **Custom Logistics Solutions**
  - On-site Support
  - 24/7 Web Tracking
  - “Door-to-Door” Deliveries
- **Highly Technical and Experienced Bi-Lingual Staff**
  - Experienced in Industrial Machinery
  - Solution-based Field Engineering Support
  - End-Of-Life Product Services
- **Quality Control**
  - Inspection Services
  - Packing and Warranty Management Services
- **Global Supplier Management Staff**
  - Procurement Management and Coordination w/Factory and field.

## SANA will:

- **INFRASTRUCTURE & LOGISTICS:** Leverage SANA's Latin American Infrastructure to Support our Clients Sourcing and Logistics Requirements
- **REDUCTION LEAD TIMES:** SANA can jointly work with the Clients can help reduce Product Lead Times.
- **TECHNICAL SUPPORT:** SANA's Engineering and Technical Team can help meet product specifications and performance requirements.
- **SOLUTIONS:** Customize Supply Chain, Logistics and Technical Support Solution for the Clients

**Experience. Execution. Excellence.**

- **THE WORLD IS MORE GLOBAL:** Ease of shopping anywhere in the world.
- **LOCAL MARKET SATURATION:** Potential demand for our products in other markets.
- **LOGISTIC FACILITIES:** Currently we have more options for sending our goods to other markets.
- **THE GROWTH IN OTHER MARKETS:** Markets such as Asia, the Middle East and Latin America have good growth forecasts.

**Experience. Execution. Excellence.**

- **ASIA:** Countries like China, India, South Korea, Vietnam and a possible Japanese recovery are countries with large markets and good growth.
- **MIDDLE EAST:** Countries like Saudi Arabia, Emirates, Iraq, Israel, Kuwait are countries with many infrastructure investments.
- **LATINOAMERICA:** Countries like Mexico, Chile, Colombia, Peru, Panama. They have good markets and good growth forecasts.

**Experience. Execution. Excellence.**

## How We Started

- With the Dream Being International.
- We started the office with only two people.
- Do not be afraid to sell internationally.
- Using and applying our knowledge of Logistics.
- Knowing the market needs.
- Applying enough wit.
- We asked advice of US Commerce Services. The International Trade Center UTSA, Small Business Administration SBA and Free Trade Alliance.
- We achieve the Ex-Im Bank support for our International Sales.



## What we recommend

- Look where the opportunities are in the world.
- Familiarize yourself with the product you want to sell.
- Find information on SBA, South Texas Economic Development Center , U.S. Commerce, etc.
- Attends & participates in Trade Shows.
- Basic knowledge of Logistics, Incoterms.
- Making life easier for the buyer, Put the goods as close to his location as you can.
- Buy when you sell. Do not sell when you buy.
- Never give credit unless you already know your customers well or have the ability to recover your portfolio abroad.
- Calls for advice to a Custom Broker.
- Have a Good International Banker.
- Have a Good Web Site.

## Advantages of selling from U.S.

- US Brand is one of the Best in the World.
- There are a lot of support from various U.S. agencies such as US Commerce, SBA, South Texas Economic Development Center, US Embassies around the world.
- Much of the required products are from U.S.
- FTAs with several countries.
- The logistical advantage of the geographical position of Corpus Christi.
- We are an American Company.

- Develop an idea.
- Make a business plan.
- Certify Your Business – HUBZone, Women Owned, Etc.
- SBA Loan Programs - <https://www.sba.gov/loanprograms>
- The Export-Import Bank of the United States
- North American Development Bank
- Calls for advice to a Custom Broker.
- Have a Good International Banker.

Before you can begin business with the government or big corporations your business must obtain the proper certifications. Small business certifications are like professional certifications; they document a special capability or status that will help you compete in the marketplace. Unlike permits and licenses, you do not need to obtain certifications to legally operate. However, in order to take advantage of business opportunities, such as government contracts, you may need to obtain some certifications.

- HUB
- Service-Disabled Veteran-Owned Business
- Small Disadvantaged Business
- Women-Owned Small Business
- Small Business Enterprises
- Minority Business Enterprise
- Women-Owned Business Enterprise

MBDA - <http://www.mbda.gov/businesscenters/sanantonio>

The South Texas Regional Certification Agency <http://www.sctrca.org/>

### **SBA - 7(a) Loan Program Eligibility**

SBA provides loans to businesses; so the requirements of eligibility are based on specific aspects of the business and its principals. As such, the key factors of eligibility are based on what the business does to receive its income, the character of its ownership and where the business operates.

SBA generally does not specify what businesses are eligible. Rather, the agency outlines what businesses are not eligible. However, there are some universally applicable requirements. To be eligible for assistance, businesses must:

- Operate for profit
- Be small, [as defined by SBA](#)
- Be engaged in, or propose to do business in, the United States or its possessions
- Have reasonable invested equity
- Use alternative financial resources, including personal assets, before seeking financial assistance
- Be able to demonstrate a need for the loan proceeds
- Use the funds for a sound business purpose
- Not be delinquent on any existing debt obligations to the U.S. government

## The Export-Import Bank of the United States

Is the official export credit agency of the United States. Our mission is to ensure that U.S. companies — large and small — have access to the financing they need to turn export opportunities into sales.

- Working Capital
- Supply Chain Finance – Guarantee Program
- Global Credit Express
- Export Credit Insurance
- Loan Guarantee
- Finance Lease Guarantee
- Direct Loan

Link: <http://www.exim.gov/>

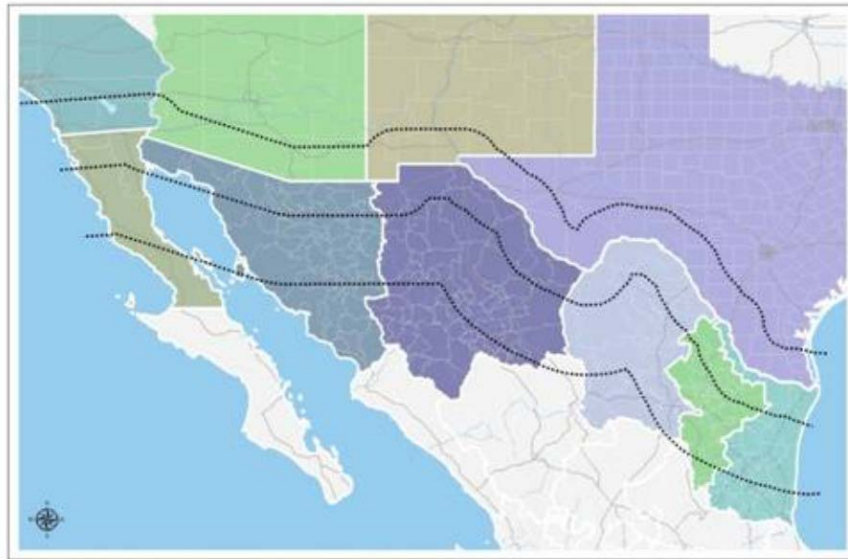
## North American Development Bank

Established in 1994 to finance infrastructure projects protect, preserve and enhance the environment, and promote the sustainable development, along the border region between Mexico and the United States.

NADB provides financing to projects in the range of 100 km north of the border and 300 km south of the border in coordination with the Environment Cooperation Commission Border (BECC).

NADB is 100% owned by the governments of Mexico and the United States in equal parts.

Link: <http://www.nadbank.org/>



## Thank You

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