



EXPORT-IMPORT BANK *of the* UNITED STATES

Ex-Im Bank helps U.S. companies to sustain and create jobs by financing U.S. exports.

JOHN RICHTER

REGIONAL DIRECTOR: ASIA, AFRICA, AND THE MIDDLE EAST

In January 2000, John Richter joined Ex-Im Bank as Regional Director for Asia, Africa and the Middle East to lead the International Business Relations Group, bringing his extensive marketing experience to Ex-Im Bank. John is responsible for creating and managing marketing efforts for Asia, Sub-Saharan Africa and the Middle East. He is Ex-Im Bank's primary liaison with importers, banks and U.S. Government Agencies and trade promotion organizations to promote U.S. trade in these regions.



John came to Ex-Im Bank from the U.S. Trade and Development Agency (TDA) where he served for eight years as the Regional Director for Africa and the Middle East. John has 17 years experience in international marketing and sales for several U.S. corporations, including Mercury Marine, Master Lock Company and Uniroyal, Inc. He has a Masters Degree in International Management from the American School of International Management (Thunderbird) and a B.A. from the University of Wisconsin.

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