

Award Winning Texas Oil Equipment Exporters Charge Ahead With The Help Of Ex-Im

CECA Supply & Services Inc. - Houston, TX



In an industry dominated by countries in the most highly volatile region of the world, businessmen Rami Touma and Maher Touma plunge ahead with American business in North Africa. Their company, Houston based-CECA Supply & Services Inc., relies on the U.S. Export-Import Bank to see a clear cut path for their American business, and the manufacturers that rely on them.

CECA exports American-made, oil-and-gas drilling equipment that is manufactured by small and medium-sized companies here in the U.S. The Toumas represent some of the best and well-known companies in the oil industry.

Just because these companies are the best at manufacturing, however, doesn't mean that they know how or have the capacity to navigate the tumultuous waters of exporting to North Africa. Exporting in this region includes obstacles such as language barriers and legal hurdles. CECA's partner companies are experts at manufacturing, not navigating foreign market barriers.

That's where CECA comes in. "If we were not selling their products in Algeria, no one would be selling in Algeria," said Rami Touma, President of CECA. CECA allows manufacturers to focus on constructing quality, American products while CECA handles the messy business of exporting and competing with foreign companies.

But without the Ex-Im Bank CECA would not be able to continue getting American goods to foreign customers. "From day one," said Maher Touma, CEO, "we have relied on Ex-Im for everything we do."

Prior to CECA, Mr. Maher Touma worked in the banking industry for 13 years. That's where he first learned of the Bank, and his experience in the private sector reassures him that without reauthorization, CECA and the thousands of other small businesses across the U.S. that rely on the Bank will not be able to continue operating or growing at current rates, and in some cases, not at all.

This is a worry to the Toumas as Canadian, Asian, and European competitors continue receiving much more support from their governments, essentially allowing their companies to sell \$100 worth of goods for \$104. This additional support amounts to a lot when talking about deals ranging anywhere from \$10,000 to \$4 million.

The Toumas rely on the Ex-Im Bank to stay in business and stay competitive, using the Bank "100 percent of the time we are in business," said Mr. Rami Touma. Without the Bank, their President's Excellence in Exporting Award-winning business, as well as the manufacturers they purchase from, face an uncertain future.