

# FACES OF TRADE

Small Business Success Stories



## with Singapore



### EXCEL HOLDINGS, INC.

Leesburg, Virginia

Hisham Fawzi, President

[www.excelholdings.com](http://www.excelholdings.com)

A trading company since 1991, Excel Holdings has helped customers navigate through the many processes, agencies, and regulations involved in international trade. Drawing on an extensive network of international contacts, Excel Holdings provides its clients with effective solutions to their transportation, financing, insurance and logistical needs.

Excel Holdings has entered the Singapore market on full cylinders. In 2001, the firm began marketing its Water Extraction and Purification System (WEPS) line of products to the commercial, industrial and military sectors. The company's trade relationship with Singapore has quickly intensified. The Singapore market constitutes 30% of Excel Holdings' gross sales and nearly 70% of Excel Holdings employment is dependent upon continued trade to this region. Due to the health benefits of WEPS and the wide extent of its distribution, the U.S. Department of Commerce presented Excel Holdings with the "Export Achievement Award."

Excel Holdings president, Hisham Fawzi, anticipates the added value that the U.S.-Singapore Free Trade Agreement will afford his company. **"The FTA will definitely increase my exports, not only to Singapore, but to the whole Far Eastern hemisphere. I will be able to establish a stock hub in Singapore and ship orders directly from there, thereby eliminating redundant transport from the U.S."**

**Industry:** Trading Company

**Number of U.S. Employees:** 10

**Major Product Sold to Singapore:** Water Extraction and Purifying System

**Years of Involvement in Singapore:** 2

