



EXPORTECH™

*An Export Acceleration System
for Achieving Profitable Growth*

Do you believe your product has international sales potential, but don't know how to get started?

Have you received international inquiries, but haven't fully capitalized on them to generate significant sales growth?

Would you like to shift from a reactive to a proactive approach to expanding international sales?

EXPORTECH™ CAN DRIVE INTERNATIONAL SALES GROWTH TODAY!

- Provides your company with a systematic process for entering or expanding in global markets
- Connects you with the best international business experts in the region
- Assists you to develop a peer-reviewed export growth plan in 12 weeks
- Generates measurable results for committed C-level participants
- Involves a unique combination of innovative group sessions and individualized coaching

PAST EXPORTECH™ PARTICIPANTS ARE SAYING

"You can't put a price on the value of this program—the contacts, the resources, and the knowledge I gained saved us tons of time and tens of thousands of dollars."

Barbara Biller, IntelliTech, Inc.

"ExporTech™ is a great resource for any company considering expansion into foreign markets."

Ryan Pendleton, Beckwood Press Co.

"The ExporTech™ Program was very insightful and helped to grow Osagian Canoes to the next level. One thing I learned, and had not thought about before, is that through exporting there is a way to sell year round to countries being located in the Southern Hemisphere. Also, with all the resources available to help small businesses, no one is too small to export."

John Carr, Osagian Canoes

WHAT ARE THE BENEFITS OF PARTICIPATING?

Companies that have gone through the ExporTech™ program report significant impacts to their bottom lines:

- The average participant **increases sales by nearly \$170,000**
- Many companies **generate export sales within 3-6 months** of completing the program, and some have negotiated sales before the program's final session
- The average participant reported **cost savings of \$34,000**
- The program **saves the average company over 120 hours of labor time** by navigating them through the international growth process.

All of these sales increases and cost savings yield an impressive ROI for participating companies. The estimated average **gain in operating margin is 10x the typical investment** of staff labor time and program fees.

YOUR EXPORTECH™ PARTNERS



**MEP • MANUFACTURING
EXTENSION PARTNERSHIP**

NATIONAL INSTITUTE OF
STANDARDS AND TECHNOLOGY
U.S. DEPARTMENT OF COMMERCE



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HOW DOES EXPORTECH™ WORK?

The ExporTech™ system has several hallmarks:

1. The process assists companies to develop a **simple, actionable international growth plan** – based on a series of carefully designed tools and templates.
2. We connect participants with a wide range of reputable international business experts who help them navigate the export process.
3. The program involves a unique combination of **group work, individual work, and personal coaching**, that allows companies to extract information that is critical to their export success:
 - During group sessions, experts are selected based on the specific needs of the participants, to educate the entire group and provide one-on-one consultations.
 - Planning exercises and peer discussions are employed to help executives apply knowledge to their own companies.
 - In the final group session, **each company's plan will be reviewed and vetted by a panel of experienced international businesspeople**, to help them avoid costly mistakes and see new opportunities.
 - Each company is assigned an experienced coach to provide focused, one-on-one support in the development and execution of their plans.
 - Each 3-Session program is limited to six to eight companies, to ensure quality, personalized service and attention to each company.

WHAT IS REQUIRED?

Companies participate in three one-day group sessions scheduled over a three-month period. In between, each company works on the development and implementation of their international growth plan, with the support of a coach.



EXPORTECH™ IS OFFERED NATIONWIDE

The program was developed by two of the leading organizations that provide assistance to manufacturers – the Manufacturing Extension Partnership and the U.S. Export Assistance Centers of the U.S. Department of Commerce – and is offered in collaboration with numerous state trade offices, and other regional partners throughout the country.

By the end of the program every company will have developed their own international growth plan and accelerated their export sales process.

Contact your regional MEP center for dates, location and cost. (Find your center at www.nist.gov/mep/find-your-local-center.cfm)

APPLY EARLY, SPACE IS LIMITED

Participation is limited to eight companies, to make sure sufficient time and attention is given to each company's specific challenges.

For more information about ExporTech, go to
www.nist.gov/mep/exportech.cfm

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