

EXPORTECH™

Accelerating the Pace of Global Expansion

Are you struggling to take advantage of growth opportunities in global markets?

Are you reactively selling to international customers who find you, rather than taking a proactive and strategic approach to international sales?

If **YES**... ExporTech could be the answer.

ExporTech is a national export program designed to accelerate export growth for small and medium-sized manufacturers. The program helps manufacturers enter or expand in global markets, navigate the export sales process, and develop an export growth plan that is vetted by experts. The program is jointly offered by the NIST Manufacturing Extension Partnership and the U.S. Commercial Service of the U.S. Department of Commerce.

RESULTS*

\$500,000 - \$700,000

Average sales increased/retained

\$91,000

Average investment savings

\$600 Million

Total program sales to date

Over 1,100

Participating companies

Why ExporTech?



Provides a proven, systematic process for expanding or entering into global markets.



Connects companies with international business experts.



Offers a peer-reviewed export growth plan in 10 weeks.



Saves countless hours and eliminates fear of the unknown about getting paid, protecting intellectual property, finding sales reps, and more.

*Based on MEP Center client projects from 2008 – 2019.

How Does ExporTech Work?

1

The program combines group workshops with individual coaching for each company, leading to an export plan in just 10 weeks. Each company is assigned an experienced coach to provide focused, one-on-one support in the development and execution of their plans.

2

The program uses a peer group model, limited to leaders from 4-8 companies, to maximize impact and propel action.

3

The customized workshops, planning exercises and discussions help companies learn from peers and extract the information they need to develop realistic, actionable plans.

4

The program connects companies to a team of experienced export organizations, helping companies go-to-market and implement their export growth plans.

WHY WAS EXPORTECH DEVELOPED?

A significant number of manufacturers cannot rely only on the domestic market for growth. 95% of the world market is outside of the U.S., and the purchasing power of billions of new consumers is rapidly increasing in emerging economies.

At the same time, competition in domestic markets is fiercer than ever, and more and more companies are turning to international markets to offset declines in domestic sales. In addition, of those manufacturers that do export, over 40% sell to only one country, and over 70% sell to four or fewer markets.

ExporTech offers a significant opportunity to help manufacturers aggressively expand into global markets. Manufacturers receive intensive support as they develop export growth strategies.

Research conducted by MEP and the U.S. Commercial Service (USCS) indicated that company leadership is challenged by the process of developing export plans and strategies - and not just by the management of export mechanics (such as documentation, shipping or compliance).

CONTACT US:

If you are ready to unlock your export growth potential, contact us to learn more.



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THE MEP NATIONAL NETWORK

The MEP National Network is a unique public-private partnership that delivers comprehensive, proven solutions to U.S. manufacturers, fueling growth and advancing U.S. manufacturing.