



## EXPORTECH

**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 national export assistance program that helps companies enter or expand in global markets. Jointly offered by the NIST Manufacturing Extension Partnership and the U.S. Export Assistance Centers of the U.S. Department of Commerce, ExporTech applies a structured export strategy development process that assists companies to accelerate growth.

### Why ExporTech?

- Structured export strategy and business development process that assists 4-8 companies to accelerate growth
- ONLY national program that helps each company develop an export plan
- Efficiently connects companies with local and national experts that helps navigate the export sales process
- Saves countless hours and eliminates fear of the unknown about getting paid, protecting intellectual property, finding sales reps and more.

### How Does ExporTech Work?

- Jointly offered nationwide by the National Institute of Standards and Technology's Manufacturing Extension Partnership program and the U.S. Export Assistance Centers of the U.S. Department of Commerce
- Group workshops are combined with an individual coach for each company, leading to an export plan in 10 weeks
- Execution driven, with a team of partners who make it easier to go-to-market and implement the plan
- Peer group model, limited to leaders from 4-8 companies, that maximizes impact and propels action
- Innovative customized workshops that avoid "death by powerpoint" and help companies extract the specific information they need
- Amplifies the impact of other export programs, helping companies get the most out of tradeshows, Gold Key services, country visits and trade missions

## Measuring Results



**\$500,000 - 700,000**

Average sales increase/retention



**\$91,000**

Average investment savings



**\$400 Million**

Total program sales to date



**Over 900**

Participating Companies

## NEXT STEPS



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# EXPORTECH



## Why Was ExporTech Developed?

MEP has become increasingly focused on helping manufacturing companies generate top line revenue growth. ExporTech was developed because MEP recognized that 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. MEP identified a significant opportunity to help manufacturers aggressively expand into global markets.

MEP also recognized a need to provide intensive support for companies 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). Further, there was a need to explore new models of intensive export assistance to expand reach, by serving groups of companies rather one at a time. To foster global growth, and to assist companies with export planning (in an efficient group project format) MEP collaborated with USCS to develop ExporTech.

**If you are ready to make the investment of time, ExporTech can unlock your export growth potential!**

“At the completion of ExporTech, Louroe had an export plan complete with easy-to-use tools for entering new markets they identified during the program. “Our company experienced a 46% increase in sales and more than 25% of our gross revenue now comes from international business.”

Louroe Electronics, Inc.  
Van Nuys, CA

“Delkor was exporting “accidentally,” reacting to opportunities to conduct business abroad, rather than through a conscious strategy. As result of ExporTech, Delkor was able to achieve a 30% increase in sales within 6 months and hired 29 new employees.

Delkor Systems, Inc.  
Circle Pines, MN

## JOIN THE DISCUSSION



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