

Exportech: Growing Your International



ExporTech Overview

- Collaboration among:
 - MEP Centers
 - US DOC / US Commercial Service
 - District Export Councils (DECs)
 - State Export Assistance Agencies
- Objective: Help group of manufacturing companies enter or expand in global markets
- Results:
 - Strong evaluations and success stories
 - Within months of completing the program, participating companies have closed deals in overseas markets

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ExporTech Key Benefits

- Group process of 6 8 companies working together
 - Improves efficiency vs. working individually
 - 3 month executive intensive program accelerates time to market
- Topics, speakers customized to specific company needs
 - Executive time focused on information <u>relevant to their</u> <u>business</u>
- Expert resources and qualified vendors brought to companies in one place
 - Eliminates hassle of scheduling and waiting
 - Experts are vetted and brought in by partners
 - Cost avoidance and time savings for speakers and companies

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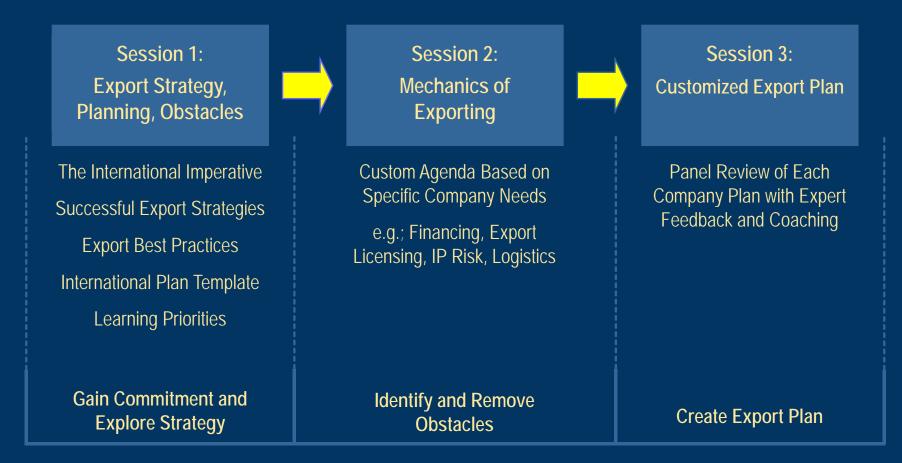


ExporTech Key Benefits (continued from previous slide)

- Unique focus on CEO/top management success factors and strategy
 - Starts with the big picture in mind
- Leads to actionable International Growth Plan for each company
 - Templates and individual support/coaching
 - In final session, plans vetted by panel of international business experts



Program Sessions



Between (and during) each full-day session, participants are assisted and coached by USEAC, state and DEC mentors and have access to the experts brought into the program

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Roles and Partners

Roles

- Facilitation
- Coaching & Support
- Bringing in Experts
- Marketing (recruiting participants)

Partners

- US Commercial Service
 / US DOC
- MEP
- District Export Council (DEC)
- State export assistance organizations





ExporTechs Completed & Planned

Completed

- Maryland 1st
- Maryland 2nd
- Oklahoma 1st

Planned

- Oklahoma 2nd
- New York City
- North and South Carolina
- Arizona
- Texas
- Idaho
- Dakotas



Target Companies

- New to export, dabbler OR moderate exporter
 - Moderate: <10% of sales, reactive approach
 - Moderate exporter that wants to become more proactive and aggressive about international is a good candidate
- Executive level:
 - CEO or Owner
 - VP//Director of International Sales
 - VP/Director of Sales and Marketing



ITAC's ExporTech Partners

The US Department of Commerce



 The Manufacturing Extension Partnership



The Levin Institute

The LEVIN Institute

