



# ExporTech Overview

ExporTech: Growing Your International  
Business



# 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

# 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 relevant to their business
- **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

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- **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

## Session 1: Export Strategy, Planning, Obstacles

The International Imperative  
Successful Export Strategies  
Export Best Practices  
International Plan Template  
Learning Priorities

Gain Commitment and  
Explore Strategy

## Session 2: Mechanics of Exporting

Custom Agenda Based on  
Specific Company Needs  
e.g.; Financing, Export  
Licensing, IP Risk, Logistics

Identify and Remove  
Obstacles

## Session 3: Customized Export Plan

Panel Review of Each  
Company Plan with Expert  
Feedback and Coaching

Create Export Plan

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

# 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