



ExporTech™ is a structured process designed to accelerate export growth for small- to medium-sized manufacturers and service providers.

The program is specifically targeted at the executive leadership of forward-looking companies that want to develop and execute a strategic growth plan to expand international sales. Most participants already export, and are either inexperienced, reactive exporters looking to become more proactive, or are experienced and want to get to the next level by developing a strategy for growth.

The program is jointly offered by the **NIST Manufacturing Extension Partnership/MEP National Network** and the **U.S. Commercial Service (USCS)**, both part of the U.S. Department of Commerce.



**SINCE 2006, 254
EXPORTECH™
PROGRAMS HAVE
BEEN DELIVERED
WITH OVER 1,256
PARTICIPATING
COMPANIES.**

How Does ExporTech™ Work

1

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

2

The program uses a peer group model, limited to leaders from up to eight non-competing 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 ExporTech™



Plan

Develop a strategic export growth plan in eight weeks, and obtain feedback from experienced international business leaders on your strategy.



Educate

Learn about a wide range of topics and best practices from real world business experts and successful exporters – with opportunity for individualized consultation and coaching.



Connect

Meet experts that become part of your network and learn about federal and state programs, services, and grants that many exporters are unaware of.



Execute

Execute your plan with the support from expert partner resources that can help you go-to-market while reducing cost and risk.



ExporTech™ Program Timeline



- Value Proposition and Elevator Pitch
- Self-Assessment of Export Obstacles and Risks
- Export Plan Template
- Market Intelligence and Target Market Selection; Export Assistance; STEP Grants, Export Financing; Manufacturing Challenges

- Managing Sales & Distribution Channels
- U.S. Export Compliance
- International/Digital Marketing, Website Globalization
- Logistics
- Legal Considerations
- Managing Payment Risk
- Consult with Experienced Exporters

- Companies Present Plans to Experienced Exporters for Feedback
- Next Steps and Plan Implementation

- Variety of Services from Partners to Support Expansion in Global Markets

“Any company that is either considering international business or is an experienced exporter should think seriously about participating in ExporTech. It’s all about the strategic thought process and how you best plan to maximize your effectiveness. Good Stuff!”

SB&B Foods, Casselton, ND

Organizing Partners & Sponsors



2025 ExporTech - Hybrid Format

Dates/Locations:

- March 19** In-Person Kickoff - 9:30 a.m. - 5:00 p.m. (CT)
Peltier Complex, 1300 18th St. N, Fargo
- April 2-30** Virtual Wednesdays - 10:00 a.m. - 12:00 p.m. (CT)
Weekly Individual/Group Coaching Sessions
- May 14** In-Person Final Session - 9:30 a.m. - 5:00 p.m. (CT)
Jasper Hotel, 215 Broadway N., Fargo
Wrap-up, Global Business Awards Luncheon, Company Presentations

Cost: \$2,500 for up to three people/company
(full value of the program is over \$5,000)

NDTO members are eligible for reimbursement for part of the program cost. Contact NDTO for more information.

Deadline: March 5, 2025



Early Bird Deadline: Register by February 19th to receive a 10% discount.

For More Information:

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Apply Early - Space is Limited
Participation is limited to 8 non-competing companies.