



## Unlock Your Global Growth Potential through ExporTech!™

- ExporTech is a structured process that helps manufacturers expand international sales.
- 4-8 companies participate in 3 workshops and obtain individualized coaching to develop an actionable export growth plan in 10 weeks.
- In the final workshop, each company presents their export plan to experienced international business people for feedback.
- The program is offered by the MEP National Network in collaboration with our partners (see box).



## ExporTech™ Program Timeline (10 weeks)



## ExporTech™ Provides Value in 4 Ways (P-E-C-I):

<p style="text-align: center;"><b>PLAN</b></p> <ul style="list-style-type: none"> <li>• Develop a strategic export growth plan, and obtain feedback from experienced international business leaders</li> <li>• Target the right markets, re-evaluate processes, “open eyes” to new considerations</li> </ul>	<p><i>“The most valuable thing was presenting our plan in front of alumni and a panel of experts who were exporters.”</i></p> <p style="text-align: right;">— Phil Jones, Vice President &amp; General Manager, Rada Mfg. Co. (IA)</p>
<p style="text-align: center;"><b>EDUCATE</b></p> <ul style="list-style-type: none"> <li>• Learn from a wide range of experts – with opportunity for individualized consultation (only 4-8 companies)</li> <li>• Build confidence and reduce risk – even experienced exporters gain valuable knowledge</li> </ul>	<p><i>“I expected that we would sit for 3 days of presentations, but it was more practical, more hands-on. They brought a lot of speakers – with different business backgrounds.”</i></p> <p style="text-align: right;">— Neeraj Batta, Senior Vice President, Batta Environmental Associates (DE)</p>
<p style="text-align: center;"><b>CONNECT</b></p> <ul style="list-style-type: none"> <li>• Meet experts that become part of your network. Learn about programs, services, grants that most exporters are unaware of</li> <li>• Learn from peer companies – hold each other accountable</li> </ul>	<p><i>“ExporTech provides the ability and confidence to navigate international markets. The program is a central place where you can meet all the export experts that you may need someday.”</i></p> <p style="text-align: right;">— Robbin Turner, CEO, Sable Systems International (NV)</p>
<p style="text-align: center;"><b>IMPLEMENT</b></p> <ul style="list-style-type: none"> <li>• Execute plan, and connect to resources that can help you go-to-market (partner search and matchmaking, Gold Key Service, tradeshows)</li> </ul>	<p><i>“Pretty much insane if you don’t do this program. ...It changed us. We probably doubled our international sales.”</i></p> <p style="text-align: right;">— Bill Dascal Sr., Vice President, Enerac (NY)</p>



## Results

Nearly 1000 companies have participated in ExporTech™ nationwide. On average, they **generate over \$500K in new export sales** (verified by a 3rd party). The program saves countless hours by helping companies navigate the export sales process.

*“The knowledge and positive impact on Palmer Bit Company from ExporTech will be felt for years. I am looking forward to sending my sons.”*

**Palmer Bit Co., Williston, ND**

*“I would recommend taking the time to participate whether you have some exporting experience or if you are new to exporting.”*

**Heartland Flax, Valley City, ND**

*“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**

*“ExporTech was an invaluable experience. We were able to collaborate with local businesses going into similar international countries with non-competitive products. Dozens of best practices emerged at each session, helping us define our strategies in various markets.”*

**Branick Industries, Inc., Fargo, ND**

## Who is a Good Fit for ExporTech™?

ExporTech™ is intended for forward-looking small and mid-market manufacturers that want to expand global sales.

- Most participants already export
- The process is designed for executive leadership, such as the CEO, VP of International Sales, VP or Director of Sales, Marketing or Business Development. Most companies involve multiple staff to get the most out of the process.

**New-to-Export**  
**0 Markets, Intl = 0% of Sales**

Good candidate if receive foreign inquiries from potential customers, and leadership is ready to invest time and resources in international.

**Inexperienced Exporters**  
**1-9 Markets, Intl < 20% of Sales**

Ideal company. Often reactive, accidental exporters. ExporTech helps them become more proactive, planned, and systematic.

**Experienced Exporters**  
**≥ 10 Markets, Intl ≥ 20% of Sales**

Experienced companies rave about the program. Many see themselves as too reactive. ExporTech™ helps them develop a plan (or a strategy for a new region), get to next level, or train new staff.

**To apply or for more information about ExporTech, please contact:**

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**Apply Early - Space is Limited** *Participation is limited to eight companies, to make sure sufficient time and attention is given to each company’s specific challenges.*

**2019 Dates:**  
February 13, March 20, April 24. Sessions will be from 8am - 5pm (CT).

**Session Location:**  
TBD based on location of participating companies.

**Cost: \$2000\***  
\*Up to 3 people per company may attend. The full cost value of the program is \$5000.