



# EXPORTECH™

An Export Acceleration System  
for Achieving Profitable Growth

Do you see growth opportunity in global markets, but are struggling to carve out the time and resources to make it happen?

Are you reactively selling to international customers who find you, rather than taking a proactive and strategic approach to identifying your best prospects in global markets?

If YES...ExporTech™ could be the answer.

## Why ExporTech™?

- **Structured export strategy 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 world-class experts that help 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
- On average, participating companies **generate \$770K in new export sales**

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

### Your ExporTech™ Partners



**MEP • MANUFACTURING  
EXTENSION PARTNERSHIP**

NATIONAL INSTITUTE OF  
STANDARDS AND TECHNOLOGY  
U.S. DEPARTMENT OF COMMERCE



## What clients are saying about ExporTech™

*“ExporTech crystallized our disparate thoughts into a plan, which focused particular products into target markets. ExporTech was a conduit to force us to buckle down and create goals and the plan to meet them.”*

**The Wagner Companies  
Milwaukee, WI**

*“ExporTech has given our company a major competitive advantage—in knowledge, insight, connections, and support. We’re years ahead of others because of it.”*

**Raloid Corp,  
Reisterstown, MD**

*“The ExporTech program greatly accelerated our learning curve covering the complex landscape of regulations and best practices for exporting. Our exports have more than doubled over the last year and we continue to expand our company to meet strong demand from overseas.”*

**ElectraTherm  
Reno, NV**



## 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 9 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 tradeshow, Gold Key services, country visits and trade missions



## ExporTech™ Successes

*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

*"ExporTech opened our eyes to what we didn't know and caused us to build a long-term export plan for Rekluse."*

**Rekluse Motor Sports**  
Boise, ID — U.S. Small Business Exporter of the Year and State of Idaho Exporter of the Year

*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

### DATES:

June 10, 2014  
July 9, 2014  
August 13, 2014

### SESSION LOCATIONS:

Iowa Farm Bureau  
5400 University Avenue  
West Des Moines, Iowa

### COST:

\$1,500 per company.  
Each company may bring up to 3 executives.



**Contact Marc Schneider at 563-221-1596 or [maschn@iastate.edu](mailto:maschn@iastate.edu) to apply.**

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