



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.
- ExporTech™ is a national program, offered in Maine by the Maine International Trade Center, the Maine MEP and the U.S. Commercial Service (U.S. Department of Commerce) in collaboration with our partners (see box).



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	Inexperienced Exporters 1-9 Markets, Intl < 20% of Sales	Experienced Exporters ≥ 10 Markets, Intl ≥ 20% of Sales
<p>Good candidate if receive foreign inquiries from potential customers, and leadership is ready to invest time and resources in international.</p>	<p>Ideal company. Often reactive, accidental exporters. ExporTech™ helps them become more proactive, planned, and systematic.</p>	<p>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.</p>

ExporTech™ Program Timeline





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

<p style="text-align: center;">PLAN</p> <ul style="list-style-type: none"> • Develop a strategic export growth plan, and obtain feedback from experienced international business leaders • Target the right markets, re-evaluate processes, “open eyes” to new considerations 	<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;"><i>— Phil Jones, Vice President & General Manager, Rada Mfg. Co. (IA)</i></p>
<p style="text-align: center;">EDUCATE</p> <ul style="list-style-type: none"> • Learn from a wide range of experts – with opportunity for individualized consultation (only 4-8 companies) • Build confidence and reduce risk – even experienced exporters gain valuable knowledge 	<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;"><i>— Neeraj Batta, Senior Vice President, Batta Environmental Associates (DE)</i></p>
<p style="text-align: center;">CONNECT</p> <ul style="list-style-type: none"> • Meet experts that become part of your network. Learn about programs, services, grants that most exporters are unaware of • Learn from peer companies – hold each other accountable 	<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;"><i>— Robbin Turner, CEO, Sable Systems International (NV)</i></p>
<p style="text-align: center;">IMPLEMENT</p> <ul style="list-style-type: none"> • Execute plan, and connect to resources that can help you go-to-market (partner search and matchmaking, Gold Key Service, tradeshow) 	<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;"><i>— Bill Dascal Sr., Vice President, Enerac (NY)</i></p>

Results

Nearly 1000 companies have participated in ExporTech™ nationwide.

- On average, participating companies generate **\$500,000 – \$700,000 in new export sales** (verified by a 3rd party)
- Many companies **generate export sales within 6 months** of completing the program
- The average participant reported **cost and investment savings of \$91,000**
- The average company created **5 new jobs**

“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**

“I wish ExporTech™ was available when I began my career in international business over 20 years ago. The information learned through ExporTech™ would have saved me time, money and frustration!” **Mark Ranalletti, CEO Calyx Flowers, Yarmouth, ME**

Program Information: Space is limited. Learn more and register at MITC.com

Dates:

April 5, 2018
May 10, 2018
June 14, 2018

Session Locations:

MITC Office
2 Portland Fish Pier, Suite 204
Portland, Maine 04101

Cost:

\$1,500 per company (SBA eligible)
\$4,000 per company (non SBA eligible)
May bring up to 4 people at no additional charge.

On completion, the company will receive complimentary business matchmaking (USDOC Gold Key Service or other pre-approved source) – up to a \$1,200 value – to assist in implementing their export plan.