



Growth opportunities exist in global markets, but are you struggling to carve out the time and resources to seize them?

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

Expotech™ could be your answer...

Why Expotech™?

- **A structured export strategy development process** that assists 6-8 companies per session 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 have **generated \$770K in new export sales**

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

What companies are saying about Expotech™

"Expotech has opened many doors for our company. In addition to the knowledge we have gained during this experience, we have acquired resources that will continue to aid us as we grow our export business."

Sarah Gallant, Supervisor, Export Logistics - Agri-Mark, Inc. Cabot Creamery

Your Expotech™ Partners



Space is Limited - Register Early

Contact Lisa Henderson, VMEC Director of Client Services at (802) 299-1456 or lhenderson@vmec.org

<http://www.vmec.org/services/expotech>



SESSION 1
Export Strategy & Best Practices
Exploring Strategic Options

Individual Coaching

SESSION 2
Mechanics of Exporting
*Removing Knowledge Gaps,
Overcoming Obstacles*

Individual Coaching

SESSION 3
Export Growth Plan Presentations
Obtaining Expert Feedback

Plan Implementation and
Go-to-Market

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 6-8 companies per session, 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 tradeshows, Gold Key services, country visits and trade missions

An ExporTech™ Success Story

"ExporTech gathered in one place the State and Federal government resources that are available to help small Vermont companies supply export markets. It was an eye opening experience to see first-hand the help ready to support Vermont business succeed. Interacting with the other participating companies emphasized that we are not alone in the struggle to be successful at exporting. Hearing the stories of their experience, successes and mistakes, was an important factor in the success of this program."

— Simon Doran, Sales Manager - Superior Technical Ceramics

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