



## Unlock Your Export Growth Potential with ExporTech™

- Do you see growth opportunities in global markets?
- Are you selling reactively rather than taking a proactive and strategic approach to international markets?
- Are you an experienced exporter, but want to develop a plan for your next phase of growth, or for a new region?
- If YES...**ExporTech™** could be the answer

## Why ExporTech™?

- **Structured export strategy and business development process** that accelerates growth
- Each company **develops an export plan in 10 weeks**, with an extraordinary opportunity to **vet the plan with international business leaders**
- **Innovative peer group model** that propels action by combining workshops, peer learning and individual coaching – difficult to “drag your feet” when presenting your export plan to other executives
- **Individual attention**, as the program brings together a wide range of international business experts to focus on 4-8 companies
- Connection with organizations that provide follow-on assistance, and sources of funding, to help companies **implement their export plans and go-to-market** through tradeshows, the USDOC Gold Key Service, and trade missions
- On average, companies participating in ExporTech **generate over \$500K in new export sales** (verified by a 3rd party)

## 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.”*

**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
- Saves countless hours by connecting companies to experts in a wide range of areas, such as sales and distribution channels, market intelligence, financing and payment, logistics, legal and compliance and more.
- Innovative customized workshops that go way beyond traditional training by helping companies extract the specific information they need.
- Sessions avoid “death by powerpoint” through customized agendas tailored to the needs of participating companies, one-on-one consultations with experts, planning exercises, and a wide range of outside speakers.
- Individual coach assigned to each company to accelerate progress between sessions
- Helps companies avoid getting lost trying to navigate the export sales process on their own

ExporTech is deployed by local MEP centers and the U.S. Export Assistance Centers of the U.S Department of Commerce, as well as other regional partners such as District Export Councils, state trade offices and other federal, state, and local organizations. Find MEP centers that offer ExporTech at [www.nist.gov/exportech/mepcenter.cfm](http://www.nist.gov/exportech/mepcenter.cfm)



## 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

*“ExporthTech 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 — Recipient of President’s “E” Award for Exports, U.S. Small Business Exporter of the Year and State of Idaho Exporter of the Year

*“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 — Recipient of President’s “E” Award for Exports

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