



Client Story

Wilco Machine & Fab Marlow, Oklahoma

Company Profile

Wilco Machine & Fab is a manufacturer of fabricated and machined equipment, products, and tools for the energy industry. With 200 employees, the company embarked on a growth plan in 2007 to expand its customer base to take advantage of opportunities throughout the U.S. and internationally.

Expansion Through Exports

At a time when U.S. domestic markets were performing poorly and offering little or no opportunity for growth, Wilco knew that initiating an export plan offered the greatest potential for expansion. To learn the details and logistics of planning an export strategy, Wilco's Vice President Anthony Chandler enrolled in ExporTech, a training program offered through the Oklahoma Manufacturing Alliance, an affiliate of the NIST Manufacturing Extension Partnership.

ExporTech is a joint program of the U.S. Commercial Service's Export Assistance Centers (USEAC) and the Manufacturing Extension Partnership, which brings together small groups of companies with an interest in entering or expanding sales in international markets to develop customized international business development plans.

The program offers detailed guidance—all in one place—on the variety of elements critical to understand for executing an exporting program, from banking and financing to freight forwarding, licensing, and strategy. And for Chandler, it was well timed and exactly what was needed to ramp up their exporting program. **"If you're going to grow and be successful, you can't just think domestically anymore. That will stifle your business. The world is our market, particularly in our industry. You've got to be willing to go where you've never been before...and maybe where no one else is willing to go. ExporTech has given us the logistical knowledge and information so we can be very successful."**

Fast and Measurable Results

The company has visited the Middle East to establish relationships and gauge the competition; officials have met with private as well as state-owned oil companies; Wilco is in negotiations for a joint venture in Brazil, and is scouting locations in the Middle East and Africa for manufacturing products in those regions. The results of these and other efforts are dramatic.



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In 2008, exports accounted for less than 8% of total revenue. Halfway through 2009, exports have jumped to 51%, and Chandler expects that they will reach 60% of total revenue by the end of the year.

“International customers seek out American-made quality. The reputation that U.S. manufacturers have for quality and service is a tremendous advantage we all share, and we are capitalizing on it.”



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