

ExporTech Program Developing Strategies for International Markets

Program Overview & Benefits

The ExporTech program helps companies to enter or expand in global markets, by assisting in the development of a customized international growth plan, vetted by experts, and by building a team of organizations that helps companies move quickly beyond planning to actual export sales. With the weak dollar and rapid growth in many emerging economies, exports sales are the fastest growing segment of the market. In addition, many U.S. firms that survived stiff global competition are now in a better position to compete in international markets. The ExporTech program leads companies through a facilitated process that prepares them for profitable growth in global markets.

"ExporTech was borne of difficulties experienced by a small technology company that went overseas without adequate background knowledge of legal, cultural, and financial issues. While a certain amount of in situ learning is inevitable, this course provides the tailored background knowledge and an opportunity for company-specific export planning to improve the probability of international success."

**Mark Rice, President
Maritime Applied Physics Corporation &
Member - Maryland/Washington, DC District Export Council**

Participants work as a group through a process to accelerate the pace and increase the success rate of international sales efforts. Unlike a static classroom environment, this course is customized to the specific learning needs of participants and produces an international growth plan for each company. Participants will also have the opportunity to work with international business experts to refine their international strategies.

"Our customers are giants in the defense industry. Our growth was hindered by rapidly declining margins and very low cost, off shore manufacturing. ExporTech helped us overcome these barriers to success by expanding our business market internationally. International business opportunities offer attractive margins and a considerable competitive advantage for our small business. ExporTech provided (and continues to provide) expertise in several areas focused exclusively on our business and our success. Our combined efforts have resulted in new account sales within twelve months of class completion. We saved tens of thousands of dollars in consulting fees and months of time."

**Carl Livesay, Business Development
Raloid Corporation**

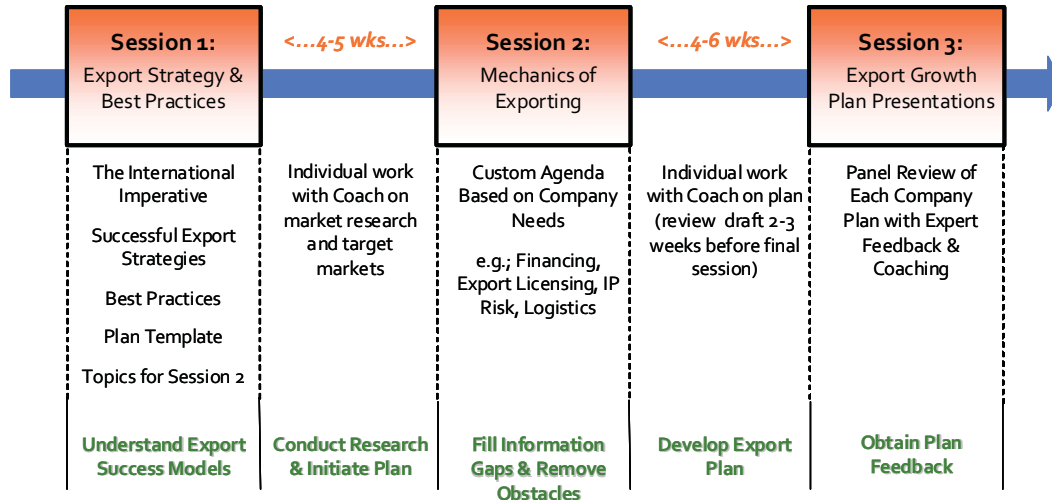
This program offers concrete benefits that go beyond most international business and exporting courses:

- The content is customized to the specific learning needs of participants
- The program delivers an “account team” of resources for each company that helps them rapidly move from planning to actual sales and payment
- The international strategies and success factors covered are based on real-world company research
- Speed to market is accelerated, as a robust plan is developed in three months, and actual leads and sales follow soon thereafter
- Quantifiable cost savings are achieved as participants efficiently connect with reputable resources, receiving consultations that would normally cost thousands of dollars to obtain on their own and radically reducing the overhead required to find qualified assistance
- Chances for success are higher, with a vetted international growth plan and the right resources behind each company

What To Expect

During the three sessions, spanning approximately three months, the participants gain an understanding of how exports can be a major growth driver, identify hurdles to expansion, and work with the facilitators to develop a customized international growth plan for their company.

The program size is limited to approximately eight participants to provide sufficient time and attention to each company’s specific problems. The participants who are accepted for this course are from non-competing organizations. Each company is encouraged to share strategic information as their plan is being developed.



The first session discusses the international imperative, successful export strategies, and planning templates. During this session, the group also begins to define learning priorities for session two. The second session content and expert speakers are customized to the specific needs and composition of the group. The final session is a presentation of each company’s international growth plan for feedback from a panel of experts. In between sessions, work is required to gather information, think strategically, and develop plans - with the aid of experts you meet in the sessions, including both government export assistance providers and private sector resources.

Who Should Participate?

The program is intended for executives of small and mid-size product companies, and is aimed at both new-to-export companies and those that have done some exporting, but have not fully exploited global opportunities.

How To Learn More?

For more information, please contact Terry Culp at Nevada Industry Excellence (702-895-2615, Tculp@NevadaIE.com) or Michael Stone at Stone & Associates (207-985-0136, michael@stone-assoc.com).

Partners

