



EXPORTECH™

*An Export Acceleration System
for Achieving Profitable Growth*

Do you believe your product has international sales potential, but don't know how to get started?

Have you received international inquiries, but haven't fully capitalized on them to generate significant sales growth?

Would you like to shift from a reactive to a proactive approach to expanding international sales?

EXPORTECH™ CAN DRIVE INTERNATIONAL SALES GROWTH TODAY!

- Provides your company with a systematic process for entering or expanding in global markets
- Connects you with the best international business experts in the region
- Assists you to develop a peer-reviewed export growth plan in 12 weeks
- Generates measurable results for committed C-level participants
- Involves a unique combination of innovative group sessions and individualized coaching

PAST EXPORTECH™ PARTICIPANTS ARE SAYING

"The ExporTech Program was very helpful to our company. It allowed me the time to focus on making a real plan for our internal export program while gaining the tools and support from the staff. I would recommend taking the time to participate whether you have some exporting experiences or if you are new to exporting."

*Tara Anderson, Sales/Export Manager
Heartland Flax*

"Any company that is either considering international business or is an experienced exporter should think seriously about participating in ExporTech. It's all about the strategic thought process and how you best plan to maximize your effectiveness. Good stuff!"

*Robert Sinner, President
SB&B Foods, Casselton ND*

WHAT ARE THE BENEFITS OF PARTICIPATING?

Companies that have gone through the ExporTech program report significant impacts to their bottom lines:

- Participants realize an average of \$770,000 in increased or retained sales.
- Participants report an average cost and investment savings of \$50,000.
- Across the country, over 600 companies have seen new and retained sales totaling \$400M from the ExporTech program.

Let us help you to accelerate your export success.

"ExporTech was an invaluable experience. We were able to collaborate with local businesses going into similar international countries with non-competitive products. For every country we planned to target, there was someone in the group who had already taken that path and could share their business experience. Dozens of best practices emerged at each session, helping us define our strategies in various markets."

*Brian B. Brasch, President
Branick Industries, Inc.*

YOUR EXPORTECH™ PARTNERS





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HOW DOES EXPORTECH™ WORK?

The ExportTech™ system has several hallmarks:

1. The process assists companies to develop **a simple, actionable international growth plan** – based on a series of carefully designed tools and templates.
2. We connect participants with a wide range of reputable international business experts who help them navigate the export process.
3. The program involves a unique combination of **group work, individual work, and personal coaching**, that allows companies to extract information that is critical to their export success:
 - During group sessions, experts are selected based on the specific needs of the participants, to educate the entire group and provide one-on-one consultations.
 - Planning exercises and peer discussions are employed to help executives apply knowledge to their own companies.
 - In the final group session, **each company's plan will be reviewed and vetted by a panel of experienced international businesspeople**, to help them avoid costly mistakes and see new opportunities.
 - Each company is assigned an experienced coach to provide focused, one-on-one support in the development and execution of their plans.
 - Each 3-Session program is limited to six to eight companies, to ensure quality, personalized service and attention to each company.

WHAT IS REQUIRED?

Companies participate in three one-day group sessions scheduled over a three-month period. In between, each company works on the development and implementation of their international growth plan, with the support of a coach.



UPCOMING EXPORTECH™

The program was developed by two of the leading organizations that provide assistance to manufacturers – the Manufacturing Extension Partnership and the U.S. Commercial Service of the U.S. Department of Commerce – and is offered in collaboration with numerous state trade offices, and other regional partners throughout the country.

By the end of the program every company will have developed their own international growth plan and accelerated their export sales process.

APPLY EARLY, SPACE IS LIMITED

Participation is limited to eight companies, to make sure sufficient time and attention is given to each company's specific challenges.

2015–2016 DATES

Winter Session:

December 10, January 19, March 15 - Location TBD

Summer Session:

May 12, June 23, July 28 –Location TBD

COST \$1850*

***Up to 3 people per company may attend.**

Companies are encouraged to contact the North Dakota Trade Office for details. The full cost value of the program is \$5,000. This is a limited time-sensitive opportunity.

To apply, or for more information about ExportTech, please contact:

Sharon May - ND Trade Office

sharon@ndto.com

701-231-1158

Tony Richards – Impact Dakota

tonyr@impactdakota.com

701-354-0976

Heather Ranck - US Commercial Service/ND

heather.ranck@trade.gov

701-552-0792

Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance. Contact Linda Liebert-Hall for assistance.

YOUR EXPORTECH™ SUPPORTER

FedEx®