



ExporTech™ is a structured process designed to accelerate export growth for small- to medium-sized manufacturers and service providers.

The program is specifically targeted at the executive leadership of forward-looking companies that want to develop and execute a strategic growth plan to expand international sales. Most participants already export, and are either inexperienced, reactive exporters looking to become more proactive, or are experienced and want to get to the next level by developing a strategy for growth.

The program is jointly offered by the **NIST Manufacturing Extension Partnership/MEP National Network** and the **U.S. Commercial Service (USCS)**, both part of the U.S. Department of Commerce.



**SINCE 2006, 254
EXPORTECH™
PROGRAMS HAVE
BEEN DELIVERED
WITH OVER 1,256
PARTICIPATING
COMPANIES.**

How Does ExporTech™ Work

1

The program combines group workshops with individual coaching, leading to an export plan in just 10 weeks. Each company is assigned an experienced coach to provide focused, one-on-one support in the development and execution of its plans.

2

The program uses a peer group model, limited to leaders from 5-8 companies, to maximize impact and propel action.

3

The customized workshops, planning exercises and discussions help companies learn from peers and extract the information they need to develop realistic, actionable plans.

4

The program connects companies to a team of experienced export organizations, helping companies go-to-market and implement their export growth plans.



Why ExporTech™



Plan

Develop a strategic export growth plan in 10 weeks, and obtain feedback from experienced international business leaders on your strategy.



Educate

Learn about a wide range of topics and best practices from real world business experts and successful exporters – with opportunity for individualized consultation and coaching.



Connect

Meet experts that become part of your network and learn about federal and state programs, services, and grants that many exporters are unaware of.



Execute

Execute your plan with the support from expert partner resources that can help you go-to-market while reducing cost and risk.



ExporTech™ Program Timeline (10 weeks)



Organizing Partners & Sponsors



"We learned a great deal about building our global presence and making contacts, as well as the details of exporting and registrations in each country. These are strategies that will help us approach our goals in a realistic and effective way."

— Dr. Rebecca Quesnell,
 Vice President of Operations and Research,
 Product Development Director,
 Transgra International

"We participated in ExporTech to learn how to position our company to excel in this area. We haven't exported products before, and felt we needed to have a firm foundation before we jumped in. We feel we now have the tools in our toolbox to grow and succeed."

— Teresa Quirante,
 Sales and Marketing executive,
 Z&Z Medical

"We've been tasked with expanding our market internationally, and we were going in with blinders on not sure how to achieve it. ExporTech definitely helped us build a roadmap."

— Ag Belt, Inc.

Date: 10 Hybrid Sessions, Tuesday's
 January 30, 2024 - April 9, 2024

Location: Virtual and Ames, IA

Cost: \$3,500 per company.

For More Information: Marc Schneider
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To Apply: <https://bit.ly/3LNa0cB>

