

EXPORTECH™



ExporTech™ is a proven path to export success.



Develop a customized, action-oriented export expansion strategy and start growing your business. Graduates of ExporTech have achieved sales increases averaging \$900,000 in 6-9 months after completing the program.

Driving growth is the key to success

Business growth comes from three sources:

- Increasing existing sales
- Bringing new products to market
- Exporting

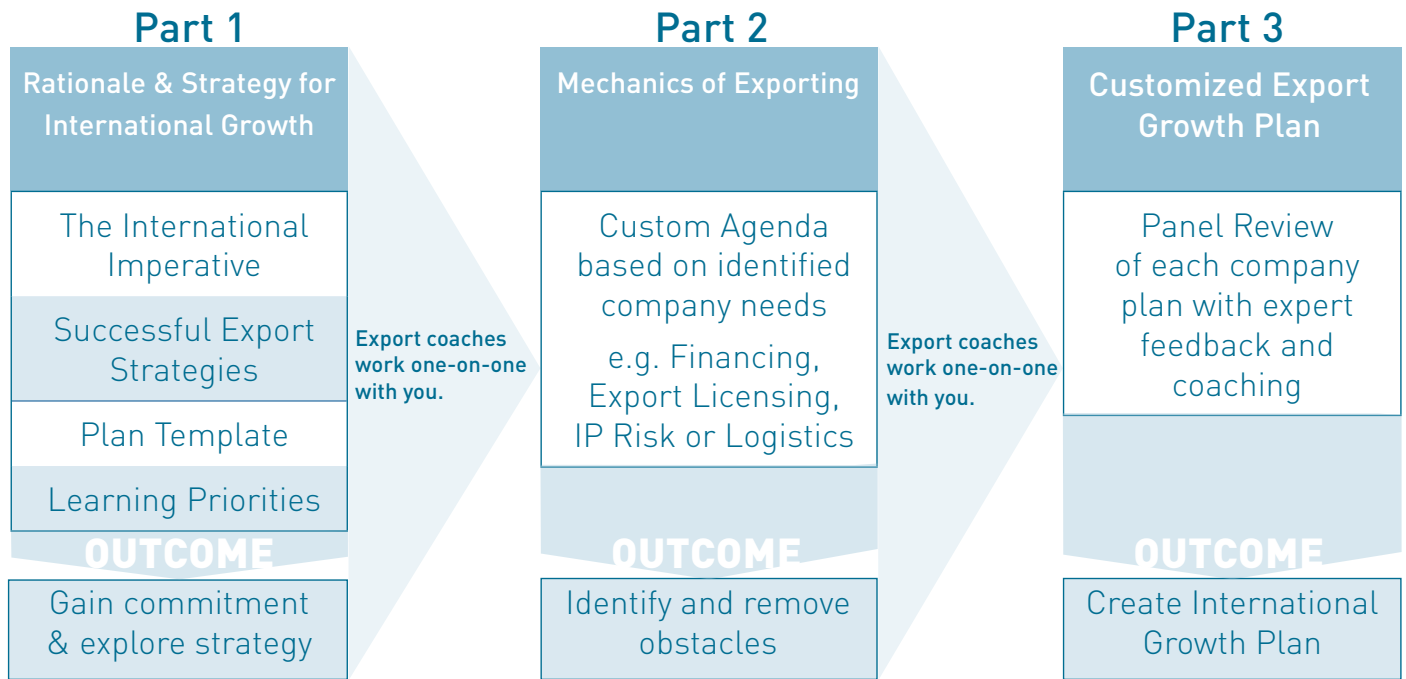
Forward-thinking Wisconsin companies are taking advantage of the explosive growth seen in other parts of the world. Today, 95% of consumers are outside the United States, and small to midsize Wisconsin companies are profiting from this global demographic.

Successful companies are tapping into new markets with a customized export expansion strategy. They've done the analysis and they're targeting the top two or three countries that have the greatest revenue potential and the least risk.

How ExporTech™ works

A carefully selected group of up to eight non-competitive companies will participate in a 12 week virtual program with group and customized personal coaching between sessions. Participants will learn how exports can dramatically drive growth, identify hurdles to expansion, and develop a customized international growth plan.

Success in exporting relies on executive support. ExporTech requires commitment from at least two top senior executives, i.e. owners, CEOs and other executive leadership.



Focused on Results

Results gained at Lucigen - President's E-Award Winner:



- ▶ Increased export sales in key markets 61% in first year, almost tripled in second year.
- ▶ Increased sales in Scandinavia 36% in first year, and more than doubled in second year.
- ▶ Gained insight into logistics needed for Lucigen specific products.
- ▶ Identified key markets for sales growth.
- ▶ Implemented distributor management tools: forecasts, sales plans, sales reports, etc.
- ▶ Participated in Trade Missions to China & India.
- ▶ Used Gold Key Services from US Commercial Services to search new partner in Scandinavia.



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