

# Take Your Exporting to the Next Level

ExporTech™ participants average \$1 million in new global sales

- ✓ Get more out of your current export program.
- ✓ Develop a strategic playbook for exporting in 12 weeks.
- ✓ Work with experts to grow global sales.

**Over 400 Wisconsin manufacturers graduated from our virtual program**

## Expand Exporting Opportunities

Over 400 Wisconsin manufacturers averaged \$1 million in new export sales in the first year after attending WMEP's ExporTech. ExporTech is a national export strategy program for executives.

## Going Global Boosts Sales

Don't overlook the low-risk, high ROI opportunity available to Wisconsin manufacturers. ExporTech makes it simple to transition to strategic, best practices exporting. Learn proven best practices for optimal exporting and develop your playbook to connect with global customers seeking your products.



**\$1M** increase in annual exports

**\$150,000** available grant funds over 6 years

**\$5,000** net tuition\* for most companies



**Support implementation with grants over 6 years**

Grants totaling potentially \$150,000 over six years are available to ExporTech graduates to implement your export playbook.

\*With scholarship

## Benefit from Global Expertise

ExporTech connects you to experts representing 97 countries who simplify the process of exporting in these markets. Wisconsin manufacturers diversify their customer base, reducing their reliance on the domestic market.

## Strategic, Flexible, Affordable

- Small class sizes with individual attention
- Expert support outside class sessions
- Flexible virtual sessions for up to 3 executives
- Graduate with go-to-market export plan
- Significant ROI potential in year 1 and beyond

**See if you're exporting to your full potential.**  
**Take our one-minute diagnostic.**



## Wisconsin executives praise ExporTech:

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ExporTech opened up resources and opportunities for Winsert to expand our global footprint. Winsert exports over 50% of our product today and we expect that percentage to continue to grow as we enter into new end markets.

*Jason Anderson, Director of Sales & Marketing, WINSERT*

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ExporTech played a vital role in our success. The combination of an exceptional program, backed by Roxanne's experience in the export space, have resulted in the creation of hundreds of American jobs and brought our products to 52 countries.

*Gautam Malik, CEO, Gamber-Johnson*

### Virtual Session Timeline:

Session 1: Week of Aug. 26, 1-3:30 daily

Session 2: Week of Sep. 23, 1-3:30 daily

Session 3: Week of Nov. 4, 1-3:30 daily

*Scholarship Application is due July 19*

### For more information or to register, contact:

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