



# EXPORTECH™

## GLOBAL MARKETS CREATE NEW OPPORTUNITIES FOR PRODUCTS MADE IN WISCONSIN®

With 96 percent of the world's population consuming products outside the U.S. and 1 billion people expected to join the global middle class in the next decade, Wisconsin companies are changing the way they think about their businesses. For companies that want to grow, exporting is no longer a luxury—it's a necessity.

**ExporTech™**, an export acceleration program delivered in partnership by the Wisconsin Economic Development Corporation (WEDC) and the Wisconsin Center for Manufacturing and Productivity (WCMP), helps Wisconsin companies expand their global market reach through targeted export strategy development and execution. It is designed to shorten a company's "go-to-market" timeline by developing a customized international growth plan for the company's products in key markets.

### HOW IT WORKS

Participating companies receive access to experts, individualized coaching and consulting, customized support and guided development of an international growth plan. The program provides a unique focus on CEO/top management success factors and aims to provide companies with early export success at a reduced risk. Each ExporTech session consists of three intense events scheduled one month apart. Coaching and assistance is provided between events.

### PROGRAM SUCCESS

Wisconsin ExporTech graduates have achieved sales increases averaging \$600,000-\$900,000 within 12 months of completing the program.

### WHO SHOULD PARTICIPATE

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

### COST

\$6,000-\$7,500 per company, depending on location. Scholarships are available.

### CONTACTS FOR EXPORTECH™

For more information about ExporTech or to find out about training taking place in your area, contact one of the following individuals.

**Brad Schneider**  
Market Development Director  
WEDC  
Tel. 608.210.6890  
email: [brad.schneider@wedc.org](mailto:brad.schneider@wedc.org)

**Roxanne Baumann**  
Director of Global Engagement  
WCMP  
Tel. 262.442.8279  
email: [baumann@wmep.org](mailto:baumann@wmep.org)

**Joni Geroux**  
Director, Professional Education  
Programs and Services, UW-Stout  
Tel. 715.232.5270  
email: [gerouxj@uwstout.edu](mailto:gerouxj@uwstout.edu)

You can also access a full schedule of upcoming ExporTech opportunities at [wedc.org/exportech](http://wedc.org/exportech).