



SUCCESS STORY

PREVENTION GENETICS

WISCONSIN GENETIC TESTING COMPANY MAKES GLOBAL IMPACT THROUGH EXPORTING

PreventionGenetics works with WEDC to create a strategic international exporting strategy

Founded in 2004 to provide clinical DNA tests for genetic germline (inherited) disorders, Marshfield-based PreventionGenetics now offers the largest comprehensive menu of germline genetic testing of any company in North America.

But the company sees no geographic limits on its potential impact. After experiencing exponential growth domestically early on, PreventionGenetics wanted to replicate that success in foreign markets.



“WEDC has been wonderful to us. They've given us a lot of information and they've really helped support our business decisions involving exporting.”

Amy Nystrom, Chief Business Officer, PreventionGenetics

Specifically, PreventionGenetics saw opportunity in the emerging markets of South America. With that in mind, company leaders began seeking assistance from the Wisconsin Economic Development Corporation (WEDC) to develop an export strategy.

WEDC guides PreventionGenetics toward overseas exposure

In addition to helping develop an export strategy for PreventionGenetics, WEDC assisted the company in applying for several International Market Access Grants that allowed its representatives to travel to international trade shows. By attending these conferences, PreventionGenetics was given the opportunity to raise its profile around the world.

GOING GLOBAL IN WISCONSIN®



INTERNATIONAL SALES GROWTH OF NEARLY 50 PERCENT



TESTS BEING USED IN 85 COUNTRIES



ACCEPTS TEST ORDERS AND SAMPLES FROM ANYWHERE IN THE WORLD

To discover how WEDC can help your business **In Wisconsin**, visit WEDC.org or call 855.INWIBIZ (855.469.4249).

Having reached out to WEDC, the company was then given access to a network of key advisors and industry experts that allowed it to invest further in its international operations. This global network of authorized trade representatives is aimed at helping companies like PreventionGenetics navigate regulatory issues and business customs.



“It’s been really fun over the years to work with PreventionGenetics and watch their exports grow as WEDC has assisted them.”

Monica Wahlberg, International Grants Manager, WEDC

PreventionGenetics also took advantage of various WEDC global trade ventures. Being part of a trade venture delegation allowed representatives to receive a high-level country briefing from WEDC’s market development director before experiencing a tour of the country’s major markets. At each stop they participated in pre-arranged, customized meetings with companies whose needs or capabilities aligned with their export objectives.

PreventionGenetics grows to meet global demand

In a two-year period, PreventionGenetics saw its outreach efforts lead to international sales growth of nearly 50 percent and in 2015, 26 percent of the company’s total revenue came from international sales.

The company now employs an international staff to help make connections in foreign markets, which has led to its tests being used in 85 countries to date. Through its website, PreventionGenetics accepts test orders and samples from anywhere in the world.

PreventionGenetics continues to extend its global reach by pursuing expansion into additional markets through participation in trade shows in the United Arab Emirates, Dubai and Japan.

In recognition of these accomplishments and continued efforts, the company earned a 2015 Wisconsin Governor’s Export Achievement Award.

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