EXPORTECH™

GLOBAL MARKETS CREATE NEW OPPORTUNITIES FOR PRODUCTS MADE IN WISCONSIN®

With 96% 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 Manufacturing Extension Partnership (WMEP) and the Northwest Wisconsin Manufacturing Outreach Center with support from the Wisconsin Economic Development Corporation (WEDC), 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

Roxanne Baumann
Director of Global Engagement
WMEP
Tel. 262.442.8279
email: baumann@wmep.org

Heidi Rabeneck
Outreach Program Manager
Professional Education Programs and Services, UW-Stout
Tel. 715.232.5506
email: rabeneckh@uwstout.edu

You can also access a full schedule of upcoming ExporTech opportunities at wedc.org/exportech.