



**Wisconsin Economic Development Corporation  
Program Guidelines for Fiscal Year 2022**

**Program Name:** ExporTech™  
**Program Inception:** April 2010  
**Lead Division:** Global Trade and Investment  
 **New**       **Revised** [Click here to enter a date.](#)  
 **Aid**       **Pass-thru Aid**       **Technical Assistance**

**Program Goal:**

The goal of the ExporTech™ program is to support the export capabilities of businesses in the state of Wisconsin.

**Program Description:**

In order to support the export capabilities of Wisconsin companies, WEDC partners with the Wisconsin Center for Manufacturing & Productivity (WCMP) to offer financial and technical assistance through the ExporTech™ program. The program has three financial components – WEDC funding for ExporTech™ delivery, WEDC assistance with the program cost for eligible participating companies, and funding for a market assessment following ExporTech™ completion.

ExporTech™ is managed and deployed nationally by the National Institute of Standards and Technology’s Manufacturing Extension Partnership (NIST MEP) in collaboration with other federal/state export partners and promotion organizations. Through a contractual agreement, ExporTech™ is coordinated by WCMP, with financial and technical support from WEDC.

ExporTech™ is a proven export strategy development program designed to speed a company’s “go to market” timeline by developing a customized international growth plan for the company’s product in key markets. Participating companies receive access to topic matter 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. Each program takes place over 12 weeks.

This program provides financial assistance to eligible Wisconsin companies to participate in the 12-week program and receive a market assessment upon completion.

The key to success in international markets is preparedness and the goal of ExporTech™ is to better position companies for success in the global economy. In order to further assist and provide Wisconsin companies with hands-on strategic export development, ExporTech™ is designed to help companies take a more proactive approach to export markets. As the driving force in job creation and economic growth, small business growth is imperative to the health of the Wisconsin economy.

**Eligibility Requirements:**

Eligible ExporTech™ companies must be established businesses operating in Wisconsin that manufacture, process, assemble and/or distribute a product or perform a service with a potential to be exported. Executive level (C-level, President, Owner, decision maker) involvement and participation is required.



## **Incentives and Available Funding (FY22): \$153,000**

### Scholarship Funding

The FY22 ExporTech™ contract will run from July 1, 2021 through June 30, 2022. Through this agreement, WEDC will fund scholarships for eligible participants for 50% of ExporTech™ costs, up to \$5,000.

### Market Assessment Funding

In order to further support export plan implementation, in-market research/due diligence, and utilization of our Global Trade Network, ExporTech™ graduate companies will receive a formal market assessment, in one of their target markets by WEDC's Global Network. These funds will be administered as a pass-thru by WCMP.

### **Activities and Expected Outcomes:**

Award one organization to support 25 businesses.

### **Performance Reporting:**

WCMP will be required to quarterly submit a performance report documenting the number of companies assisted, as well as any other contract deliverable.

WEDC annually selects awards on a sample basis for an audit. All backup to the performance report is required to be maintained for the life of the award.

WEDC may impose additional reporting requirements to evaluate project performance and to ensure compliance with contract deliverables.

### **Application and Awards Process:**

As the authorized administrative entity for ExporTech™ in Wisconsin, all applications and participation agreements are handled, approved and processed by WCMP. All applications are shared with WEDC for reference and review. Prior to making the award to WCMP, the program proposal will be assigned to an underwriter and go through the award review process.



## Revision History:

Effective Date	Description of Change
7/1/2019	Clarified performance reporting requirements

## PROGRAM REVIEW:

This document has been reviewed by the following parties (Check all that apply):

- Chief Operating Officer
- Chief Legal Officer
- Chief Financial Officer
- Other \_\_\_\_\_

Senior VP Strategic Investment and Policy: \_\_\_\_\_ Date Click or tap to enter a date.

Division Vice President: \_\_\_\_\_ Date Click or tap to enter a date.

## AUTHORIZED APPROVAL:

CEO or Designee: \_\_\_\_\_ Date Click or tap to enter a date.