

OVERVIEW

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 Economic Development Corporation (WEDC), the Wisconsin Manufacturing Extension Partnership (WMEP) and the Northwest Wisconsin Manufacturing Outreach Center (NWMOC), 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 between \$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: \$9,000 per company with scholarships available up to 50%, depending on location.

Resources

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.

For more information, please contact:

CHAD HOFFMAN

International Market Development Director, WEDC
Tel. 608.210.6890
chad.hoffman@wedc.org

ROXANNE BAUMANN

Director of Global Engagement, WMEP
Tel. 262.442.8279
baumann@wmep.org

HEIDI RABENECK

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

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