



Industry Focus → Agriculture & Processed Foods

Are you struggling to take advantage of **growth opportunities in global markets?**

Are you reactively selling to international customers who find you, rather than taking a **proactive and strategic approach** to international sales?

If **YES...ExpTMorTech** could be the answer.

- **Structured export strategy and business development process** that assists 4-8 companies to accelerate growth
- **ONLY national program** that helps each company **develop an export plan**
- **Efficiently connects** companies with local and national experts that help navigate the **export sales** process
- On average, participating companies **generate \$770K in new export sales**
- **Saves countless hours** and eliminates fear of the unknown about getting paid, protecting intellectual property, finding sales reps and more

If you are ready to make the investment of time, **ExpTMorTech** can unlock your export growth potential!

Your ExpTMorTech Partners

What clients are saying about ExpTMorTech

“ExpTMorTech crystallized our disparate thoughts into a plan, which focused particular products into target markets. ExpTMorTech was a conduit to force us to buckle down and create goals and the plan to meet them.”

The Wagner Companies
Milwaukee, WI

“ExpTMorTech has given our company a major competitive advantage—in knowledge, insight, connections, and support. We’re years ahead of others because of it.”

Raloid Corp
Reisterstown, MD

“The ExpTMorTech program greatly accelerated our learning curve covering the complex landscape of regulations and best practices for exporting. Our exports have more than doubled over the last year and we continue to expand.”

ElectraTherm
Reno, NV



How Does ExporTech™ Work?

- Jointly offered nationwide by the National Institute of Standards and Technology's Manufacturing Extension Partnership program and the U.S. Department of Commerce's U.S. Commercial Service
- Group workshops are combined with an individual coach for each company, leading to an export plan in 9 weeks
- Execution driven, with a team of partners who make it easier to go-to-market and implement the plan
- Peer group model, limited to leaders from 4-8 companies, that maximizes impact and propels action
- Amplifies the impact of other export programs, helping companies get the most out of tradeshows, matchmaking services, country visits and trade missions
- **CASH INCENTIVE – CalAsian offers ExporTech Program graduates a \$500 discount on the HOTELEX Shanghai and Seoul Food & Hotel trade shows**



2017 Dates:	Session Locations:	Cost:
Session 1: Wed., Feb. 15 Session 2: Wed., March 22 Session 3: Wed., April 26	Library Building, Room 12 California State University, Sacramento 6000 J Street Sacramento, CA 95819	\$2,500 per company (up to two executives) <i>*Potential \$500 CA ETP training assistance per company</i>

ExporTech™ Successes

Delkor was exporting "accidentally," reacting to opportunities to conduct business abroad, rather than through a conscious strategy. As result of ExporTech Delkor was able to achieve a 30% increase in sales within 6 months and hired 29 new employees.

Delkor Systems, Inc.
Circle Pines, MN

"ExporTech opened our eyes to what we didn't know and caused us to build a long-term export plan for Rekluse."

Rekluse Motor Sports
Boise, ID

U.S. Small Business Exporter of the Year and State of Idaho Exporter of the Year

At the completion of ExporTech, Louroe had an export plan complete with easy-to-use tools for entering new markets they identified during the program. "Our company experienced a 46% increase in sales and more than 25% of our gross revenue now comes from international business."

Louroe Electronics, Inc
Van Nuys, CA

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