

Driving growth is the key to success

Business growth comes from three sources:

1. Increasing existing sales
2. Bringing new innovative products to market
3. Exporting

Forward-thinking Wisconsin companies are taking advantage of the explosive growth seen in other parts of the world. Today, 95% of consumers are outside the United States, and small-to-midsize Wisconsin companies are profiting from this global demographic.

Successful companies are tapping into new markets with a customized export expansion strategy. They've done the analysis and they're targeting the top two or three countries that have the greatest revenue potential and the least risk.

ExporTech™—Proven path to export success

Develop a customized, action-oriented export expansion strategy with ExporTech. **Graduates of ExporTech have achieved sales increases averaging \$900,000 in 6-9 months after completing the program.**

Who should participate:

Success in exporting relies on executive support. ExporTech requires commitment from at least two top senior executives, i.e. Owners, CEOs and other executive leadership.

Cost: \$5,000 per company; scholarships are available.

Graduates of the ExporTech program: Left, Otto Knottnerus, CEO of Harvard Corp. with products being prepared for export



Where & When:

Each ExporTech™ session consists of three intense events scheduled one month apart. Coaching and assistance is provided between events.

January Kick-off Racine - 2013

SC Johnson iMET Center, 2320 Renaissance Blvd, Sturtevant

- Wednesday, January 30th
- Wednesday, February 20th
- Wednesday, March 20th

February Kick-off Rhinelander (NWMOC)

Nicolet College, Rhinelander

- Wednesday, February 13th
- Wednesday, March 13th
- Wednesday, April 10th

February Kick-off Stevens Point - 2013

Location TBD

- Tuesday, February 26th
- Tuesday, March 26th
- Tuesday, April 30th

March Kick-off Madison - 2013

Location TBD

- Tuesday, March 12th
- Thursday, April 11th
- Thursday, May 9th



For more information, contact:

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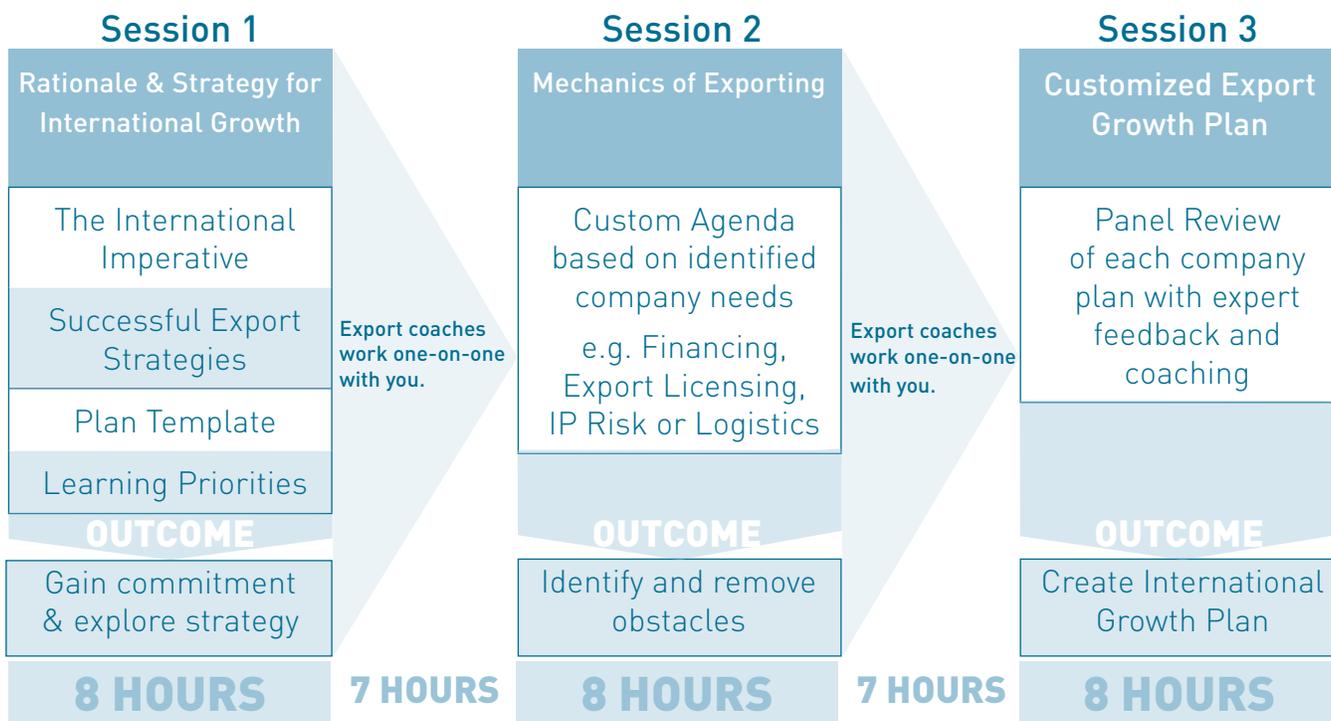
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How does ExporTech work?

A carefully-selected group of up to eight non-competitive companies share three full-day events scheduled approximately one month apart. Participants will learn how exports can dramatically drive growth, identify hurdles to expansion, and develop a customized international growth plan.



Snapshot of results from 2010 sessions:

Spee-Dee Packaging Machinery, Inc.

50 employees - HQ in Sturtevant

2011 Results:

- ▶ Established distributor in India to sell cup fillers to the rice industry.
Sold ten machines valued at \$175,000
- ▶ Established a distributor in UK.
One machine placed at \$100,000.
- ▶ **2011 Canadian sales were \$276,556**

The Wagner Companies

150 employees - HQ in Milwaukee

2011 Results:

- ▶ Established strong distribution in England
\$400,000 in 2011 - Projection for 2012: \$800,000
- ▶ Canadian business up 60% (**\$150,000**)



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