



Techniques for Profitable Exporting

Grab your share of profitable exporting

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 \$500,000 in 6-9 months after completing the program.**

For more information ,contact:

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Where & When:

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

- ▶ **March Kick off Milwaukee** – Location TBD
 - Thursday, March 15th
 - Thursday, April 19th
 - Thursday, May 17th
- ▶ **April Kick off Fox Valley Area** – Location TBD
 - Thursday, April 26th
 - Tuesday, May 22nd
 - Thursday, June 21st
- ▶ **May Kick off Madison area** – Location TBD
 - Tuesday, May 15th
 - Thursday, June 14th
 - Thursday, July 26th
- ▶ **June Kick Off Waukesha** – Location TBD
 - Tuesday, June 12th
 - Thursday, July 19th
 - Thursday, August 16th

Who:

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

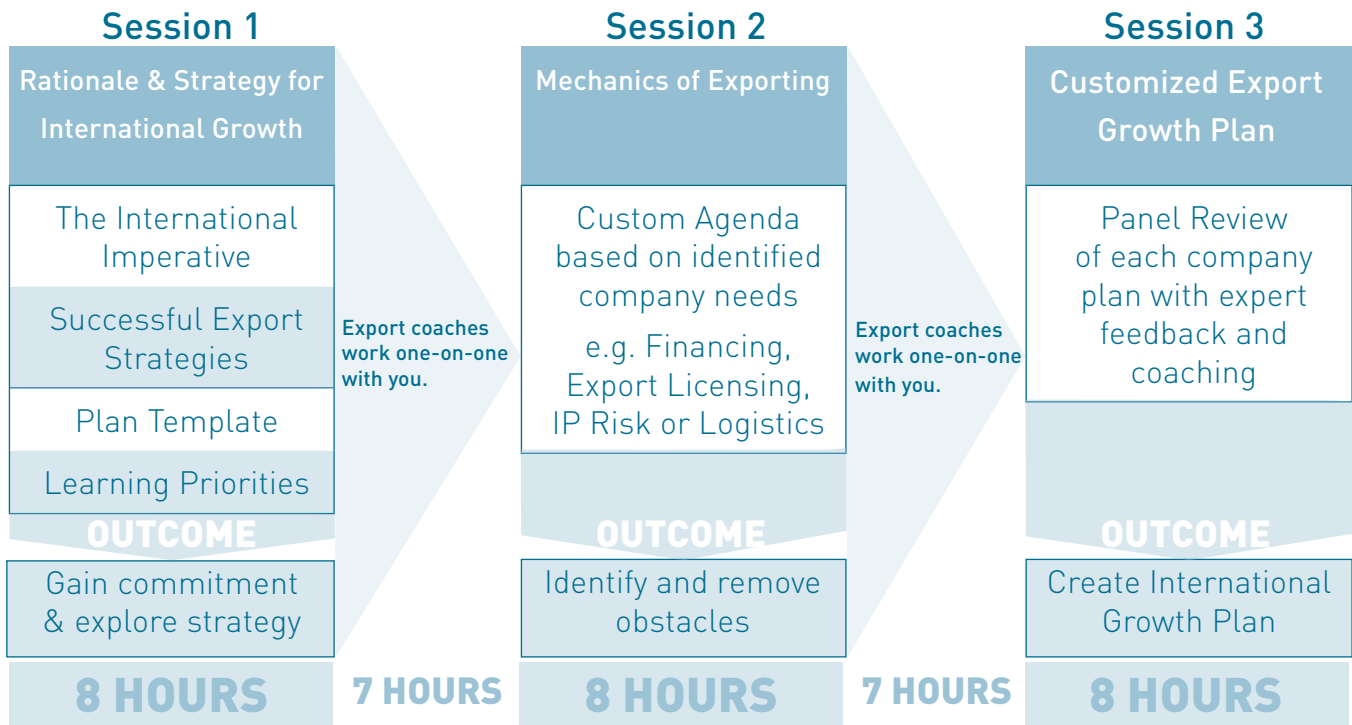
Cost:

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

ExporTech™ – Focused on Results

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**)

Wisconsin Economic Development Corporation

