

## Strategic Growth Through Exporting

Regardless of where your company is today, ExporTech™ takes you to the next strategic level. Build your customized, strategic export expansion plan with data, best practices, and a repeatable, results-proven process focused on ROI, execution, and minimal risk.

### The ExporTech™ process:

- ▶ Join a carefully selected group of up to eight non-competitive manufacturers where you identify your gaps and hurdles to expansion and develop your customized export plan to dramatically drive growth.
- ▶ Your executive team gains access to real-world experts, individualized coaching to develop your export growth plan emulating best practices of highly successful exporters. Everyone on the ExporTech team brings years of manufacturing export experience.
- ▶ Identifies your knowledge gaps and drives improvements with best practice global strategies and tactics.
- ▶ Fully develops your value proposition and strengthens your market differentiators.
- ▶ Identifies countries with the least risk and greatest return on investment potential utilizing a customized market research scorecard.
- ▶ Builds your sales channel strategy, competitive pricing in-country strategy (often companies can double their prices and command it), marketing plan, three-year P & L with clear breakeven and profitability, and your action plan for execution.
- ▶ Vets your final plan with real-world manufacturing exporters.
- ▶ Delivered in partnership with the Wisconsin Economic Development Corp (WEDC) integrating all available Wisconsin ExporTech graduate offers, grants (over \$25,000), and scholarships for plan implementation.
- ▶ Implementation is key. WMEP sticks with you as you drive for measurable ROI and business results.

Wisconsin's program leads the nation in business results and has been named "Best in Nation" by the U.S. Department of Commerce. This is the only program nationwide to graduate Governor's Award winners, US Department of Commerce President's "E" Award and "E STAR" winners for year-over-year revenue increases. Nearly 200 Wisconsin manufacturers have graduated from the program, each averaging close to \$1 million in new export sales.

## Where & When:

ExporTech™ is three full-day sessions, one month apart with personal coaching between sessions.

### Brookfield - February, 2020

Embassy Suites Brookfield  
1200 South Moorland Road, Brookfield, WI

- Thursday, February 13
- Thursday, March 12
- Thursday, April 30

## Who should participate?

Crafting strategy requires your top executive team: CEO/President, CFO/Controller, VP Sales or equivalent.

### Scholarship applications being accepted through January 17th:

Complete the Participant and Scholarship Application form now online at: [wmep.org/exportech-scholarship/](http://wmep.org/exportech-scholarship/)

Contact Roxanne Baumann, [Baumann@WMEP.org](mailto:Baumann@WMEP.org) for pricing and scholarship availability.



## Join the growing number of ExporTech graduates winning awards with solid revenue increases:

### Wisconsin Governor's Export Award Winners:

- ▶ 2019 Gamber-Johnson & PIC Wire & Cable
- ▶ 2018 Gehl Foods
- ▶ 2017 Lucigen Corp
- ▶ 2016 Hydro-Thermal
- ▶ 2015 Gamber-Johnson
- ▶ 2014 Prolitec



### President's "E" Award for Export Excellence:

- ▶ 2017 Lucigen Corp
- ▶ 2016 S3 International
- ▶ 2015 Gamber-Johnson & Hydro-Thermal
- ▶ 2014 Prolitec



### The President's "E-STAR" Award Winners:

- ▶ 2018 Gamber-Johnson & Hydro-Thermal

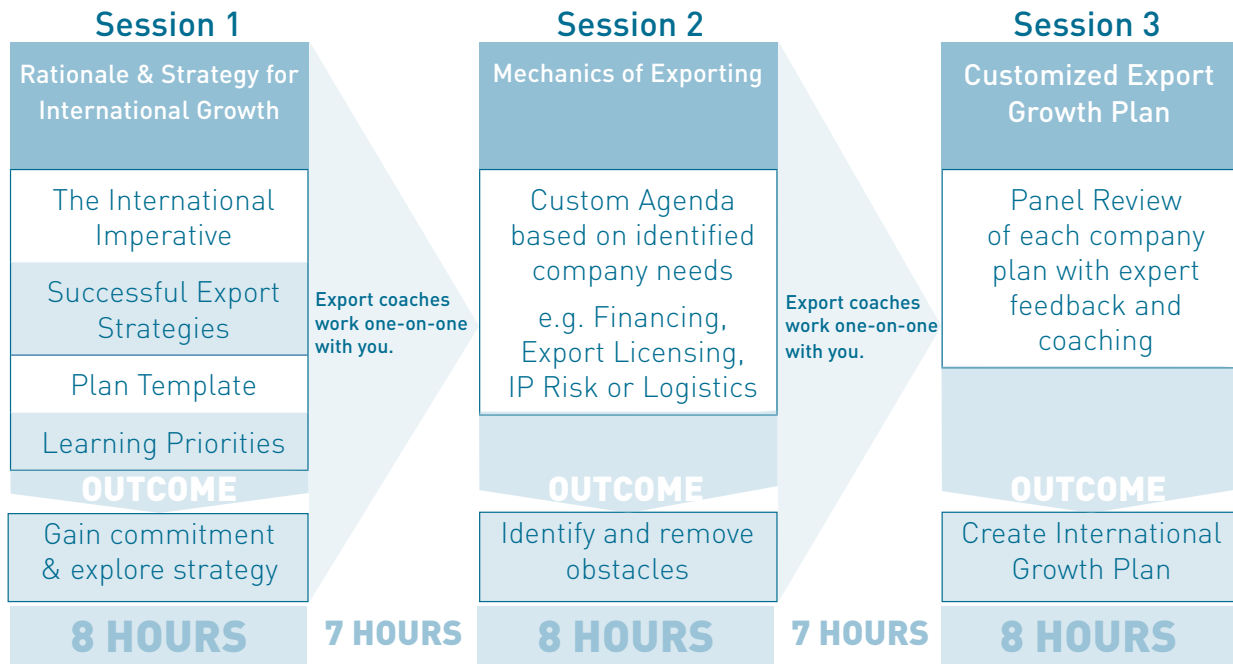


## For more information, contact:

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## How does ExporTech™ work?



“We have been exporting our products around the globe for well over a decade. We thought we had a very robust process for identifying and supplying new and existing markets until we met you and your team. ExporTech™ helped us identify significant gaps and, more important, opportunities for improvement for various global strategies and tactics. We are a much stronger exporter as a result of our relationship.”

“The program was one of the best run events I have ever been involved with. The subject matter experts were well prepared, highly competent and very efficient. Additional resources were well referenced, pertinent, and very valuable. As an incredibly busy professional, nothing frustrates me more than a poorly organized and executed event, and this is not that. You and your team over-delivered.

Rich Simonson, Chief Operating Officer, Carma Laboratories (Carmex).



### Results gained at Lucigen - 2013 participant & 2017 Award Winner:

- ▶ Increased export sales in key markets 61% in 2016, almost tripled in 2017
- ▶ Increased sales in Scandinavia 36% in 2016, and more than doubled in 2017
- ▶ Gained insight into logistics needed for Lucigen specific products
- ▶ Identified key markets for sales growth
- ▶ Implemented distributor management tools: forecasts, sales plans, sales reports, etc
- ▶ Participated in Trade Missions to China & India
- ▶ Used Gold Key Services from US Commercial Services to search new partner in Scandinavia

Check out more success stories at: [wmep.org](http://wmep.org)

