



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: \$7,500, with \$3,000 scholarship available.

Where & When:

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

Waukesha - Spring- 2018

Embassy Suites Milwaukee Brookfield

- Tuesday, May 8, 2018
- Tuesday, June 12, 2018
- Tuesday, July 31, 2018

Embassy Suites Milwaukee Brookfield
1200 S. Moorland Road
Brookfield, WI



Winners of the Wisconsin Governor's Export Award, each one is an ExporTech™ graduate:

- Hydro-Thermal, 2016
- Gamber Johnson, 2015
- ProLitec, 2013



Wisconsin's ExporTech™ program is the only one to have 3 graduates win the US Dept of Commerce President's "E" Award for Export Excellence:

- S3 International, 2016
- Gamber Johnson, 2014
- Hydro-Thermal, 2014



For more information, contact:

Roxanne Baumann

Director of Global Engagement, WMEP

baumann@wmep.org 262.442.8279

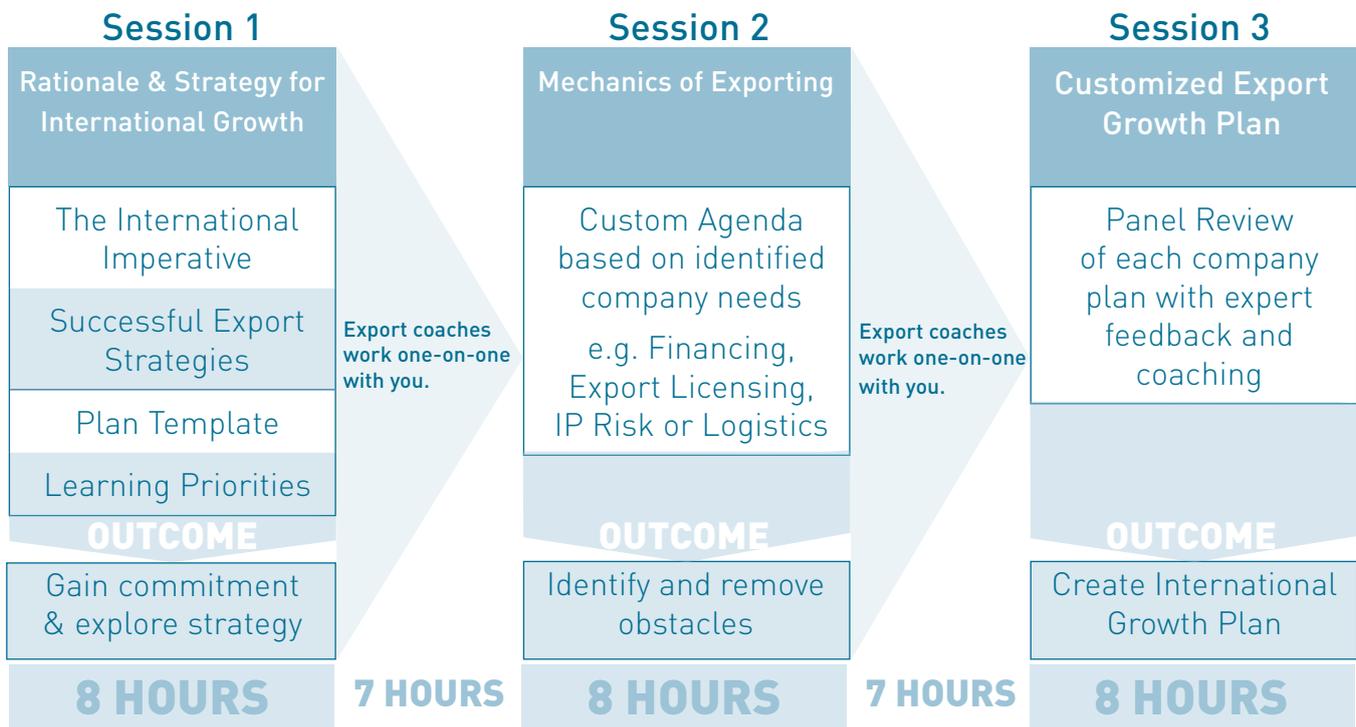
Joni Geroux

Outreach Program Manager, MOC

gerouxj@uwstout.edu 715.232.5270

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.



Results gained at The Wagner Companies, a 2010 participant:

150 employees - HQ in Milwaukee

2013 Results:

- ▶ Increased export sales 40% on average over each of the last three years
- ▶ Increased countries serviced from 2 to 16
- ▶ Created a global market awareness and worldwide contacts
- ▶ Been specified by architects for construction projects across the globe
- ▶ Developed product engineering improvements based on serving overseas markets and conditions
- ▶ Improved logistics and government policy awareness and compliance throughout the company

Check out the Wagner story at:
www.wmep.org/customer-successes/wagner-companies-export-growth



Funding in part through a Cooperative Agreement with the U.S. Small Business Administration



WISCONSIN MANUFACTURING EXTENSION PARTNERSHIP

