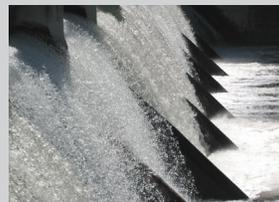




EXPORTECH™

ExporTech is a proven path to export success. Develop a customized, action-oriented export expansion strategy and start growing your business. Graduates of ExporTech have achieved sales increases averaging \$900,000 in 6-9 months after completing the program.



Driving growth is the key to success

Business growth comes from three sources:

- Increasing existing sales
- Bringing new products to market
- 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.

How ExporTech™ works

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.

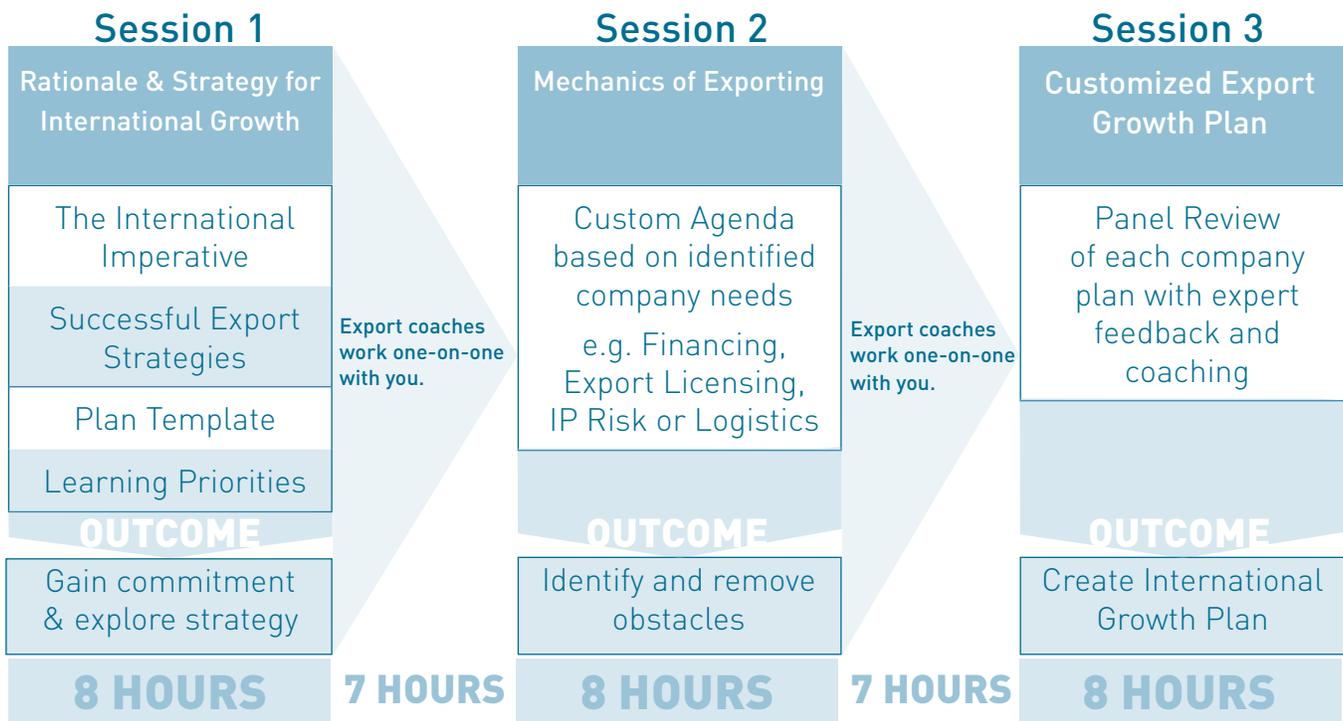
Success in exporting relies on executive support. ExporTech requires commitment from at least two top senior executives, i.e. owners, CEOs and other executive leadership.



EXPORTECH™ Focused on Results

How does ExporTech work?

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2013 results gained at The Wagner Companies, a 2010 participant:

150 employees - HQ in Milwaukee

- ▶ 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



WISCONSIN MANUFACTURING
EXTENSION PARTNERSHIP



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

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