



IS EXPORTING KEY TO YOUR COMPANY'S FUTURE GROWTH?

INTRODUCING **EXPORTECH™**

A program like no other, ExporTech is a three-session workshop put on by industry experts to help companies enter or expand into global markets. By limiting the number of attendees, ExporTech is able to provide an international growth plan customized specifically for your business.

Offered by RevAZ, a program of the Arizona Commerce Authority – in conjunction with the U.S. Commercial Service – ExporTech's team of export experts help navigate the sales process to move your company quickly beyond planning, into actual, profitable export sales.

WHO SHOULD PARTICIPATE?

- Do you see growth opportunities in global markets, but can't find the time and resources to make it happen?
- Do you have a strong product that could succeed overseas but need expertise and assistance to capitalize on opportunities?
- Have you successfully exported to some markets, but are ready for more proactive methods of targeting the best export opportunities?

If you answered "yes" to any of these questions and are a small or mid-size product company, ExporTech could be your solution.

HOW DOES EXPORTECH WORK?

ExporTech's innovative workshops are kept small so that they can be customized to the specific needs of each participating company. This ensures that companies walk away with information and guidance that specifically applies to their business.

The workshop consists of three full-day sessions. Between sessions, participants gather information, think strategically, and develop plans – with the aid of the experts they meet in the sessions. Pairing with international business experts knowledgeable in all aspects of exporting, participating companies are able to refine their international strategies and create a customized Export Action Plan. This group process accelerates the pace and increases the success rate of international sales efforts.

SESSION 01



Export Strategy & Best Practices

- Discussing the international imperative
 - Successful export strategies
 - Planning templates
 - Individual Coaching
 - Research of target markets



SESSION 02



Mechanics of Exporting

- Removing knowledge gaps
 - Overcoming obstacles
 - Expert speakers
 - Individual Coaching



SESSION 03



Export Growth Plan Presentations

- Present growth plan
- Obtain expert feedback
- Plan Implementation
 - Go to market

WHAT CAN EXPORTECH DO FOR MY BUSINESS?

In addition to developing a plan to accelerate profitable exports, ExporTech offers concrete benefits that go beyond most international business and exporting courses:

- **Speed to market is accelerated** As a robust plan is developed in three months
- **Quantifiable cost savings** Participants efficiently connect with reputable resources, receiving consultations that would normally cost thousands of dollars to obtain on their own
- **Higher Success Rates** With a vetted international growth plan and the right resources behind each company, your business' chances for success are greatly increased


- **Understanding International Strategies** Participants gain a first hand knowledge of international strategies and success factors based on real-world company research

LET FEDEX OPEN DOORS FOR YOUR BUSINESS



Companies that successfully complete the program will be eligible for a cost reduction of up to \$750 for any US Commercial Services export service program, such as Gold Key Matching Service and other similar offerings.

6.5
BILLION
CUSTOMERS



70% of the world's purchasing power, live outside the U.S.

\$770,000
IN NEW EXPORT SALES
on average for companies participating in ExporTech

8 **COMPANIES**
the maximum number of participants in ExporTech at one time

PARTNERS IN YOUR SUCCESS.

These partners sponsor and support the ExporTech sessions.



COSTS.

\$900 per company, includes up to three participants.

HOW EXPORTECH HAS HELPED AMERICAN EXPORTERS.



The ExporTech program greatly accelerated our learning curve covering the complex landscape of regulations and best practices for exporting. Our exports have more than doubled over the last year and we continue to expand our company to meet strong demand from overseas."

ElectraTherm, Reno, NV

"Delkor was exporting 'accidentally,' reacting to opportunities to conduct business abroad, rather than through a conscious strategy. As result of ExporTech, Delkor was able to achieve a 30% increase in sales within six months and hired 29 new employees."

Delkor Systems, Inc., Circle Pines, MN



FIND OUT HOW YOU CAN TAP INTO YOUR EXPORT POTENTIAL WITH EXPORTECH

DATES: October 17, 2014
November 14, 2014
December 5, 2014

**SESSION
LOCATION:**

Mesa Center for Higher Education
245 West 2nd Street
Mesa, AZ 85201

REGISTRATION FEE: \$900 per company (includes up to three representatives)

Apply today at azcommerce.com/revaz or email exportech@azcommerce.com for further information