



A program of the
ARIZONA
COMMERCE AUTHORITY



EXPORTECH™

IN PHOENIX



City of Phoenix

What Is ExporTech?

ExporTech is a nationally recognized program proven to help small and mid-sized companies boost their sales revenues via exports. In Arizona, the program is delivered by the Arizona Commerce Authority (ACA) RevAZ Manufacturing Extension Partnership program, along with national partners. The City of Phoenix is co-sponsoring this October 2017-January 2018 program. Representatives from up to eight participating manufacturing companies will attend three half-day sessions where they are exposed to Arizona export experts from diverse subject matter sectors, undergo practical training on key export topics, and receive individualized export coaching. Between sessions, participants work with a program-assigned export coach to conduct market research and refine their international strategies. The end result for each company is a customized Export Growth Plan that helps the company to quickly move beyond planning and into pursuing (with financial assistance) concrete export initiatives aimed at closing actual, profitable export sales.

Who Should Participate?

If you answer “yes” to any of these questions and are a small or mid-sized manufacturing company, ExporTech could be your solution:

- 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 and strategic methods of targeting the best export opportunities?

Dates :

Oct. 20, 2017
Dec 8, 2017
Jan 19, 2018

Location :

Arizona Commerce Authority
118 N. 7th Ave. #400
Phoenix, AZ 85007

Cost :

\$900 per company
Includes up to 3 representatives
75% scholarship available
Post-grad go-to-mkt \$ assistance

Contact :

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Arizona Commerce Authority
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What Can ExporTech Do for Your 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** are realized as participants efficiently connect with reputable resources, receiving consultations that would normally cost thousands of dollars to obtain on their own
- **Higher success rates** are made possible with a vetted international growth plan and the right resources behind your company
- **Understanding international strategies** is improved as participants gain a first-hand knowledge of international strategies and success factors based on real-world company research
- **Export growth** with participating companies generating an average of \$770,000 in new export sales



From an Arizona Exporter ::

“Through the ExporTech program, we developed an export plan, fine-tuned our sales pitch, defined our target markets and even defined our revenue targets. Three months after our program completion, we executed our “Go To Market Implementation Plan” and the future has never looked so bright. Today Wamore is doing business in 12 countries as we continue to expand our global footprint. ExporTech gave us the playbook and confidence to achieve our global goals.”

Vince Hearn, Director BD
Wamore Inc., 2015
Expotech graduate