

ExporTech[™] is a structured process designed to accelerate export growth for small- to medium-sized manufacturers and service providers.

The program is specifically targeted at the executive leadership of forward-looking companies that want to develop and execute a strategic growth plan to expand international sales. Most participants already export, and are either inexperienced, reactive exporters looking to become more proactive, or are experienced and want to get to the next level by developing a strategy for growth.

The program is jointly offered by the **NIST Manufacturing Extension Partnership/MEP National Network** and the **U.S. Commercial Service** (USCS), both part of the U.S. Department of Commerce.



SINCE 2006, **254** EXPORTECH™ PROGRAMS HAVE BEEN DELIVERED WITH OVER **1,256** PARTICIPATING COMPANIES.

development and execution of its plans.

How Does ExporTech[™] Work



Why ExporTech[™]



Plan

Develop a strategic export growth plan in eight weeks, and obtain feedback from experienced international business leaders on your strategy.



Educate

Learn about a wide range of topics and best practices from real world business experts and successful exporters – with opportunity for individualized consultation and coaching.



Connect

Meet experts that become part of your network and learn about federal and state programs, services, and grants that many exporters are unaware of.

Exec

Execute

Execute your plan with the support from expert partner resources that can help you go-tomarket while reducing cost and risk.



The program uses a peer group model, limited to leaders from up to eight non-competing companies, to maximize impact and propel action.

The program combines group workshops with individual coaching, leading to an export plan in just eight weeks. Each company is assigned an experienced coach to provide focused, one-on-one support in the



The customized workshops, planning exercises and discussions help companies learn from peers and extract the information they need to develop realistic, actionable plans.



The program connects companies to a team of experienced export organizations, helping companies go-to-market and implement their export growth plans.





ExporTech[™] Program Timeline

PART 1: Export Strategy & Planning Individual Coaching	PART 2: Export Mechanics Individua Coaching	riesentations	Implementation of Export Plan
Virtual Sessions: March 6 - April 24, 2024		In-Person: May 14, 2024	Virtual or In-Person
Wednesdays: 10:00 a.m ′	12:00 p.m. (CT)	DoubleTree by Hilton 825 Beaton Dr. West Fargo, ND	Follow-up Meetings to Support Execution of Plan
 Value Proposition and Elevator Pitch 	 Managing Sales & Distribution Channels 	 Companies Present Plans to Experienced Variety of Services from Partners to Support Expansion 	
 Self-Assessment of Export Obstacles and Risks 	U.S. Export ComplianceInternational/Digital	Exporters for Feedback	in Global Markets
Export Plan Template	Marketing, Website Globalization	 Next Steps and Plan Implementation 	
 Market Intelligence and Target Market Selection; 	Logistics		
Export Assistance; STEP Grants, Export Financing; Manufacturing Challenges	Legal Considerations	"Any company that is either considering international business or is an experienced exporter should think seriously about participating in ExporTech. It's all about the strategic thought process and how you best plan to maximize your effectiveness. Good Stuff!" SB&B Foods, Casselton, ND	
	 Managing Payment Risk 		
	 Consult with Experienced Exporters 		

Organizing Partners & Sponsors







Apply Early - Space is Limited Participation is limited to 8 non-competing companies.

Dates: March 6 - April 24 + Company Presentations May 14 2 Hour sessions held Wednesdays at 10:00 a.m. (CT)

Location: Virtual: March 6 - April 24, 2024 In-Person: May 14, 2024 (Company Export Plan Presentations) DoubleTree by Hilton, 825 Beaton Dr, West Fargo, ND

Cost: \$2,500 for up to three people/company (full cost value of the program is over \$5,000)

NDTO members are eligible for reimbursement for part of the program cost. Contact NDTO for more information.

Deadline: February 26, 2024

Early Bird Deadline: Register by January 24th to receive a 10% discount

Offer

For More Information:

Reese Forester • 701-450-8979 • reesef@impactdakota.com Jiwon Kim • 701-929-6711 • jiwon@ndto.com