

## 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.

### Brookfield - Fall, 2018

Embassy Suites Milwaukee Brookfield  
1200 South Moorland Road  
Brookfield, WI

- Tuesday, August 28th
- Tuesday, September 25th
- Tuesday, October 30th

## The below Governor's and President's awards are for earned after three continuous years of revenue increases.

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

- Lucigen, 2017
- Hydro-Thermal, 2016
- Gamber Johnson, 2015
- Prolitec, 2013



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

- Lucigen, 2017
- S3 International, 2016
- Gamber Johnson, 2014
- Hydro-Thermal, 2014



## For more information, contact:

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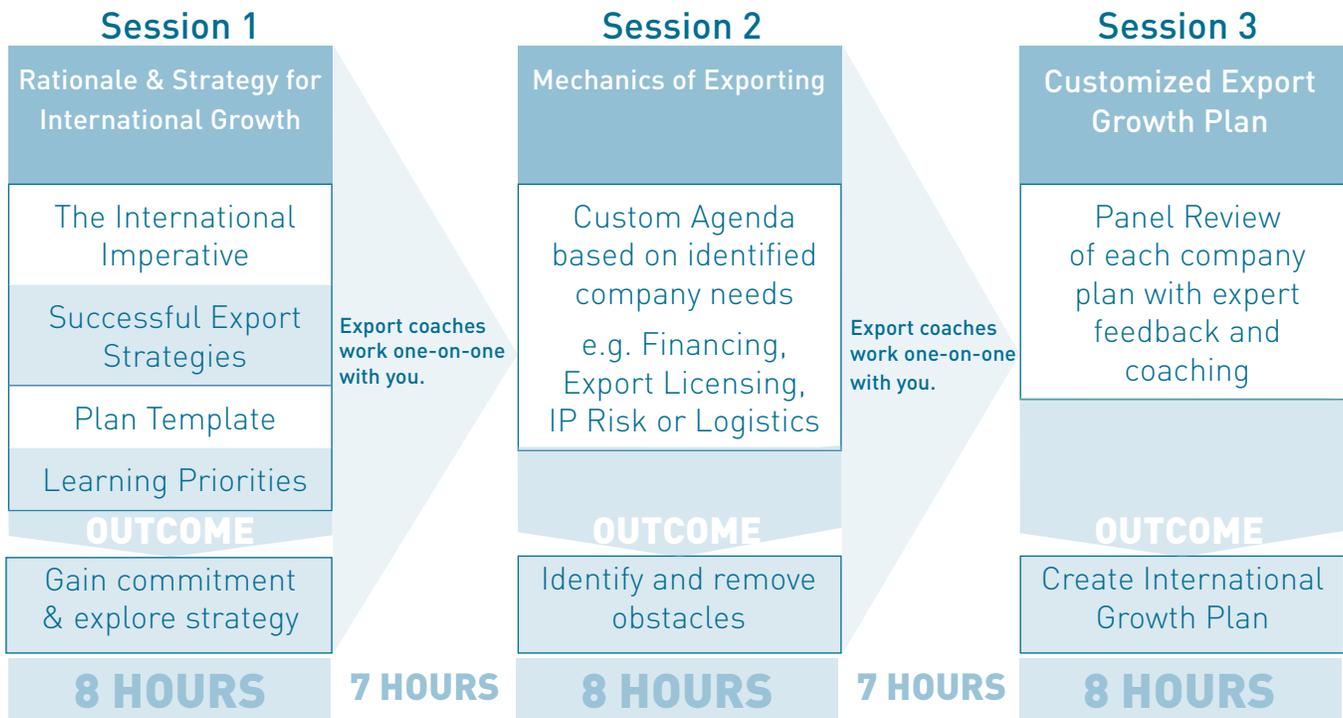
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## How does ExporTech work?

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 Lucigen – 2013 participant & 2017 Award Winner:

Lucigen: 60+ employees Located in Madison, WI

### 2016-2017 Results:

- ▶ Increased export sales in key markets 61% in 2016, almost tripled in 2017
- ▶ Increased sales in Scandinavia 36% in 2016, and more than doubled in 2017
- ▶ Gained insight into logistics needed for Lucigen specific products
- ▶ Identified key markets for sales growth
- ▶ Implemented distributor management tools: forecasts, sales plans, sales reports, etc
- ▶ Participated in Trade Missions to China & India
- ▶ Used Gold Key Services from US Commercial Services to search new partner in Scandinavia

Check out more success stories at: [wmp.org](http://wmp.org)



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WISCONSIN MANUFACTURING EXTENSION PARTNERSHIP

