



Are you struggling to take advantage of **growth opportunities in global markets?**

Are you reactively selling to international customers who find you, rather than taking a **proactive and strategic approach** to international sales?

If YES...ExporTech™ could be the answer.

### Why ExporTech™?

- Structured export strategy and business development process that assists 4-8 companies to accelerate growth
- ONLY national program that helps each company develop an export plan
- Efficiently connects companies with local and national experts that help navigate the export sales process
- On average, participating companies generate \$770K in new export sales
- Saves countless hours and eliminates fear of the unknown about getting paid, protecting intellectual property, finding sales reps and more

If you are ready to make the investment of time, ExporTech™ can unlock your export growth potential!

### Details about ExporTech™ Virginia 2016:

**Dates:** May 3 • May 26 • June 28  
(Attendance required for all dates.)

**Time:** 8:30 am - 5:00 pm

**Location:** Business Gateway Classroom - Innovation Park  
Old Dominion University  
4111 Monarch Way, Norfolk, VA 23508

### Your ExporTech™ Partners



Contact Tony Cerilli at 804-517-1235 or acerilli@genedge.org



## How Does ExporTech™ Work?

- Jointly offered nationwide by the National Institute of Standards and Technology’s Manufacturing Extension Partnership program and the U.S. Export Assistance Centers of the U.S. Department of Commerce
- Group workshops are combined with an individual coach for each company, leading to an export plan in 9 weeks
- Execution driven, with a team of partners who make it easier to go-to-market and implement the plan
- Peer group model, limited to leaders from 4-8 companies, that maximizes impact and propels action
- Innovative customized workshops that avoid “death by powerpoint” and help companies extract the specific information they need
- Amplifies the impact of other export programs, helping companies get the most out of tradeshow, Gold Key services, country visits and trade missions

## Who Should Participate In The Sessions?

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.



## Expotech™ Virginia - Testimonials and 2015 Program Graduates

*“Expotech - A fantastic program. They helped us accelerate the development of our export plan. We accomplished in three months what might have taken a year, or a year and a half. We are now prepared to export our products to those target markets developed during the Expotech program. We recommend this program to any U.S. company interested in growing their revenues through a focused export plan.”*

**Mission:Mobility  
Chesapeake, VA**

*“The appeal of Expotech was that we had the capabilities of the U.S. Department of Commerce, Commonwealth of Virginia, and Norfolk Department of Development all working together to expand our reach worldwide.”*

**Descal-a-Matic • Norfolk, VA**

*“Paramount needed to take our exporting to the next level. Expotech was a prime opportunity to significantly increase the amount of business overseas.”*

**Paramount Sleep • Norfolk, VA**

*“Expotech has been an excellent opportunity for Netarus. As we endeavor to expand our HoistCam sales in the world market, the learning and relationships developed during this 9 week intensive course has advanced both our thinking and marketing capabilities. Working with our dealers in the UK, we are now providing alternative financing options and exploring an expansion of our network. Expotech has provided processes and insights to help us confidently advance our marketing plans.”*

**Netarus • Norfolk, VA**

**Check out this video of Norfolk’s First Global Biz Graduates of the 2015 Expotech Program:**  
<https://www.youtube.com/watch?v=2U0VP-IT29g>