

# EXPORTECH™

The *only* national program that helps individual companies develop an export plan.



## How Does ExporTech™ Work?

- Execution driven, with a team of partners who make it easier to go-to-market and implement the plan
- Group workshops are combined with an individual coach for each company, leading to an export plan in 9 weeks
- Peer group model, limited to leaders from 6-8 companies, that maximizes impact and propels action
- Amplifies the impact of other export programs, helping companies get the most out of tradeshows, Gold Key services, country visits and trade missions
- 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

### ExporTech™ Program Cost

\$5,000 per company (for 2 executives per company)

### CMTC ExporTech™ Scholarship

No cost up front. Pay it forward model.

#### Dates:

Tuesdays: February 9, March 8, April 12, 2016

#### Venue:

**Murrieta Innovation Center**  
28442 Beckman Court  
Murrieta, CA 92562

**SESSION 1**  
Export Strategy & Best Practices  
*Exploring Strategic Options*

Individual Coaching

**SESSION 2**  
Mechanics of Exporting  
*Removing Knowledge Gaps, Overcoming Obstacles*

Individual Coaching

**SESSION 3**  
Export Growth Plan Presentations  
*Obtaining Expert Feedback*

Plan Implementation and Go-to-Market

## ExporTech™ Successes

*"CMTC's exporting services enabled us to expand into new international markets and increase sales by more than \$500,000. Their strategic direction helped us accelerate our exporting efforts, and we project continuous growth for years to come."*

Diamond Wipes International, Chino, CA



To Register: Contact Elizabeth Glynn at 310-984-0728 or [eglynn@cmctc.com](mailto:eglynn@cmctc.com)

For additional information on exporting visit: [www.cmctc.com/exporting](http://www.cmctc.com/exporting)



## ANNOUNCING A NEW SCHOLARSHIP PROGRAM TO ASSIST YOU IN INCREASING INTERNATIONAL SALES

As a Southern California manufacturer, you have been selected to receive an ExporTech Scholarship (valued at over \$5,000) because of one of the following:

✓ You are currently doing some export business and have the potential to increase your international sales by targeting new markets;

OR

✓ You have the potential to grow top-line sales by beginning to export your products.

To see a comprehensive overview of the ExporTech Program, [click here](#).

We are offering several locations and 2016 dates that you can select to best fit your schedule in order to take advantage of this scholarship opportunity.

*Space is limited so reserve your spot today! Each location lists 3 dates and you must attend all 3 sessions on those dates.*

## LOCATIONS, DATES AND TIMES FOR 2016

**Inland Empire - Murrieta**  
February 9, March 8, April 12

**Orange County - Irvine**  
June 23, July 21, August 18

**LA County - Santa Fe Springs**  
March 22, April 19, May 24

**Fresno**  
September 14, October 12, November 16

**San Diego**  
May 11, June 11, July 13

**LA County - San Fernando Valley**  
November 10, December 08, January 12, 2017

## HOW DOES THE SCHOLARSHIP WORK?

Your commitment is to attend three sessions over a 60 day period where you will utilize tools to structure an export plan that will help your company to address key areas of the export process, including market identification, regulation and compliance, logistics, and *matchmaking with potential customers in foreign markets*. On average, California manufacturers who have participated in the program have generated between \$500K and \$1M in export sales within the first 6-12 months.

The only initial commitment is a \$750 deposit to hold your seat, which is fully refundable once you attend the first session. If you cannot attend the first session, cancellation in writing **must be received 21 days prior** to the start date of the first session for a full refund. This deposit covers 2 executives from your company. Due to the customized nature of this program, no more than 8 companies participate in each ExporTech program. None of your competitors will be in your session.



## PAY IT FORWARD

After one year of having implemented your export growth plan, and if your company has generated a minimum of \$100K in additional export sales, we ask that you provide a \$5,000 ExporTech scholarship to another manufacturer to assist them with their export efforts.

Still not sure? Check out our [Export Readiness Assessment Tool](#) to see where you need assistance in your exporting efforts.

## REGISTER NOW TO RESERVE YOUR SEAT IN THE NEXT EXPORTECH SESSION

Contact Deborah Asher at [dasher@cmtc.com](mailto:dasher@cmtc.com) or 310-263-3052  
Deposit required of \$750 by credit card

