

NC State ExporTech

How to Grow through Exports

With the weak dollar and rapid growth in emerging economies, export sales are the fastest growing segment of the market. However, many companies are missing out on these growth opportunities because they don't know the "how-to's" of exporting.

"I am still amazed at the amount of information we were given and the amount of resources that are available to us. I appreciate the involvement of so many individuals representing such a range of services all important to the exporting process."

Paula Turlington, SII Dry Kilns, Lexington NC

What is ExporTech?

Developed by the US Department of Commerce in conjunction with the US Commercial Service, ExporTech is the "how-to" program that will help your small- or medium-sized company enter or expand into global markets by assisting in the development of an international growth plan customized specifically for your business. Utilizing a team of export experts, ExporTech will help your company move quickly beyond planning, into actual, profitable export sales.

The ExporTech program is intended for executives and is aimed at both new-to-export companies and those that have done some exporting, but have not fully exploited global opportunities.

What are the benefits?

ExporTech will give your company:

- resources to help you rapidly move from planning to actual sales and payment
- international strategies and success factors based on real-world company research
- a robust export plan in just three months
- connection with reputable resources and expert consultations
- accelerated speed to market, actual leads and sales



The NC State ExporTech Program is sponsored by:



For additional information go to our NC State ExporTech web site at

www.ies.ncsu.edu/exportech

NC State ExporTech

What can I expect from the NC State ExporTech program?

The NC State ExporTech program begins with three, full-day, training sessions, scheduled approximately a month apart. During these sessions, you will gain an understanding of how exports can be a major growth driver, identify hurdles to your expansion, and work with the export facilitators to develop a customized international growth plan for your company.

The program size will be limited to six to eight participants to provide sufficient time and attention to each company's specific problems. Participants will be from non-competing organizations, so each can share strategic information in a confidential environment as their plan is being developed.

The program content will be customized to your specific learning needs. And, unlike a static classroom environment, this program has the flexibility to help you understand and identify the areas where you need assistance in exporting, and then bring to you the international business experts needed to help you to address specific areas. The experts will assist you in refining your international strategies, developing your international growth plan, and, ultimately, implementing it. You will develop an export plan customized to your products or services.

The 3 NC State ExporTech Program Sessions

The research and plan development outside of the sessions is extensive, and you should be prepared to dedicate a minimum of 40 hours to the work required. The more you put into the program, the greater benefit you'll experience from NC State ExporTech.

NC State ExporTech Experts



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Session Dates:

January 13, February 10, March 10

Session Time:

8:30 AM to 4:30 PM each session

Session Location:

NC State Centinell Campus, Research IV, Room 2600
 909 Capability Drive, Raleigh, NC

Program cost:

\$995 per participant; \$795 for additional participants from the same company