



DEMEEP

Delaware
Manufacturing
Extension
Partnership

ExporTech™: *Strategy for Success*



GROWING | CONNECTING | BUILDING

ExporTech™: *Strategy for Success*

By Allison Hayes

When Delaware's manufacturers are looking to grow their business, they often think about expanding outside the state or region to focus on a national market. But some want to expand even further – into global markets. And sorting through new and unfamiliar rules and regulations to navigate that process can be intimidating. That's when they reach out to ExporTech™, a national export assistance program that helps companies enter or expand into global markets.

ExporTech™ is jointly offered by the National Institute of Standards and Technology (NIST) Manufacturing Extension Partnership (MEP) and the U.S. Commercial Service of the U.S. Department of Commerce. Manufacturing competitiveness in global markets is the nexus between MEPs and U.S. Commercial Service that drives continuous improvement concepts through the ExporTech program to help companies develop a winning export strategy. It is the only national program where each company develops a written export plan that is vetted by a panel of experts upon completion. ExporTech™ efficiently connects companies with a wide range of world-class experts to help navigate the export sales process. The result is that companies rapidly expand global sales and save countless hours of effort.

Since 2006, 233 ExporTech™ programs have been delivered in 36 states and Puerto Rico with over 1,180 participating companies.

In Delaware, ExporTech™ is offered through the Delaware Manufacturing Extension Partnership (DEMEP) and facilitated by numerous regional resource partners such as the U.S. Commercial Service – Philadelphia, Export Delaware, the MidAtlantic District Export Council, U.S. Small Business Administration, World Trade Center – Delaware, and Fulton Bank. DEMEP is the official representative of the MEP National Network in Delaware. The MEP National Network™ is a unique public-private partnership that delivers comprehensive, proven solutions to U.S. manufacturers, fueling growth and advancing U.S. manufacturing.

DEMEP is administered through Delaware Technical Community College in partnership with the United

States Department of Commerce, NIST, the Delaware Division of Small Business, and the Delaware State Chamber of Commerce. Through these partnerships, DEMEP draws its resources from local and national universities, community colleges, research institutions, private consultants, and a network of 51 MEP Centers located in all 50 states and Puerto Rico. With these unique relationships, DEMEP can provide its clients with confidential access to their industries' best practices, processes, and business improvement methodologies.

DEMEP has offered the ExporTech™ program for several years, and this fall will offer it in a virtual format because of the current coronavirus pandemic.

"ExporTech™ is one of the best solutions for companies to create a strategic exporting plan and align it with support resources such as trade missions offered at both the state and federal levels," said Beth Pomper, director of international business development at Export Delaware.

She added that many companies are not prepared for international sales prior to completing the ExporTech™ program.

"Without a good strategy, they are unable to take advantage of business opportunities even when the market is ready for their product," she said.

Tony Cebalos, Director of U.S. Commercial Service - Philadelphia at the International Trade Association agrees.

"So often the opportunities are available in international markets, but the business is not properly prepared to close the deal," he said. "ExporTech™ strengthens the company's processes in shipping, trade compliance, international marketing, legal, and financial aspects to reduce risk and increase export sales growth in the long run."

Cebalos added, "To help exporters adapt to doing business virtually we've incorporated website globalization into the ExporTech™ curriculum to strengthen companies' digital marketing strategies. That's why ExporTech™ graduates are more confident

HELPING MANUFACTURERS GENERATE REVENUE GROWTH

1,183
COMPANIES
Participated

233
PROGRAMS
Completed

\$500K-\$700K
Average Sales When
Combined with
Other MEP Services

\$91K
in Average Cost and
Investment Savings

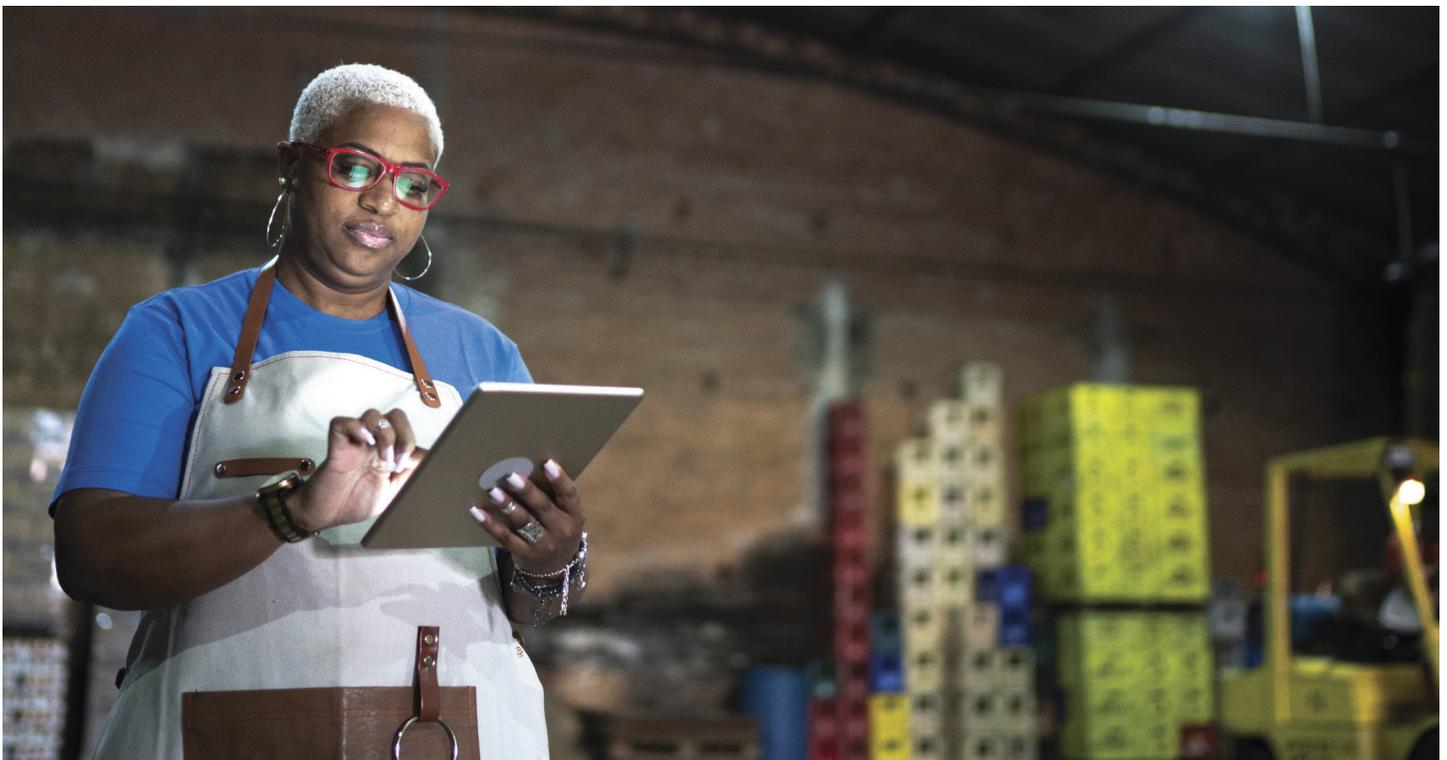
\$600 M
Total Program
Sales to Date

This graphic highlights the impacts of the ExporTech™ program. Exports are critical to the American economy: they stimulate economic growth, help to balance the trade deficit, and create jobs. For manufacturers, they open up new markets: 95 percent of the world's consumers live outside of the U.S. and while increasing sales is a top priority for many manufacturers, exporting also helps businesses to be more competitive and successful. Diversifying globally protects firms from slow-downs in any one country. International networking can lead to the development of new processes, technologies, skills, and product applications and engaging with customers overseas also spurs innovation.

to venture internationally; not only are they equipped with a customized export plan, they're also backed by a team of ExporTech™ coaches at the local, state, and federal level that will guide them through the market entry process."

So how does ExporTech™ teach businesses what they need to succeed in these global markets? The program combines group workshops with individual coaching for each company, leading to an export plan in a matter of weeks. The peer group model, limited to leaders from four to eight companies, maximizes impact and propels action. The program also helps to build connections with a team of export organizations that help participating companies go to market and implement their export growth plans.

One local company that took advantage of ExporTech™ is Advanced Materials Technology (AMT), a product development and manufacturing company located in Wilmington, Delaware. The company was already trading in India prior to attending ExporTech™, but said after attending they realized they were missing a substantial part of the market.



“ExporTech™ allowed us to align our strategy with available opportunity to produce significant results.”

~ Neeraj Batta, Vice President , Batta Environmental

“Implementing the ExporTech™ program learnings have yielded significant improvement in that market,” said Tim Langlois, president. Business is looking up for AMT. In fact, they recently hired three new staff members.

Another ExporTech™ client, Batta Environmental Associates, provides environmental engineering, consulting, products, and laboratory services to clients ranging from one-man firms to Fortune 500 companies. The company was recently recognized with a Delaware Small Business Association Exporter of the Year Award because of its growth and impact.

“ExporTech™ allowed us to align our strategy with available opportunity to produce significant results,” Vice President Neeraj Batta said.

LiteCure, LLC, which designs and manufactures medical devices for medical and veterinary healthcare professionals, was looking to make stronger sales growth in international markets and learned of ExporTech™ after participating in an Export Roadshow facilitated by various export resources throughout Delaware. After participating in ExporTech™, LiteCure developed a new strategy for significant market penetration in South Korea, and implemented improvements that increased the company’s sales growth in Denmark and Korea.

“We were already in other countries, but we were underperforming,” said Andy Wood, vice president of international sales. “ExporTech™ allowed us to improve on those results and realize so much more through developing contracts to protect us, creating compliance controls to eliminate delivery issues, and accessing the large amount of resources that are available to support U.S. exporters.”

ExporTech™ offers an intensive program that delivers concrete benefits beyond traditional export education and training. Companies that have gone through the program report significant impacts to their bottom lines, including:

- An average of \$500,000 – \$700,000 in new export sales
- Export sales generated within six months of completing the program
- Cost and investment savings averaging \$91,000
- The creation of five new jobs per company on average
- Total program impact of nearly \$500 million in increased or retained sales since 2006

**To sign up for the next ExporTech™ training, contact DEMEP:
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(302) 283-3131**

