

ExporTech Maine 2024



Unlock Your Global Growth Potential

- **Plan:** Develop a strategic export growth plan in 10 weeks and obtain feedback from experienced international business leaders on your strategy.
- **Educate:** Learn about a wide range of topics and best practices from real world business experts and successful exporters with opportunity for individualized coaching and consultation.
- **Connect:** Meet experts that become part of your network and learn about federal and state programs, services, and grants of which many exporters are unaware.
- **Execute:** With support from expert partner resources that can help you go-to-market while reducing cost and risk, execute your export growth plan.



ExporTech™ is a national export assistance program that applies a structured export strategy development process to help companies enter or expand in global markets. Since 2006, over 260 ExporTech™ programs have been delivered in 37 states and Puerto Rico with more than 1,300 participating companies.

Who is a Good Fit for ExporTech?

ExporTech™ is intended for forward-looking small and mid-market manufacturers that want to expand global sales. Most participants already export. The process is designed for executive leadership, such as the CEO or VP of International Sales, Marketing, or Business Development. Companies that involve multiple staff will get the most out of the process.

"I highly recommend ExporTech to any company wanting to build a comprehensive growth strategy for international sales. ExporTech helped us focus our effort in developing a realistic yet ambitious plan toward achieving our goals."

- Jacques Nader, VP, Compotech, Inc. (Brewer, ME)



Maine International
Trade Center

ExporTech Maine 2024

Results

- On average, participating companies generate **\$500,000 – \$700,000 in new export sales**.
- Many companies **generate export sales within 6 months** of completing the program.
- The average participant reported **cost and investment savings of \$91,000**.
- The average company created **5 new jobs**.

Schedule

February 27 - May 9, 2024

In-person Session #1: Tuesday, February 27, 9:00 am - 12:00 pm

Virtual Session #2: Thursday, February 29, 9:00 - 12:00 pm

Virtual Session #3: Tuesday, April 2, 9:00 - 12:00 pm

Virtual Session #4: Thursday, April 4, 9:00 - 12:00 pm

Virtual Session #5: Tuesday, May 7, 8:30 am - 12:30 pm

Virtual Session #6: Thursday, May 9, 8:30 am - 12:30 pm

Plus 4 hours of individual coaching and consulting to be scheduled between March 4 and May 2

Registration Fee

Note: Each company is encouraged to register up to 4 people to participate in the export strategy development process.

SBA-eligible company: \$1,000

Reduced fee supported with SBA funds

Non-SBA-eligible company: \$4,000

"MITC and ExporTech have been invaluable for North Spore in navigating the world of export compliance. Their expertise and guidance have been instrumental in ensuring our business meets all the necessary regulations and requirements for international trade. Their teams are knowledgeable, responsive, and proactive in addressing any compliance issues that arise, allowing us to focus on growing our business without worrying about regulatory hurdles. We highly recommend MITC and ExporTech to any business seeking assistance with export compliance - both their professionalism and dedication are truly commendable."

- Patrick Lyons, Sales Manager, North Spore (Portland, ME)

On completion, SBA-eligible Maine companies may receive financial reimbursements to cover costs associated with implementing your export plan. **Ask MITC about STEP Financial Assistance Awards.**



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