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## **ExporTech to Help AZ Companies Enter Global Markets** *Participants will learn strategies, work collaboratively to develop exports*

**Scottsdale, Arizona.** Organizers of ExporTech, a program which empowers Arizona businesses to become active players in the export market, have announced openings for businesses interested in participating.

Held over a period of three days, spanning approximately three months, ExporTech helps companies enter or expand in global markets, by assisting in the development of a customized international growth plan, vetted by experts, and by building a team of organizations that help companies move quickly beyond planning to actual export sales. ExporTech is presented by the Arizona US Export Assistance Center in cooperation with the Arizona Manufacturing Extension Partnership, Arizona State University, and the Arizona Technology Council.

“Unlike a static classroom environment, this course is customized to the specific learning needs of the participants,” said Eric Neilson of Arizona USEAC. “Each company produces their own international growth plan. They work with international business partners to refine their own global strategies.”

The program is limited to approximately eight participants to provide sufficient time and attention to each company’s specific challenges. Participants come from non-competing organizations and are encouraged to share strategic information as their plan is being developed.

“Arizona has so many products and services that would do well in overseas markets, but getting into that space can be very daunting,” said John Little, Director of Operations of Arizona MEP.

“ExporTech really gives Arizona businesses and manufacturers the real-world advice they need to break into the international market and succeed.”

**Arizona Manufacturing Extension Partnership**

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Little says ExporTech offers concrete benefits to participants. The content is customized to the specific learning needs of those involved. The program delivers an “account team” of resources for each company that helps them rapidly move from planning to actual sales and payment. The global strategies and success factors covered are based on real-world company research. Speed to market is accelerated as a robust plan is developed in three months. Quantifiable cost savings are achieved as participants connect with reputable resources. Also, each participant will be matched with a qualified ASU intern for the duration of the course.

Marketing partnerships are available for the ExporTech program, ensuring companies great exposure to senior executives from up-and-coming, globally-oriented businesses and manufacturers.

For more information are participating in ExporTech, or securing a marketing partnership, please contact Sally Spray of the Arizona USEAC at (480) 884-1658 or at [Sally.Spray@mail.doc.gov](mailto:Sally.Spray@mail.doc.gov)

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