



# EXPORTECH™

*An Export Acceleration System  
for Achieving Profitable Growth*

*Are you struggling to take advantage of  
growth opportunities in global markets?*

*Are you reactively selling to international customers  
who find you, rather than take a proactive and  
strategic approach to international sales?*

**If so ... ExporTech is the answer!**

## **ExporTech Can Drive International Sales Growth Today!**

- Provides your company with a systematic process for entering or expanding in global markets.
- Connects you with the best international business experts in the region.
- Assists you to develop a peer-reviewed export growth plan in 12 weeks.
- Generates measurable results for committed C-level participants.
- Involves a unique combination of innovative group sessions for 4 to 8 companies in addition to individualized coaching.

### **37th Annual Oklahoma World Trade Conference**

**April 2**

**Tulsa Tech Owasso Campus**

With ExporTech, you will have **FREE** access to the 37th Annual Oklahoma World Trade Conference on April 2.

Global trade is an integral part of doing business in today's world. At the 2020 Oklahoma World Trade Conference attendees will learn about issues that have a significant impact on their businesses and global trade.

Companies will benefit by joining with other like-minded business leaders "Making Locally and Selling Globally."



## **Benefits of Participating?**

Companies that have gone through the ExporTech™ program report significant impacts to their bottom lines:

- *The average participant increases sales by nearly \$770,000.*
- *Many companies generate export sales within 3-6 months of completing the program, and some have negotiated sales before the program's final session.*
- *Efficiently connects companies with local and national experts.*
- *The program saves the average company over 120 hours of labor time by navigating them through the international growth process.*

## **ExporTech Partners:**



Oklahoma Center for the Advancement of Science and Technology



WES WATKINS CENTER FOR  
**INTERNATIONAL  
TRADE DEVELOPMENT**



**OKLAHOMA**  
DEPARTMENT of COMMERCE

U.S. Small Business  
Administration



**OKLAHOMA  
MANUFACTURING  
ALLIANCE**

YOUR VISION IS OUR MISSION.

**Call or E-Mail Today: 918-592-0728 or [exportech@okalliance.com](mailto:exportech@okalliance.com)**



## How Does ExporTech Work?

*The ExporTech system has several hallmarks:*

- 1.** The process assists companies to develop a simple, actionable international growth plan—based on a series of carefully designed tools and templates.
- 2.** We connect participants with a wide range of reputable international business experts who help them navigate the export process.
- 3.** The program involves a unique combination of group work, individual work, and personal coaching that allows companies to extract information that is critical to their export success:



- During group sessions, experts are selected based on the specific needs of the participants, to educate the entire group and provide one-on-one consultations.
- Planning exercises and peer discussions are employed to help executives apply knowledge to their own companies.
- In the final group session, each company's plan will be reviewed and vetted by a panel of experienced international business people, to help them avoid costly mistakes and see new opportunities.
- Each company is assigned an experienced coach to provide focused, one-on-one support in the development and execution of their plans.
- Each 3-Session program is limited to six to eight companies, to ensure quality, personalized service and attention to each company.

### What is Required:

Companies participate in three, one-day group sessions scheduled over a three-month period. In between, each company works on the development and implementation of their international growth plan, with the support of a coach.



### Our Next Course:

The program was developed by two of the leading organizations that provide assistance to manufacturers—the Manufacturing Extension Partnership and the U.S. Export Assistance Centers of the U.S. Department of Commerce—and is offered in collaboration with numerous state trade offices, and other regional partners throughout the country. Every company will develop its own international growth plan.

### Spring 2020 Dates & Location

*Location:*  
TulsaTech Lemley Campus  
3420 S Memorial Dr. in Tulsa

- ✓ February 4
- ✓ March 5
- ✓ April 23

*Save the Date*  
Oklahoma World Trade Conference  
April 2 in Tulsa

### Cost:

**Early-bird sign-up before Jan. 13**  
**\$400 per company**  
Includes one participant ticket to the Oklahoma World Trade Conference

**After Jan. 13**  
**\$475 per company**  
Includes one participant ticket to the Oklahoma World Trade Conference

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