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**Keys to Manufacturing Growth to be Explored at Innovation Economy Expo**

*CMTC to lead workshops on how manufacturers can use innovation to expand*

SOUTHERN CALIFORNIA – Manufacturers trimmed every ounce of fat from their businesses during the recent economic downturn, meaning that continued economic success can only be achieved through increased innovation, according to manufacturing experts who will lead collaborative workshop sessions on the topic at [Innovation Economy Expo](#) May 9 at the Ontario Convention Center in Southern California.

“In business, if you’re not growing, you’re dying,” said Dr. Virginia Green, Innovation Engineering and Growth Manager with [CMTC](#), a Los Angeles County firm that works closely with manufacturers from San Diego to Fresno. “If companies don’t innovate, their profits and growth will stagnant.”

CMTC, the Innovation Economy Expo’s newest Collaborative Partner, deploys technology, management and technical expertise to improve the competitiveness of manufacturing in the changing global marketplace. CMTC is affiliated with the National Institute of Standards and Technology and is part of the Hollings Manufacturing Extension Partnership Program. The organization specializes in working with manufacturers to increase [innovation and growth](#), which Dr. Green says are inexorably linked.

Innovation can be everything from developing new products to identifying and targeting new customers for such products, Dr. Green said. Some business owners may be unsure how to take their businesses to the next level, which is why embracing the promise of innovation is so important.

“Companies are looking for growth and that is what innovation does – it brings growth to the company,” Dr. Green said. “Innovation is all about you and how you can make your business better.”

Many California manufacturers are innovating by reaching out to customers abroad, said Roy Paulson, President of Paulson Manufacturing Corporation, which makes and exports many products, including face shields and other products for the fields of law enforcement and medicine.

Many overseas consumers prefer products made in the U.S. because they have confidence in the quality control systems here, said Paulson, who recently returned from a business trip to the U.K., Poland and Germany and also recently filled orders for clients in Argentina, Canada, South Africa and the United Arab Emirates.

“A ‘Made in the USA’ label is like a giant brand name,” said Paulson, who also is a member of the California Inland Empire District Export Council, or CIEDEC. “They have such faith in our products. That brand has such incredible power, and we really need to take advantage of that.”

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At a time when we need it the most, business leaders, educators and policymakers are joining together under the common cause that business success benefits everyone. Innovation Economy Expo is a unique, crowd-driven, interactive forum designed to connect businesses, innovators and entrepreneurs with the global resources needed for success. This is one of the largest collaborative efforts in Southern California to advance business creation and growth.

Other participants recently announced include [FundingPost](#), one of the nation's leading networks of angel investors and venture capitalists; the [EB-5 Investment Report](#) providing up-to-date information and direct access to EB-5 Direct Foreign Investment Opportunities; and the U.S. Department of Commerce [California Inland Empire District Export Council](#) (CIEDEC), which will hosts its 19<sup>th</sup> annual World Trade Conference at the expo.

All who are interested in advancing the economic and social benefits of high-growth business success are encouraged to participate. Visit [www.InnovationEconomyExpo.com](http://www.InnovationEconomyExpo.com) or call 888-960-EXPO for more information.

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