

CATCH THE EXPORTING TIDE

# CALIFORNIA EXPORTS KEEP ON GROWING

EXPAND YOUR BUSINESS • GAIN INTERNATIONAL GROWTH

*Let ExporTech™ Show You the Way*

ACCESS NEW  
**CUSTOMERS!**

EXPAND  
**SALES!**

INCREASE  
**PROFITS!**

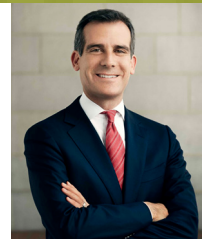


## CALIFORNIA MANUFACTURING EXPORTING FACTS

1. Exporting companies tend to grow 22% faster than non-exporters
2. Small manufacturers comprised 96% of all California exports
3. In 2018, California manufacturers exported \$178.4 billion of goods
4. Top export markets for California are Mexico, Canada, China and Japan

“ ExporTech™ is an integral part of Mayor Garcetti’s export program. We chose to partner with the Department of Commerce and CMTc to deliver ExporTech™ in Los Angeles due to its great success in increasing manufacturers’ export sales. ”

— Eric Eide, former Director of International Trade  
Office of Mayor Eric Garcetti



[www.cmtc.com/exporting](http://www.cmtc.com/exporting)

Kimmella Collins at [kcollins@cmtc.com](mailto:kcollins@cmtc.com) 310-263-3052 or Elizabeth Glynn at [eglynn@cmtc.com](mailto:eglynn@cmtc.com) 310-984-0728

Required commitment fee: \$750 by credit card



# THE ONLY NATIONAL PROGRAM THAT HELPS INDIVIDUAL COMPANIES DEVELOP AN EXPORT PLAN

## How does ExporTech™ work?

- Execution driven, with a team of partners who make it easier to go-to-market and implement an export growth plan
- Group workshops are combined with an individual coach for each company, leading to an execution plan in 10-12 weeks
- Peer group model, limited to leaders from 6-8 companies, that maximizes impact and propels action
- Amplifies the impact of other export programs, helping companies get the most out of tradeshows, Gold Key services, country visits and trade missions
- Jointly offered nationwide by the National Institute of Standards and Technology's Manufacturing Extension Partnership program and the U.S. Export Assistance Centers of the U.S. Department of Commerce

### EXPORTECH™ SUCCESS STORY



*CMTC's exporting services enabled us to expand into new international markets and increase sales by more than \$500,000. Their strategic direction helped us accelerate our exporting efforts, and we project continuous growth for years to come.*

**Diamond Wipes International, Chino, CA**

### SESSION 1

Export Strategy & Best Practices  
Exploring Strategic Options

**Individual Coaching**

### SESSION 2

Mechanics of Exporting  
Removing Knowledge Gaps,  
Overcoming Obstacles

**Individual Coaching**

### SESSION 3

Export Growth Plan Presentations  
Obtaining Expert Feedback

**Plan Implementation  
and Go-to-Market**

## ExporTech™ Program

2 executives per company.  
Commitment to attend all 3 sessions is required.

## CMTC ExporTech™ Scholarship

"Pay it forward" model. \$750 due at registration.  
See [Scholarship Application](#);  
contact Elizabeth Glynn for scholarship details.

## Los Angeles (San Fernando Valley):

(Tuesdays) August 6, September 10, October 15  
7:30 am - 5:00 pm

[www.cmtc.com/exporting](http://www.cmtc.com/exporting)

Kimmella Collins at [kcollins@cmtc.com](mailto:kcollins@cmtc.com) 310-263-3052 or Elizabeth Glynn at [eglynn@cmtc.com](mailto:eglynn@cmtc.com) 310-984-0728

Required commitment fee: \$750 by credit card