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FOR IMMEDIATE RELEASE

## **MEDIA RELEASE**

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### **CMTC Expands Popular Made in California Program Statewide**

**Torrance, CA** – March 22, 2017 – The U.S. Commerce Department’s National Institute of Standards and Technology (NIST) recently awarded California Manufacturing Technology Consulting (CMTC) a five-year agreement to be California’s Manufacturing Extension Partnership (MEP) Center. This agreement makes CMTC the lead organization to deliver services to small and medium-sized manufacturers in California with support of partners throughout the state.

Through its collaboration with these partners, CMTC is proud to announce the expansion of its successful Made in California (MICA) program statewide. Jim Watson, President and CEO of CMTC states, “The MICA program has been highly successful with over 800 small and medium-sized manufacturers proudly stating that they manufacture their products in Southern California. Now that we have expanded this program to the entire state, we expect that many more California manufacturers will want to declare their status as being made in California.”

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The MICA program offers small and medium sized manufacturers numerous benefits, including:

- No cost to members with all program benefits offered at no charge
- A profile page and listing on CMTC's website to increase awareness of a company's products, services and news
- Networking opportunities with special invitations to events that CMTC and its partners sponsor throughout California
- Exposure through the CMTC website and the Made in CA social media sites
- The ability to generate potential business or seek new suppliers through other participants in the program
- Visibility to entrepreneurs seeking a manufacturer to produce their product
- Use of the Made in CA logo on member's website and product packaging
- The opportunity to strengthen and support the manufacturing industry of California

In order to become a MICA member, a manufacturer must be registered through Dun & Bradstreet with either a primary or secondary manufacturing NAICS code. In addition, a company's product needs to be assembled, manufactured or processed in California with the manufacturing facility located in-state.

#### **About CMTC**

CMTC, a private non-profit corporation, was established in 1992 to provide consulting services to small and medium-sized manufacturers in California. In 2016, The U.S. Commerce Department's National Institute of Standards and Technology (NIST) awarded CMTC a five-year agreement to be California's Manufacturing Extension Partnership (MEP) Center. This agreement makes CMTC the lead organization for delivering services to small and medium-sized manufacturers in California with support of partners throughout the state. Through its collaboration with these partners, CMTC will enhance operational performance, new product development, market expansion and technology adoption for manufacturers in both urban and rural centers. For more information visit [www.cmtc.com](http://www.cmtc.com).

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