

The best growth opportunities for US companies are increasingly found in global markets. The dollar's all time low and rapid growth in many economies has made export sales the fastest growing segment of the US market. Global trade is no longer an option, it's a must!

Many American businesses are entering international markets for the first time or want to increase their share of international trade. The ExporTech program helps minimize risk and maximize opportunity for profitable export. It offers expert assistance and guidance as it leads companies through a facilitated process that prepares them for profitable growth in global markets.

*"Demand for exports increased 4 percent — the biggest monthly gain in four and a half years — to the highest level ever. Foreign customers snapped up \$164.4 billion in American-made automobiles, electronics, food and industrial supplies, among other products..."*

**New York Times/  
US Dept. of Commerce  
August 2008**

*The NYC metropolitan area ranked the highest in the US with \$66.2 billion in merchandise exports...*

**US Dept. of Commerce/  
Metro Area Exports  
July 2008**

## EXPORTECH

Accelerate successful entry or expansion  
in global markets!



### Program description:

The ExporTech program enables small and mid-size product companies to enter or expand in global markets quickly and efficiently by connecting them with an array of expert resources and helping them develop a customized, international growth plan. With ongoing support from ITAC and the DOC Export Assistance Centers, participants will meet regularly, learn about exporting while developing, reviewing, refining and learning to implement their own successful export plans.

### Program benefits:

- A greater understanding of the international marketplace
- Access to real-world company plans so that you understand successful export strategies
- A vetted, customized international plan that increases your chances of success, while reducing your risks
- Access to a network of qualified international experts
- Follow-on support to put your plan into action.

### Program features:

- Expert speakers
- International market intelligence
- Customized content
- Unique focus on CEO/top management success factors and strategy
- Panel review of each company plan with expert feedback & coaching
- Increased opportunity for successful international growth
- Reduced risks that come with a vetted international growth plan

### Expertise support offered:

- Foreign Business Practices
- Market Research & Intelligence
- Trade Financing
- International Marketing
- Legal Issues
- Compliance, Licensing, Standards
- Transportation & Logistics
- Intellectual Property Risks

**When: 3 full-day sessions: Please request the date of our next round**

### Contact:

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ITAC has partnered with the US Department of Commerce/International Trade Administration/ Harlem US Export Assistance Center, and is affiliated with the NIST Manufacturing Extension Partnership



**Empire State** Development



The **LEVIN** Institute

**ITAC: committed to growing NYC businesses**