



ExporTech

Developing Strategies for International Markets

Columbia, SC

ExporTech enables companies to enter or expand in global markets by assisting with the development of international growth plans. Individualized for each participant, ExporTech caters to your business learning needs, enabling you to quickly engage in exporting and get faster results!

The Program

ExporTech allows participants to gain an understanding of the export process, utilize available resources (at no extra cost) and collaborate with expert strategy coaches to create a customized international market plan for their company.

Participants work through the process as a group to accelerate the pace and increase the success rate of international sales efforts.

The Process

ExporTech sessions are held once a month for three consecutive months.

Session 1 Rationale and Strategy: Gain Commitment and Explore Strategy

The international imperative
Research successful exporting strategies
Review international market plan templates
Establish learning priority

Session 2 Mechanics of Exporting: Identify and Remove Obstacles

Participate in break-out groups based on company needs
Financing, export licensing, IP risk, logistics, etc.

Session 3 Customized Export Plan: Create and Critique Export Plan

Present company plans
Receive expert feedback and coaching
Finalize your plan

Who Should Attend?

ExporTech is designed for executives of small- and medium-sized companies that are engaged in limited exporting or are new to export.

Dates and Location

The all-day sessions are scheduled for August 19, September 20 and October 21 in the South Carolina Chamber of Commerce board room, 17th floor, Capitol Center.

Registration

Registration is limited to two representatives per company and/or division. The cost of the program is \$600 for the first attendee and \$200 for the second.

CEU Credits

The ExporTech program is eligible for Continuing Education Unit credits.

For More Information

Contact Amy Thomson, U.S. Commercial Service, 803-777-2563 or Fred Monk, ECI-Find New Markets, 803-255-2623.

