

Virtual EXPORTECH™ 2022

MORNINGS: JANUARY 20 & 21 | FEBRUARY 24 & 25 | APRIL 13 & 14

Conducted online, during six-morning workshops and individualized coaching sessions over a 13-week period, ExporTech™ accelerates a company's export strategic planning process into a concise timeframe. Michigan manufacturing and technology executives are invited to apply. A maximum of eight companies will be selected, providing your executive team with a unique learning environment. Products/services must be 51% U.S. content.

ExporTech™ program highlights:

- Developed by the U.S. Commercial Service and the National Institute of Standards and Technology's Manufacturing Extension Partnership to help experienced exporters accelerate their strategic global sales growth
- Each company will be assigned a pair of coaches to navigate the strategic export sales process
- Companies will be matched with a team of GVSU business students to assist with international market research
- Connect to a wide range of local and national export resources
- Peer group model: drives accountability, action, learning, networking
- Grant money is available from Michigan Economic Development Corporation (MEDC) to qualifying companies to cover 75% of fee, lowering the out-of-pocket cost to \$300 (or to \$250 with early registration)
- During the final session, companies will deliver an actionable strategic export plan

APPLICATION & REGISTRATION DEADLINE: JANUARY 10, 2022

EARLY BIRD FEE: \$1,000 FOR APPLICATION & REGISTRATION PAYMENT RECEIVED THROUGH DECEMBER 17, 2021

STANDARD FEE: \$1,200 FOR APPLICATION & REGISTRATION PAYMENT RECEIVED BETWEEN DECEMBER 18, 2021 AND JANUARY 10, 2022

TO APPLY, PLEASE CONTACT EITHER:

KENDRA KUO AT KENDRA.KUO@TRADE.GOV OR 616-481-9047

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Organized by:



In Partnership With:

