



Custom programs to assist WI food, beverage and agricultural companies grow beyond U.S. borders

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MADISON – Nearly 95 percent of consumers are located outside of the United States, creating great potential for Wisconsin businesses in foreign markets. With recently ratified trade agreements, and others being negotiated, this is a great time to consider growing foreign markets.

The Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP), in partnership with the Wisconsin Manufacturing Extension Partnership, Stout Manufacturing Outreach Center, FaB Wisconsin, 7 Rivers Alliance, and Madison Region Economic Partnership, is providing a customized export strategy development opportunity for food and agricultural companies. ExporTech™ is funded in part by the Wisconsin Economic Development Corporation (WEDC) and consists of three intense sessions spaced one month apart with individualized guidance to ensure companies are able to develop a comprehensive export expansion strategy.

Two training opportunities are available – one in Cashton and the other in Waukesha. Cashton dates are: July 20, Aug. 23 and Sept. 27, 2016. Waukesha dates are: July 21, Aug. 25 and Sept. 22, 2016.

Session outcomes include development of an executable export strategy, identification and removal of export obstacles, identification of ideal export markets and the creation of a practical international growth plan. Experts will provide insight into potential overseas markets, management of logistics, and how to best meet documentation and certification requirements. At the completion of the ExporTech program, participating companies will have the tools they need to begin or streamline their exporting effort.

ExporTech sessions are geared toward company leaders including owners, CEOs or other executives. Companies producing value-added products, grains, fruits, vegetables, ginseng, livestock genetics, wood products and more should consider attending.

Wisconsin graduates of ExporTech have achieved sales increases averaging \$600,000 - \$900,000 within 12 months of completing the program. Additionally, ExporTech graduates will have the opportunity to apply for additional funding through the Wisconsin Economic Development Corporation to execute their export strategy. Companies that have completed the ExporTech program may qualify for up to \$25,000 to support export strategy implementation. Companies that have not participated in this program may qualify for support at a project level up to \$15,000.

Space is limited to up to eight non-competing companies. For more information and to apply for the program, visit the following websites for each location or contact Ashwini Rao at ashwini.rao@wi.gov/ 608-224-5119:

Cashton: <http://www.uwstout.edu/profed/exportech/>

Waukesha: <http://www.wmep.org/services/global-expansion/exportech/>