

THE FACTS ABOUT EXPORTING



Some misconceptions can lead companies to believe that exporting isn't for them, including that the market is "big enough here" and that exporting is too difficult. The facts show a different story:

WHO'S EXPORTING?



97%

of exporters are small or mid-sized businesses.



67%

of exporters have fewer than 20 employees.



95%

of the world's customers live outside the United States

If you aren't exporting, you are only hitting

5%

of the world's potential customers

Exporting works for manufacturers of all sizes!

BENEFITS OF EXPORTING



U.S. companies that export grow faster than non-exporting companies

Companies that export are 8.5% less likely to go out of business



Exporting provides companies with a diversified sales base and increases productivity

Exporting spurs innovation in product design and applications



ExporTech™ is a program designed to accelerate export growth for small and mid-size manufacturers.





ARKANSAS

Manufacturing Solutions

ExporTech

Do you see growth opportunities in global markets?

Are you selling reactively rather than taking a proactive approach to international markets?

Do you want to develop a strategic exporting plan for your next phase of growth?

The program combines group workshops with individual coaching for each company, leading to an export plan in just 10 weeks. The peer group model, limited to leaders from 4-8 companies, maximizes impact and propels action. The innovative customized workshops help companies extract the specific information they need. Finally, the program builds connections to a team of export organizations that help participating companies go-to-market and implement their export growth plans. ExporTech™ amplifies the impact of other export programs, helping companies get the most out of tradeshow, Gold Key services, country visits and trade missions.



ExporTech by the Numbers



"ExporTech has given our company a major competitive advantage -- in knowledge, insight, connections, and support. We're years ahead of others because of it." - Raloid Corp

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