

*“Two-thirds of the world’s purchasing power is located outside of the United States and exports have been growing two or three times faster than the economy as a whole.”*

*Luz Araoz Hopewell, Director  
Office of International Trade  
US Small Business Administration*

**Global trade is no longer a luxury. For food manufacturers who want to grow, it's a MUST!**

**Want to enter international food markets?** Don't let fear and/or inexperience impede your entry into this burgeoning market.

**Already exporting food but want to increase market share?** Become strategic about exporting and develop a customized, executable international plan.

**Want to minimize risk and maximize opportunity?** **ExporTech** offers expert assistance, guidance and ongoing support as it leads you through a facilitated process proven to prepare your firm for profitable growth in global markets.

**Hear what participants are saying:**

*“...helped us get moving and take action.”  
David Haber, President, David W. Haber  
and Son*

*“... opened our eyes....We have already avoided costly mistakes thanks to the program.” Danny Englander, VP Finance,  
Rosco Mirror.*

*“...introduced us to logistics experts and vendors, allowed us to find immediate answers to question...” Alix Calligeros, VP,  
Remains Lighting*

# GOT FOOD?

**Get global NOW with ExporTech!**  
**Accelerate entry or expansion in global markets**



## Enroll today:

Are you a small or mid-size manufacturer thinking of exporting your delicious product? **ExporTech** will help you enter or expand in global markets quickly and efficiently. Connect with an array of experts who will help you develop a customized, international growth plan and support you through its execution. We offer

- Qualified experts on international food exportation (**country specific rules, regulations, shelf life, etc.**)
- international market intelligence
- Real life success stories, lessons learned & explanations of winning strategies
- Panel review of your plan with expert feedback & ongoing coaching
- Export assistance programs – tailored for food manufacturers

## Reap the benefits:

- **Reduced Risk** – because you'll know more about international food markets
- **Speedier Entry** – because you'll have a custom, vetted international export plan
- **Fewer Hurdles** – because experts will help you navigate through them
- **Ongoing Support** – to ensure that you put your plan into action

## Meet experts in:

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

## 3 full-day sessions: **Sept . 24, Oct. 29 & Dec. 3**

Receive ongoing support from ITAC and US Department of Commerce Export Assistance Centers between classes. Meet regularly, learn about exporting while developing, reviewing, refining and learning to implement your own successful export plan! Seats are limited, enroll soon.

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