

NEWS RELEASE

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Title: **MMTC and USEAC collaborate to increase Michigan exports. "Expotech" kickoff set for March 2**

Plymouth, MI (January 27, 2010). The Michigan Manufacturing Technology Center (MMTC), the Michigan affiliate of Manufacturing Extension Partnership, and the Michigan office of the United States Export Assistance Center are proud to announce a collaborative effort to assist Michigan small-and-medium sized enterprises enter, or expand their presence in, export markets.

On March 2nd, "Expotech" will be launched as a pilot program to help six to eight companies enter or expand sales in global markets. The program is a structured 3-day workshop spread over 3 months. It is aimed at top executives, to help them develop a business plan to grow export sales. Instruction will be provided by variety of international business experts, and participating companies will receive one-on-one counseling. Companies will develop a practical plan with the help of an assigned coach. Plans will then be vetted by a panel of experts. The program will provide connections to other valuable resource organizations to help move quickly beyond planning to actual export sales.

The Census Bureau's, Foreign Trade Division reports that Michigan's merchandise export shipments in 2008 totaled \$45.1 billion, placing Michigan eighth among the states. From 2004 to 2008, merchandise exports from Michigan increased by \$9.2 billion, the 11th- largest dollar growth in exports among the 50 states. The state's largest foreign market, by far, was Canada, which received exports of \$24.1 billion, or 53 percent of the Michigan total. Canada was followed by Mexico (\$6.4 billion), Germany (\$1.6 billion), Japan (\$1.4 billion), and China (\$1.3 billion).

Interested enterprises must apply for consideration for the Expotech pilot. Financial support for the March 2nd kickoff session will be provided by collaborating partners. The classroom sessions will be held at MMTC in Plymouth, Michigan.

A maximum of 8 companies will be selected. **An application must be completed and approved to attend this workshop.** To apply, call Russ Carpenter at 734-451-4213 or email expotech@mmtc.org.

About MMTC

Michigan Manufacturing Technology Center (MMTC) provides Michigan's small to medium sized manufacturers with operational assessment, technical assistance, training and mentoring services, and market diversification counsel. MMTC is the Michigan affiliate of Manufacturing Extension Partnership through the National Institute of Standards and Technology. Clients of the MMTC reported during the most recent full year survey sales gains of \$114.4 million, with retention of \$315.4 million in sales, investments of \$66.6 million, cost savings of \$48.5 million and 2,049 jobs created or retained as a direct result of their work with MMTC. Headquartered in Plymouth, the MMTC has five affiliate offices around the state (Grand Rapids, Flint, Saginaw, Traverse City and Marquette) to serve Michigan manufacturers. www.mmtc.org

About USEACs

US Export Assistance Centers (USEACs) make up the domestic arm of the US Department of Commerce's worldwide network of export promotion offices, located in the US and in US Embassies and Consulates around the globe. The domestic and overseas offices collectively constitute the US and Foreign Commercial Service, part of the US Department of Commerce International Trade Administration.