

# AEROSPACE EXPORT TRAINING AND ENABLER PROGRAM

## Now is the time to explore ways to increase your sales potential with the Aerospace Export Training and Enabler program (EETP).

The Aerospace Export Training and Enabler Program (EETP) is offered exclusively by the El Camino College Center for International Development (CITD) in collaboration with the U.S. Department of Commerce Export Assistance Centers in Los Angeles and Orange Counties, the California Space Authority, and California Manufacturing Technology Consulting.

The Aerospace EETP consists of seven (7) customized export assistance deliverables specifically designed for manufacturers with the potential to start or expand export activity. The objective is to prepare Aerospace EETP clients for exporting, steer them to the best markets, find overseas buyers and distributors, and provide advice and support through the entire systematic process.

Thanks to a two-year state grant, we are able to offset the \$7,500+ market value of the Aerospace EETP at a fee of only \$1,000. At that low fee, however, we must be selective. We can only accept up to 25 clients per year that are willing to commit the time and effort to work with us step by step to a successful end result.

### Here's how the EETP works and what you get for \$1,000

We start with an initial meeting to gauge your interests, needs, and commitment to the process. Steps 1-3 are designed to increase your capacity and readiness to export; Step 4 will identify your best markets and entry strategies; Step 5 will help you develop an export market plan to implement the strategy; Step 6 will increase your worldwide market exposure and help you attract inquiries and orders; Steps 7 will help you find overseas buyers and distributors and guide you through your initial export transactions.

**Step 1 - On-Site Operations Assessment:** An industrial expert from California Manufacturing Technology Consulting (CMTC) will meet with key managers at your site to assess your current operations and recommend possible improvements to increase your efficiency, productivity and competitiveness. You get a customized briefing and report on the findings, plus 4 additional hours of professional CMTC consulting to help implement recommendations.

**Step 2 - Export Readiness Assessment:** Based on your answers to 23 questions about your company's present resources, management attitudes, operating methods, and products, you get a point-by-point computerized assessment of your export strengths and weaknesses, with tips on how to overcome weaknesses.

**Step 3 - Customized Export Training:** CITD instructors will provide up to 24 hours of customized, practical training to increase your competency in export analysis, planning, distribution, pricing, promotion, compliance, logistics and finance. You get hands-on instruction and detailed reference materials for everyday use on the job.

**Step 4 - Customized Market Research:** CITD analysts will conduct market research needed to identify your most promising markets and entry strategies for each target market. You get a compilation of market research tailored to your product lines, including relevant trade statistics, product and country market surveys, and applicable trade regulations.

**Step 5 - Customized Export Market Plan:** A CITD consultant will help you develop an Export Market Plan that fits your available resources, capabilities and potentials. The plan will provide a structured roadmap to export success, with specific recommendations on target markets, market entry strategies, and a step-by-step action plan to keep you on track.

**Step 6 - Targeted Export Promotion:** The CITD will help you increase your overseas market exposure and attract export inquiries and orders. You get advice and assistance to improve your company's international Web presence, market more effectively on the Internet, post "sell" leads in export directories and trade lead systems, place media ads, and take part in trade shows, missions and other promotional events.

**Step 7 - Matchmaking and Transaction Support:** The CITD will help you find, screen and select qualified overseas buyers and distributors, respond to export inquiries and orders, and guide the client through initial export transactions. The CITD will cover up to \$1,500 of your fee for an International Partner Search (IPS) or Gold Key Search (GKS) conducted by the U.S. Commercial Service in a promising country. In addition, you get a model agent-distributor agreement and templates to respond to inquiries and calculate and quote prices. The CITD will also connect you with services that can finance, insure and ship the goods and protect the company's legal interests.

As an ETEP participant, you will also receive free admission and use of CITD's trade booth at the Asia Aerospace Exposition and Congress, September 3-6, 2007, in Hong Kong. This event is the largest aerospace exposition in Asia for commercial aviation.

Benefits include:

- Use of the booth to display product information and as a meeting area for potential buyers during the expo.
- Meetings with the U.S. Department of Commerce Aerospace and Defense industry specialists from 14 U.S. embassies and consulates from various Asian countries to discuss market trends and opportunities within each country.
- AETEP's sales and marketing representative from Japan will be at our booth. AMTIS, Advanced Material & Technology Integrated Business Service, can advise you and take an active role to bring your products to the Japanese aerospace market. As many international business professionals know, penetrating the Japanese market is a difficult and long process. AMTIS's home office is in the heart of the Japanese aerospace industry. They have established contacts and entry points at many levels within the industry and have been contracted by the El Camino College CITD to assist our ETEP clients.

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