

## EXPORTECH™ HELPS INCREASE INTERNATIONAL SALES

**ABOUT B & W TEK, INC.** B&W Tek is a vertically integrated, advanced instrumentation company with expertise in photonics, laser, spectrometer, and chemometric technologies producing spectroscopy and laser instrumentation. B&W Tek's systems deliver research-grade solutions that can be used in the laboratory, or taken to the samples. B&W Tek's business spans mobile spectroscopy solutions including a full line of portable Raman and handheld Raman systems, near infrared and LIBS spectrometers, building block spectrometer and laser components for system integrators, and customized solutions for targeted application needs. The company provides solutions for the pharmaceutical, biomedical, physical, chemical, safety and security, medical devices, research and educational communities.

**THE CHALLENGE.** B&W Tek has been an international business for most of its 20 year history. B&W Tek wanted to increase its sales in international markets, but needed to know more about international markets. B&W Tek began looking for ways to connect with resources and peers that could assist with its quest for knowledge of international markets.

**MEP CENTER'S ROLE.** B&W Tek chose to work with the Delaware Manufacturing Extension Partnership (DEMPEP), part of the MEP National Network. B&W Tek enrolled in the ExporTech™ program. ExporTech™ is a national export assistance program helping companies enter or expand in global markets.

Jointly offered by the NIST Manufacturing Extension Partnership and the U.S. Commercial Service of the U.S. Department of Commerce. Along with the DEMPEP, the U.S. Export Assistance Center Philadelphia, Global Delaware, World Trade Center Delaware, the Small Business Administration, and with sponsors FedEx and Fulton Bank, these organizations co-host ExporTech™ events to coach companies through developing strategic plans for exporting. These consortium-based strategic planning sessions help companies focus on the right markets and develop roadmaps to developing those markets with optimized results.

"Learning from experts really opened our eyes to ways to improve our international business and is helping us grow. We had been fairly successful in export sales prior to taking the class. Getting practical advice on contract structure, export market considerations, and marketing strategies has helped us become more effective and professional. We regularly use the resources introduced to us in the class, and are [able to] apply learnings across the organization. I would recommend this course to any company looking to better understand export business and wanting to accelerate international sales."

-Dr. Katherine A. Bakeev, Director Market and Customer Development

## RESULTS



10% sales growth aided by increased international sales



Improved interactions with our distributors

## CONTACT US



400 Stanton-Christiana Rd.  
Suite A-158  
Newark, DE 19713



(302)283-3131



[www.demep.org](http://www.demep.org)

