



Waupaca County Economic
Development Corporation
N3512 Dawn Drive
New London WI 54961

Business Name
Address
City/State/Zip

Regarding: International Business

Dear Mr. /Ms.

I would like to bring to your attention an exciting new opportunity to expand your sales through exports! To stimulate exports and grow the economy of NE WI businesses, grants are available for 70% of your paid expenses, when pursuing international markets. Your company ends up providing 30% of the cost. What a deal!!

The International Market Access Grant (IMAG) is a WI Economic Development Corporation (WEDC) program that provides up to \$10,000 per year for each business pursuing international business. So how does your company access this money?

The Waupaca County Economic Development Corporation will write this grant for you, free of charge! In addition, even before the grant is written, we will bring an International Business Consultant to your business to evaluate your readiness and guide your strategy for exporting, also free of charge. When you begin to export products, we will assist you with other paperwork and education, in order that your staff will become comfortable with the process.

Why is this important to your business?

- 95% of the world's consumers live outside the U.S., so it is sound business strategy for your company to consider its role in international business.
- Exporting is a business expansion strategy. According to the U.S. Department of Commerce, companies that export grow 15% faster and are 12% more profitable, on average.

Contact David Thiel at (920) 810-0865 or April Kopitzke at (920) 858-2393 for more details or to set up a no-cost introductory meeting. All we need is your participation, and thanks for having your business in Waupaca County.