

GREEN EXPORT ENABLER PROGRAM

The Green Export Enabler Program (GEEP) is a joint project between the El Camino College Center for International Trade Development and the U.S. Department of Commerce under the International Trade Administration's Market Development Cooperative Program. It is designed to prepare exporters of U.S. "green tech" products/services for market entry into China and help them find partners, exhibit at trade shows, and make export sales through a seven-step export enabler model.

Competitiveness Audit

The Competitiveness Audit is designed to assess the client's current operational strengths and weaknesses (manufacturing, entrepreneurial) as it bears on export capacity, identify structural needs for improvement, and recommend specific actions to increase competitiveness. A consultant team led by California Manufacturing Technology Consulting (CMTC) will meet with each client at its site, assess its strengths, weaknesses, opportunities, threats and trends (SWOTT), and deliver a customized report with findings and recommendations (outline below).

The competitiveness audit is available at no cost to Southern California-based businesses. If you are outside the CMTC regional territory, consult with your local Manufacturing Extension Partnership (MEP) for a list of services available to you. The MEP directory is assessable at <http://patapsco.nist.gov/mep/centers-near-you/index.htm>.

- I. Operations Assessment – Issues to Consider**
 - a. Current Export Status (if currently exporting)
 - b. Current export activity (as % of total sales)
 - c. Current export products and markets
 - d. Ability to meet commercially acceptable international product standards
- II. Organization/Management/Personnel Structure**
 - a. Organizational alignment and reporting hierarchy – supervisory density
 - b. Departmental staffing levels
 - c. Compensation factors (wages, overtime, fringe benefits)
 - d. Productivity and performance
- II. Management Systems**
 - a. Current management control systems (payroll, budget, accounting)
 - b. Current office automation
 - c. Current Internet/E-mail access and usage
- Production Facilities, Processes and Equipment**
 - d. Plant/office layout
 - e. Current warehousing and storage facilities
 - f. Current production process
 - g. Production equipment currently in use, including CAD/CAM
 - h. Ancillary equipment currently in use (fixtures for ventilation, etc.)
 - i. Material and production flow/scheduling
 - j. Maintenance and housekeeping
 - k. Current capacity and capacity utilization
- III. Infrastructure facilities** (transportation, communications, labor supply)
- IV. Supply Chain Management**
 - a. Proximity to materials/supplies required for production
 - b. Current sources and availability of materials/supplies
 - c. Proximity to markets
 - d. Current inventory control systems (materials/supplies, finished goods)
 - e. Inventory/buffer stock levels
- V. Sales & Marketing**
 - a. Current sales/marketing strategy (targets, media)
 - b. Current sales/marketing materials
 - c. Sales/marketing process (organization, sales force, procedures)
 - d. Customer service policies/process (warranties, user training, after-sales service)
- VI. Legal Considerations**
 - a. Compliance with applicable U.S. trade laws/regulations
 - b. Ability to meet commercially acceptable international product standards
 - c. Ability to comply with applicable foreign trade laws/regulations
 - d. Intellectual property protection

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Please complete the form below if you would like to take advantage of the competitiveness assessment.

CMTC - Small Manufacturers Advantage Partner Referral/Company Information Form

Please Describe Business Below:	Notes/Comments:

Company Information

Today's Date: _____
 Company Name: _____
 Street Address: _____
 City: _____
 Zip Code: _____
 Main Company Phone: _____
 Main Company Fax: _____
 Annual Revenue: _____
 # Employees: _____
 Web Address: _____

CMTC Use Only:

Consultant Name: _____
 Sales Region: _____
 Industry Type: _____
 Product Start Date: _____
 Project Completion Date: _____
 NIST Survey Contact: _____
 (if more than one contact) _____
 *NAICS Code: _____
<http://www.census.gov/epcd/www/naics.html>

1 Sells to A/D Industry: Yes No TBD

2. Sells to Homeland Security Industry: Yes No TBD

1A. If Yes, % of business: _____

2A. If Yes, % of business: _____

1B If no would you like to sell to A&D? Yes No TBD

1C. If yes to #1, please list Primes: _____

Company Contacts

Name: _____
 Title: _____
 Direct Phone: _____
 Email Address: _____

Name: _____
 Title: _____
 Direct Phone: _____
 Email Address: _____

REFERRED BY

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