



**Michael Tarricone, Marketing and Applications Manager,
Superior Technical Ceramics (STC)**

Story

Working with customers overseas was not new to Superior Technical Ceramics' (STC), Aerospace Business Development Director, Michael Tarricone, however he hoped to tap into Canada's aerospace market with guidance gained at ExporTech. STC designs and produces specialty ceramic parts for demanding applications in aerospace, medical, oil & gas and industries. They were seeking to learn about market barriers and methods to overcome them.

Wow Discovery

The greatest benefit to STC was learning how to develop their value proposition for the market they were seeking to enter. Since their product is used in a variety of market applications, refining their elevator pitch to be market-specific made them focus on articulating their message well. Changing their thinking in this way caused them to be more market-driven and helped identify new customers.

Aspect Most Helpful

The marketing segment was the most helpful module in ExporTech, since it clarified what STC was already experienced at, and what they needed to focus on to move forward. That was communicating a targeted market message.

Tangible Impact

ExporTech helped most by allowing STC to reach markets more effectively. After ExporTech they were more involved in crafting their value proposition to reach new markets. Doing this allowed them to reach a few new customers at the Hannover Trade Mission this year.

What would you tell others?

For small companies just starting out in exporting, ExporTech is a good resource.

After ExporTech

STC participated in Vermont's trade mission to Canada and Aero Montreal for two years, and participated in the trade mission to Hannover, Germany in Spring 2016. In each case, Katie Corrigan, Senior Economic Development Specialist & International Trade Manager, at Vermont's Global Trade Partnership provided STEP grant funding to defray expenses to attend the shows. While the Canadian shows did not prove fruitful due to companies already sourcing in the US, the Hannover show did produce some business.

What's Next?

STC will continue to leverage the new contacts made at the Hannover show and target high-instrumentation markets in Europe with a more refined message.