



BusinessScene

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Made in California Get Your Products Noticed

California Manufacturing Technology Consulting (CMTC) has launched *Made in California*, a program to support manufacturing businesses. Through the years, CMTC has assisted a number of businesses in Camarillo with free consulting and technical services.

CMTC is a non-profit organization that helps companies in manufacturing and related fields to become more competitive in both domestic and overseas markets.

Made in CA is a free program, which focuses on the importance of manufacturing to California's economy. The program highlights products made by some of the state's 43,000 manufacturers (1.4 million employees), and also provides companies with a network for assistance.

Each company that participates in *Made in CA* receives a website page to feature its products and services, social media sites, and other items. The goal of *Made in CA* is to support at least 50 California manufacturers during 2012.

Some of the benefits of *Made in CA* include:

- Free listing for your company
- Special invitations to premier events hosted or sponsored by CMTC
- Exposure to thousands of visitors to the CMTC web site
- Free company profile page
- Higher visibility could generate more business
- Visibility to entrepreneurs seeking a manufacturer to produce their products
- Potential for collaborating with other manufacturers



To sign up for *Made in CA*, please go to www.CMTC.com, or contact CMTC staff at (310) 263-3060 or contact@cmtc.com.



Please call **384-1800**,
or email Kelly at
Kelly.noble@edc-vc.com

Don't forget about the terrific business assistance resources located here in Camarillo through the Economic Development Collaborative (EDC-VC) and Small Business Development Center (SBDC). In 2011, over 70 businesses in the Camarillo area were assisted by the free consulting and training services that are available through the EDC-VC and SBDC. Assistance is available in a wide range of business needs, including:

- o Business planning
- o Government contracting
- o Loan assistance
- o Marketing
- o HR issues
- o International trade
- o Legal concerns
- o Capital sourcing
- o Social media and e-commerce
- o Technology