



# SBA 2010 SMALL BUSINESS EXPORTER OF THE YEAR



**Daniel J. Nanigian, President**

Nanmac Corporation

11 Mayhew St. • Framingham, MA 01702

(508) 872-4811 ext. 224

EMail: [dnanigian@nanmac.com](mailto:dnanigian@nanmac.com)

For years economists have been telling small businesses in many sectors that the real growth opportunities lie overseas. Dan Nanigian and his Nanmac Corporation listened and acted decisively.

With an export strategy aimed at growing revenues in diverse foreign markets including China, the Nanmac Corporation experienced explosive growth in 2009. A specialty manufacturer of temperature sensors used in a wide range of industrial applications, the company nearly doubled its revenue from \$2.7 million in 2008 to \$5.1 million in 2009. The company's international sales, at \$300,000 in 2004, reached \$700,000 in 2009 and are on pace to hit \$1.7 million this year. Its administrative, sales and manufacturing staff has increased by 80 percent.

The company has a strong presence in China, and is expanding in other markets, as well, including Latin America, Singapore and Russia. Under Dan's guidance, the company has developed creative solutions and partnerships to help maximize its presence internationally. As part of its China strategy, Nanmac partners with distributors, recruits European and in-country sales representatives, uses a localized Chinese Web site, and relies for advice on the export assistance programs of the Massachusetts Small Business Development Center Network's Massachusetts Export Center. The strategy, along with travel to China to conduct technical training seminars and attend trade shows and technical conferences, has helped to grow Nanmac's Chinese client list from one in 2003 to more than 30 accounts today.

Dan innovates at the headquarters' office, too, installing a complete solar power array at Nanmac, accounting for almost 60 percent of its energy use.

## TAKE YOUR BUSINESS GLOBAL



## EXPLORE INTERNATIONAL TRADE