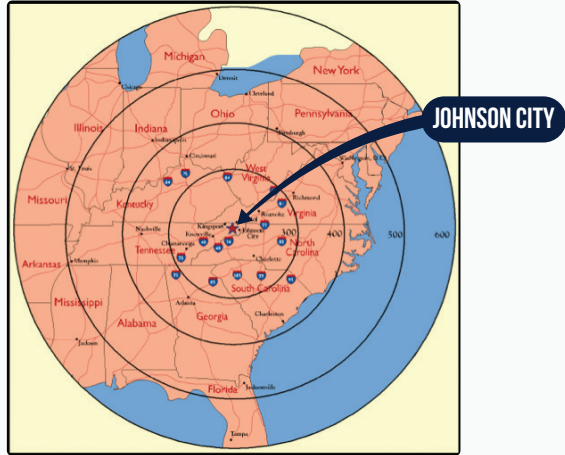


LOCATION



JOHNSON CITY IS A PREMIER CENTRAL LOCATION IN THE EASTERN UNITED STATES IN THE HEART OF THE APPALACHIAN HIGHLANDS.



“I would like to express my sincere gratitude for the support you have provided to our team at BorTec. Your facility has been instrumental in helping us get our expansion into the U.S. market off the ground,

done it without your expertise and resources. The Innovation Lab has been an invaluable resource for us. Your commitment to fostering innovation and entrepreneurship in the Johnson City region is truly remarkable, and we are fortunate to be a part of your community. Thank you again for your unwavering support of BorTec and other businesses in the region. We look forward to continuing our partnership with the ETSU Innovation Lab as we grow our business and contribute to the economic development of the region.”

-RALPH HUNGER, CEO BORTEC

BorTec

DIRECTORS



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TRANSFORMING THE FUTURE THROUGH INNOVATION



“Being a member of the ETSU Innovation Lab in Johnson City, Tennessee, and playing an integral role in the International Soft Landings’ program has been, and still is, a great experience for me.

Our business has developed extensively with the help of the ETSU Innovation Lab. The professional business environment, together with a vast network of industry experts, has made the launch of our company in the United States a great success.”

— AXEL HEBMULLER, CEO HEBMULLER GROUP



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INNOVATION LAB



ETSU Research
CORPORATION



WWW.ETSU.EDU/ILAB

CERTIFIED INTERNATIONAL SOFT LANDINGS DESIGNATION



The International Business Innovation Association (InBIA) Soft Landings network ensures that businesses entering or expanding into a new country are provided with an accelerated introduction to that country's business practices, regulations and culture.

LANGUAGE AND CULTURAL ASSISTANCE

- Translation services
- Language & Cultural training

BUSINESS SERVICES

- Business consultations with highly trained staff
- Domestic market research and entry assistance
- Intellectual property protection assistance
- Help meeting government regulations
- Help with import/export laws
- Patent assistance
- Help obtaining business and driver's licenses
- Housing assistance
- Liaisons for collaboration between ETSU's research expertise and facilities
- Synergism with fellow entrepreneurs
- Publicity and visibility related to the Innovation
- Laboratory
- Individual business mailboxes

The Innovation Lab and Northeast Tennessee Valley Regional Industrial Development Association (NETVRIDA) partner with organizations that share a commitment to the economic development of Northeast Tennessee and the successful integration of foreign companies into the economy. These partners provide resources that ensure foreign companies a "soft landing" into the U.S. business world.

FACILITIES



WET LABS
\$18 PER SQ. FT.



OFFICE SPACE
\$10 PER SQ. FT.



"The ETSU Innovation Lab's Certified Soft Landings' designation in partnership with the Northeast Tennessee Valley Regional Industrial Development Association (NETVRIDA) has assisted more than a dozen international companies to affordably and successfully launch their entrance into the North American market. It is amazing to see these high-quality companies develop their markets, grow their sales and create jobs in the USA."

— ALAN BRIDWELL, EXECUTIVE DIRECTOR NETVRIDA

SHARED SPACES



PODCAST STUDIO



TRAINING CENTER



ENTREPRENEUR & RESOURCE CENTER