



## Market Development Cooperator Program

### The Award

Trade associations and other eligible non-profit business development groups compete for Market Development Cooperator Program (MDCP) awards from the International Trade Administration (ITA) of the U.S. Department of Commerce. MDCP awards include:

- Up to \$175,000 of federal funding per project.
- Special collaboration with experts from relevant federal agencies.

#### Tangible Results

- MDCP generated \$644 m in exports in fiscal 2006.
- For every federal dollar invested, MDCP generates \$100 in exports.

### Your Commitment

MDCP award winners, or “cooperators”, commit to:

- A project that improves global competitiveness of U.S. firms.
- One-to-three-year project term
- Two-thirds of total project cost
  - Cash match.
  - In-kind match.



Leveraging its MDCP partnership with ITA, AMT opened a machine tool technology demonstration and servicing center in Shanghai.

### Elements of a Successful Application

#### 1. Potential to Strengthen Competitiveness

Consider the U.S. business community you serve. How has it fared in the global economy and international target markets? How will your project help small U.S. firms increase global sales

#### 2. Performance Measurement

Project sales to target markets that will result from your project. Explain how you arrived at your projections. Identify other relevant milestones. Describe your system for tracking success.

#### 3. Partnership and Priorities

Demonstrate how you plan to leverage your MDCP partnership with ITA. Consider your priorities. Are they complementary to ITA's priorities?



U.S. Ambassador to China is flanked by presidents of standards developing organizations ASME, API, ASTM, and CSA-America at opening of the Beijing office of their consortium.

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## 4. Creativity and Capacity

Show how your project capitalizes on unique opportunities, forms new partnerships, or incorporates new ways to help U.S. firms enhance global competitiveness. Explain what partnering or other combination of resources you will employ to make your project feasible.

## 5. Budget, Match, and Sustainability

Put together a clear budget. Demonstrate that you have cash and in-kind match needed. Show how your project's benefit will continue beyond the term of the MDCP award.

### Quantifying Success

Show the positive effect your project will have on competitiveness. Tangible progress that leads to the immediate or eventual increase or maintenance of export levels and/or market share must be reported during the award period.

## Eligible Organizations

- Trade associations.
- State/regional trade/economic development entities.
- World Trade Centers.
- Chambers of commerce.
- Small business development centers.
- Non-profit industry organizations.



During its 3-year MDCP project, the U.S. Chamber of Commerce trained 3,822 business leaders, including 564 local chamber of commerce executives, on how to help U.S. firms to capitalize on free trade agreement (FTAs). The Chamber complemented its multi-state outreach with trade missions to FTA countries resulting in 123 transactions totaling \$84.3 m.

## How to Get Started

Visit [www.trade.gov/mdcp](http://www.trade.gov/mdcp).

Be sure to look at:

- Our application kit.
- Success stories.
- ITA priorities (included in federal funding opportunity).

At the bottom right of [www.trade.gov/mdcp](http://www.trade.gov/mdcp), click on:

- Local ITA office, and
- Industry specialist.

These ITA specialists can help you figure out what resources are available and what might make the most sense to include in your project.

### Timeframe for 2007

- o Applications are due eight (8) weeks after the notice (FFO) is published.
- o As of April 12, the earliest publication date for the FFO is April 17, 2007, but will likely be later.
- o Winners of MDCP awards are usually announced by early October.

## ITA Team

A team of ITA professionals will be assigned to help you with your project. Here's an abbreviated chart of ITA organization.

