



Market Development Cooperator Program

The Award

Trade associations and other non-profit business development groups compete for MDCP awards from the International Trade Administration (ITA) of the U.S. Department of Commerce. An award includes:

- 🌐 Up to \$300,000 of federal funding per project.
- 🌐 Collaboration with experts from federal agencies.

Your Commitment

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

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

Elements of a Successful Application

1. Potential to Strengthen Competitiveness

Consider the U.S. businesses you serve. How have they fared in the global economy and international target markets? How will your project help?

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?

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4. Creativity and Capacity

Show how your project capitalizes on opportunities, forms new partnerships, or incorporates new ways to enhance U.S. competitiveness. Demonstrate your ability to succeed.

5. Budget, Match, and Sustainability

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

Eligible Organizations

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

How to Get Started

Visit trade.gov/mdcp to find:

- Our application kit.
- Success stories.
- ITA priorities.

Find ITA specialists by clicking on:

- Local ITA office, and
- Industry specialist.

ITA Team

A team of ITA professionals is assigned to work with each award winner. Understanding ITA organization will help you succeed.