



INTERNATIONAL  
**TRADE**  
ADMINISTRATION



## Market Development Cooperator Program

# Да! (Yes!) Show Me!

The best way to get foreign buyers excited about U.S. products is often through demonstrations in their own back yards.

In 2008, the North Dakota Trade Office (NDTO) connected a U.S. farm machinery firm with a dealer in Kazakhstan. This dealer's local demonstrations of U.S. machinery have led to increased sales.

MDCP's 2007 award of \$129,000 to NDTO has generated over \$60 million in exports to Ukraine and Kazakhstan—that's \$465 for every dollar awarded!

[trade.gov/mdcp](https://trade.gov/mdcp)