

ADM: Quality First Campaign

ITA performance measures

Measure (ITA #)		Goal		Explanation	Reporting method
		#	\$ Value		
Exporter class (5)	NTE: New to export	2	Value to be reported under ITA measure 6, export transactions.	Chances of making sales at foreign show: NTE:50%, NTM:67%, ITM:75% U.S. firms in project trade shows in India: <u>NTE: 4, NTM:9, ITM:11.</u> NTE: 4x50%=2 NTM: 9x67%=6 ITM:11x75%=8 24 firms 16 of which export	All firms sign success agreement to report as a condition of participation. Survey to all participating firms that, on average, 5 to 6 jobs are created for every \$1,000,000 in new exports. Firms will be encouraged to report estimated jobs created based on this rate. (See <i>Business Week</i> , Jan. 26, 2004, "So, Where Are the Jobs?") Survey will include requests for firm, city, state, email information (ref 10-14).
	NTM: New to market	6			
	ITM: Increase to market	8			
Export transactions (6)		16	224,000,000	NTE: 2x\$2m avg= 2m NTM: 6x10m avg= 60m ITM: 8x20m avg= <u>160m</u> 224m	
Export related developments (8)	OISE: Overseas investment supporting exports	2	170,000	\$110,000 for ADM office opening & 1 st 2 yrs. \$60,000 for opening and 1 year of operation for member company in India.	
	RETC: Resolution of export trade complaints	3		Historically, 1 of every 6 export sales encounters a problem that should be raised as a complaint.	
	RMAB: Removal of market access barrier	2		Changes to mitigate or remove: -National law 3215 favoring indigenous doodad makers. -Customs inspection policy D-133 requiring extra inspection of imported doodads.	
Jobs (9)		560		Half of responding firms will attribute new jobs or saved jobs to new exports. (224m x 5) x 50%=560	
Firm, city, state, email (10-13)				Provided on 80% of all reported sales.	
CS Facilitators (14)					
Target market	U.S. share (15)		234,000,000	Economist Intelligence Unit (EIU) bi-annual doodad report. Figures shown are annual for 2007.	
	Total (16)		2,450,000,000		
Exports attributable to MDCP project activity (18)	AGGR: Aggregated export sales		4,000,000	Estimated doodad exports by U.S. firms that participate in ADM's Doo-India show independently of ADM's MDCP project. (Therefore, not reported as exports (6) above.)	Informal interviews of firms that benefit from project activity w/out signing up.
Success agreement (19.5)		1		15 weeks prior to every event. (Same basic agreement used for each event.)	
Participation list to ITA (19.6)		6		6 weeks prior to every event. (6 events.)	

(1) Cooperator performance milestones.