

Gizmo Institute: Quality First Campaign

ITA Performance Measures

Measure (ITA #)		Goal		Explanation	Reporting method
		#	\$ Value		
Exporter class (5)				Gizmo Institute is a professional society an standards-developing organization. It is not able to link company-specific exports to standards project activity.	
Export transactions (6)					
Export related developments (8)	OISE: Overseas investment supporting exports	1	640,000	\$640,000 for office opening & 1 st 2 yrs.	
	RMAB: Removal of market access barrier	3		Liberalization of the following standards: -JG-123. -JG-440 -JG-566	
Jobs (9)		76		12,000,000 x 6.3 = 75.6.	ITA/MAS/Industry Analysis found 6,300 jobs result from every \$1,000,000,000 in exports.
Firm, city, state, email (10-13)				Not relevant to this project.	
CS Facilitators (14)					
Target market	U.S. share (15)		400,000,000	2008 market research report amount. This will be divided into a quarterly rate and updated per GDP growth rate each quarter.	
	Total (16)		8,000,000,000		
Exports attributable to MDCP project activity (18)	STDS: Exports due to standards activity.		12,000,000	1% of 1,200,000,000 = 12,000,000. (400,000,000 annual U.S. share x 3 yrs=1,200,000,000)	(1% is the average increase in GDP that results from standards liberalization activity per a DIN study.)
Success agreement (19.5)				Not relevant to this project.	
Participation list to ITA (19.6)				Not relevant to this project.	