



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

Tangible Results

- In an average year, MDCP projects generate \$572 m in exports.*
- For every MDCP award dollar, projects average a return of \$327 in exports.*

Your Commitment

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

- A project that generates exports
- Three-year project term
- Two-thirds of total project cost
 - Cash match
 - In-kind match

Elements of a Successful Application

1. Potential to Generate Exports that Create Or Sustain U.S. Jobs

Will the U.S. businesses you serve commit resources to exporting? Will this create or sustain U.S. jobs?

2. Export Performance Measurement

Estimate 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?



AMT opened a machine tool technology demonstration and servicing center near Shanghai.



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

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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

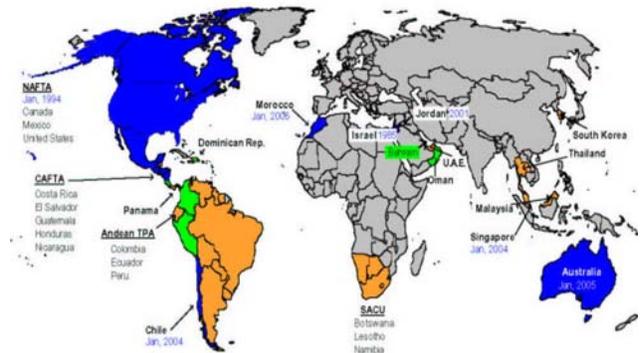
Formulate a clear budget. Show that you have cash and in-kind match needed. Show how your project's benefit will continue beyond the term of the MDCP award.

Quantifying Success

Projects should generate exports during the project funding period..

Eligible Organizations

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



The U.S. Chamber of Commerce trained 3,822 business leaders to help U.S. firms to leverage free trade agreement (FTAs). Chamber-led trade missions to FTA countries resulted in 123 transactions totaling \$84.3 m.

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

Likely Timeframe for 2015

- o Proposals due mid-February*
- o Winners notified by late August*

ITA Team

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

