

## MDCP qtrly report part A

Questions pertain only to results attributable to MDCP project activity.  
 Complete the report 30 days after the end of each quarter complete both parts:  
 Part A: measures that all cooperators use.  
 Part B: measures specific to each cooperator project.

### Part A ITA measures

The fields below constitute one record. You may need to submit more than one record each time you fill out your quarterly report, e.g. if two different firms sold to China and another sold to Korea, submit three records, one for each transaction.

IF A COMPANY--NOT A COOPERATOR--IS REPORTING EXPORTS DIRECTLY TO ITA:  
 ITA staff refer to the Part A form below but can use Commercial Service forms to get information directly from companies. Some information requested in Part A will not be relevant or available to individual companies. ITA staff gauge the necessity of response guided by the ^symbols below:  
 ^^Must have this or the information will not be useful.  
 ^Important information used in MDCP program analysis.  
 ^Useful information, without which, the record is still usable.

When in doubt, leave it blank. Most of the fields require that you choose from a menu, enter a date, or enter a number. Free typing of text is only allowed in fields 01, 12, 13, and 16. Never enter "N/A", especially in a field where we expect to see a number, such as field 06-Export transactions.

\* Required

### 01-Reporter \*

Email address of person completing report online.

### 02-Cooperator \*

^^

AWA 0000

### 03-Qtr ended \*

^^Three months or portion thereof ended on date you select from the menu. Do not report the same thing in two different quarters. For example, do not report a sales contract for \$1.2 m in qtr 3 and then shipments of \$1,201,203 made pursuant to that contract 6 months later.

2011.09.30

### 04-Market \*

^^Name of foreign country targeted. (You will need to create a separate record for each foreign country for which you are reporting results.)

Afghanistan

### 05-Exporter class

^^For the export transactions (field 06) or other export-related developments (field 08) that you report below, choose the term that best describes the firm's export status. NTE and NTM: New-to-export and new-to-market describe the first export transaction reported for a U.S. firm that, the last 12 months, has not exported anywhere in the world (NTE) or has not exported to the foreign market reported (NTM). If the only exports (NTE) or the only exports to the foreign market (NTM) a U.S.

exporter has had during the last 12 months were from unsolicited orders or orders placed by U.S.-based intermediaries, report them as NTE or NTM. We will assume that every NTE sale is also a NTM for the specified market. After a NTE or NTM, report the next export by the same U.S. firm to the same market as an ITM, an increase-to-market for exports in markets where the U.S. firm is already active. Unknown: You were selected as cooperator in part because you know your industry, so classify as unknown only as a last resort.

NTE

### 06-Export trns

^^Export transactions: NUMBERS ONLY. Notes relating to this field should be entered in field 16, not here. Dollar value of actual, verified export sale, lease, or rental of U.S. goods or services including confirmed shipments of goods, delivery of service, franchise royalties, or binding sales contracts to ship or deliver GENERATED BY YOUR MDCP PROJECT. Commissions for the sale of real estate—but not the real estate itself—are service exports. For tuition, board, lodging, etc., paid to an educational institution or other training entity, report one export success per entity (e.g. per university) per reporting period (i.e. not separately for each student recruited). Report for the longest period contracted. For example, do not report a semester amount if a full-year's amount is contracted. Include foreign students' purchase of additional U.S. services/goods after their arrival in the United States. This should include amounts not already accounted for in the reported education fees: (a) room nights, including per-room-night dollar value of additional spending such as meals, car rentals, attractions; or (b) verified number of travelers multiplied by the average spending per traveler from the target market. If the student's room and board is included in the amount reported by the U.S. institution (e.g. university) do not report it twice. Enter a whole dollar amount. No punctuation. No currency symbols. IF YOU ENTER AN AMOUNT, PROVIDE INFORMATION, IF AVAILABLE AND RELEVANT, REQUESTED IN FIELDS 10, 11, 12, 13, and 14 as well. Include aggregated export totals, for example, when several export transactions resulting from MDCP activity that cannot be disaggregated such as all U.S. export sales generated from an MDCP-sponsored trade mission.

### 07-Export related class

If in field 08 below you report an export-related development of: a participating U.S. firm, you the cooperator, or your MDCP project partners, choose the class that best describes the development. AD: An agent, distributor, or marketing rep (a/d/m) agreement. Report a separate record for each a/d/m with which a firm agreement is reached. (If the a/d/m territory extends to more than one country, report a separate record for each country.) Report a U.S.-based a/d/m only if there is a formal agreement identifying a limited number of specific foreign countries as the a/d/m's territory. Do not report agreements with export trading companies, export management companies, etc., that convey worldwide export rights or broad authorization to sell products abroad. Report renewals or reappointments of existing a/d/ms only if you the cooperator, a U.S. firm, or an MDCP partner conducted an active examination and a/d/m re-qualification, using an International Company Profile (ICP) or other substantial assistance. HAH: Help avoiding harm includes assistance to a U.S. firm or other U.S. business entity that is the immediate target of international business fraud. It does not include cases where a U.S. firm elects not to fill an export order, appoint an export rep, etc., on the basis of feedback from an ICP or other assistance. Report HAH only as it relates to a U.S. business entity's export activity or operations. OISE: Overseas investment supporting exports. Report this whenever the cooperator, one of its partners, or a U.S. company opens an office in a target foreign market or otherwise invests in resources in the foreign market that support U.S. export activities. Report this only once. Report in field 08 the amount invested for one quarter. RETC: Report the resolution of any export trade complaints. Examples include resolving a dispute over payment for U.S. goods or shutting down a counterfeiter of U.S. products. Report help in collecting export-related debts even if the sale at issue was previously reported as an export; however, do not report amounts recovered that have previously been reported as an export transaction. For a sale at issue not previously reported, report the entire sale amount. If a collection action is a series of solicitations and partial payments, combine them and report only one record. RMAB: Removal of a market access barrier or alleviation of same. Barriers may involve foreign government regulations, standards, testing and certification, procurement practices, or any general circumstance that impedes U.S. export sales.

If possible, report as a separate record each U.S. firm or other U.S. entity that benefits from removal or alleviation of the market access barrier. Other: Select this class only for a development that is not described by any other class above. Describe it in field 16.

AD

**08-Export-rel**

Export-related developments as described in field 07 above GENERATED BY YOUR MDCP PROJECT. NUMBERS ONLY. Notes relating to this field should be entered in field 16, not here. Enter a whole dollar amount. (If the development did not involve an expenditure, enter 0.) No punctuation. No currency symbols. IF YOU ENTER AN AMOUNT, PROVIDE INFORMATION REQUESTED IN FIELDS 10, 11, 12, 13, and 14 and as well. (Note: Do not report the same amount in more than one field. Report an export amount in field 6 or 8 or 15. E.g. an amount reported in field 6 should NEVER also be reported in field 8.)

**09-US firm**

^^Name of U.S. firm for which the success is reported. ITA's policy is not to publicize transaction-specific information without the express consent of the company reporting the transaction. .

**10-Firm city**

^City of U.S. firm reported in field 08. Be precise. If the U.S. firm has more than one U.S. location, list the location of the division of the firm most closely involved in the reported success.

**11-State**

^^State for city reported in field 10 above.

AK

**12-Firm email**

^^Email address of a contact at the U.S. firm who is familiar with the reported success.

**13-CS facilitators**

Names of U.S. Commercial Service (CS) employees who helped to facilitate the reported success. (Separate each name with a comma.)

**14-Class exports not trans-spec**

For any amounts that you report in field 15 below, choose the most appropriate class. In addition, DESCRIBE YOUR METHODOLOGY in field 16. EXTR denotes an extrapolation of exports from other data. MULT denotes use of a multiplier. PROR describes the proration of total exports to a target market. One proration factor applied to the total exports to a market could be the ratio of members counseled at the association's new MDCP-sponsored office to the total number of members, adjusted to account for the relative sales volumes of each member. STDS denotes exports due to standards-related activity. For example, 1% of all exports of targeted products to the foreign market per the

Deutsches Institut für Normung (DIN) finding that standards-liberalizing activity generally results in a 1% increase in GDP. Other describes any other methodology not generally described above.

EXTR 

### **15-Exports not trans-spec**

Exports as defined in field 06 above but which, because the information is not reported to the cooperator, must be extrapolated from other reliable sources. This would include a percentage total export statistics that reasonably can be attributed to project activity. By contrast, export figures collected by the cooperator, whether on an aggregate or transaction basis, should be reported in field 6. NUMBER ONLY, NOTES RELATING TO THIS FIELD SHOULD BE ENTERED IN FIELD 16, NOT HERE. DO NOT REPORT HERE EXPORTS ALSO REPORTED IN FIELD 6. You should have already classified such exports in field 14 above. No punctuation. No currency symbols.

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### **16-Notes**

^Provide notes or explanation as necessary. For example, when describing an export sale, enter the field number "06", and enter whatever descriptive information you have such as the type of product sold and the buyer. For example, if you reported a sale of \$126,000 by U.S. firm Acme, you could enter this description in field 16: "06-Local widget retailer Xenos signed contract to purchase widget testing services for one year."

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### **17-Success agreement**

Use ISO date standard (e.g. 2008.12.31). DATE ONLY, NOTES RELATING TO THIS FIELD SHOULD BE ENTERED IN FIELD 16, NOT HERE. Companies that want to participate in your MDCP project activities must sign a success agreement. This agreement outlines the benefits of participation and the expectation that the participating company will report resulting success information to you or directly to ITA. Report the date you first present your agreement to potential participating companies. REPORT JUST ONCE PER EVENT. (We assume that all companies you recruit sign an agreement so just report the date that you first present the agreement to a company to sign.) Do NOT report for each company that signs. AGAIN, DATE ONLY. NO TEXT.

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### **18-Partic list to ITA**

Use ISO date standard (e.g. 2008.12.31). DATE ONLY, NOTES RELATING TO THIS FIELD SHOULD BE ENTERED IN FIELD 16, NOT HERE. Report date that you first sent to your ITA team a list of companies that plan to participate in an upcoming activity. If during the quarter you sent partial lists on more than one occasion, just report the first date this quarter that you sent ITA a list, even if only one U.S. company is on the list. AGAIN, DATE ONLY. NO TEXT.

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### **19-Trade decision points**

Instances resulting from project activity where a target-market official with authority to make trade decisions takes ultimate action likely to result in exports. A. Examples: 1. Likely buyer meets with U.S. exporter. 2. Foreign official makes standards determination that will allow U.S. exporters to better determine conformity of their products to be exported. B. Definitions: 1. Target-market official with authority: a. A foreign buyer executive authorized to make purchasing decisions. b. An official of the government of the target market who has authority to make decisions required for U.S. exporters to decide to export. c. Any other official executive of a target-market entity that is either a likely purchaser of U.S. goods or services or a determiner of conditions likely to enable and encourage U.S.

exporters to sell to target market buyers. 2. Ultimate action likely to result in exports: The action reported is always the last one required. It is never an initial overture or an intermediate step. As a result of the reported action, EXPORTS WILL ALMOST CERTAINLY RESULT WITHIN THE NEXT 4 QUARTERS. C. General guidance: Less is more. ITA uses this number as a leading indicator. The higher the number you report, the more exports we will expect you to report either this quarter or in the coming quarters. If in doubt, do not count. NUMBERS ONLY. NOTES RELATING TO THIS FIELD SHOULD BE ENTERED IN FIELD 16, NOT HERE.

**20-Number of Transactions \***

Estimate the total number of export transactions that correspond to the dollar values you report in fields 06-Export transactions, 08-Export-related transactions, and 15-Exports not transaction-specific. If you do not know the precise answer, a rough estimate will do. This is particularly true relative to the dollar figure reported in field 15, which by its nature is not transaction-specific. NUMBERS ONLY. NOTES RELATING TO THIS FIELD SHOULD BE ENTERED IN FIELD 16, NOT HERE.

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