
MDCP quarterly report Part B: 2010 IFAI

For Part B below report on performance measures unique to your project. Do not cumulate the results from previous quarters. Report only the results from the quarter you select below. (Part A is where you will report your progress on your goal of generating \$60 m in exports.)

01-Reporter *

E-mail address of person submitting report.

03-Qtr ended *

For three months or any portion thereof ended on date you select. Report results only once for the quarter in which they occurred.

2010.09.30

20-Advertisements

Advertisements in Asia Pacific print and electronic publications (Connections (Australia), Future Materials (U.K.), TechTex India (India), China Textile News (China), China Textiles & Apparel Weekly (China), CNITA (China)). 6 ads each in 6 publications = Goal: 36 advertisements.

21-Seminar

Conduct export information and promotion seminar at the IFAI Expo Americas 2010, Oct. 2010. Goal: 1

22-Webinar

Develop and post training webinar for specialty fabrics exporting on IFAI website. Goal: 1

23-Show survey exhib

Number of U.S. exhibitors at show who respond to post-show survey to determine export impact. Goal: 100.

24-Show survey visitors

24-Number of show visitors who receive questionnaires to gauge show effectiveness. Goal: 500.

50-Comments

Enter any comments regarding any of the numeric responses above. E.g. "22-Created separate webinars, one for defense-related and one for non-defense-related." (Comments are NOT required.) Supplemental documentation of quarterly activity such as published studies, event fliers, and photos can be emailed separately to Brad.Hess@trade.gov.