

MDCP quarterly report Part B: 2010 NCF

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 \$29.5 m in exports.)

* Required

01-Reporter *

Email address of person making the report.

03-Qtr ended *

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

2010.09.30

20-Survey

Survey national network of 450,000 members to: 1) compile info on SMEs with export potential, 2) identify best Brazilian subsectors, 3) find U.S. regions with high green industry concentrations, 4) learn of companies' experiences to use as basis for project design. Goal: 450,000 survey requests by Dec 2010.

21-Database

Use survey results to build database of 8,500 new-to-market and increase-to-market U.S. green technology firms with Brazil export potential. Share database with ITA to promote program participation. Goal: Initiate by Jan. 2011. 8,500 firms by June 2012.

22-Media

Reach 540,000 companies and like entities in six (6) media markets (pop. 500,000 or more each) @ circulation of 18% each market. Begin Feb. 2011. 2010. Goal: 540,000 reached.

23-Website Hits

Hits on project website: 250,000 per month for 22 months beginning Jan. 2011. Goal: 5,500,000 total.

24-Ed Webinars

Webinars on how to export green technology to Brazil and related topics. Six (6) webinars: Feb. 2011, Mar. 2011, Jun. 2011, Aug. 2011, Oct. 2011, Feb. 2012. Goal: 6 webinars.

25-Webinar Partic

Number of firms that participate in webinars. Goal: 1,500 (250 per webinar on average)

26-Grasstops Out

Communicate advantages of export project to 2,000 recognized business leaders: entrepreneurs,

chamber executives, academics, lawyers, experts, district export councils, think tanks, consumer and business groups. Goal: 2000 leaders reached.

27-Grassroots Out

Communicate via email advantages of the export project to 8,500 priority U.S. firms identified in the survey. Approx. 53 emails to 8,500 firms = award period goal: 450,000 emails.

28-Newsletter Articles

Monthly Export Green newsletter to all participants, building to 1,500. Also, include blurbs in TradeRoots monthly newsletter as well as cooperating partner organizations as appropriate. Start date Jan. 2011. Goal: 19 articles during award period.

29-Forums

Hold five forums (Feb. 2011, Apr. 2011, Jul. 2011, Oct. 2011, Feb. 2010) to: 1) raise awareness of ITA resources, 2) educate SMEs about Brazilian green technology opportunities and the business climate, 3) build U.S. firms' capacity to protect intellectual property, 4) increase awareness of methods for overcoming standards barriers, 5) identify viable companies, 6) develop contacts with Brazilian buyers, 7) generate media coverage. Goal: 6 forums.

30-Forum Partic

Number of firms that participate in each forum. At 75-150 participants in each forum, the minimum total goal for participants in all of the six forums: 450 businesses and multiplier organizations.

31-Missions Outbound

Trade missions to Brazil in Aug. 2011 and Nov. 2011. Goal: 2.

32-OutMission Partic

Number of U.S. firms that participate in missions to Brazil: 15 per mission x 2 = Goal: 30.

33-Missions Inbound

Missions of Brazilian buyers to the United States in Apr. 2011 and Dec. 2011. Goal: 2.

34-InMission Partic

Number of Brazilian buyers that participate in missions to the United States: 15 per mission x 2 = Goal: 30.

35-Procure Forum

Number of Brazilian Government procurement forums (Oct. 2011 and Feb. 2012). Goal: 2.

36-Procure Partic

Number of U.S. firms that participate in government procurement forums. Goal: 500 firms total.

37-Office Brazil

Open an office in Brazil at the end of Jan. 2011. Goal: 1.

38-IP-Stds Workshops

Collaborate with AmCham IPR Task Force, ANSI, ITA standards liaison, and the Brazilian Association for Technical to put on five intellectual property and standards workshops. Goal: 5 workshops.

39-IP-Stds Partic

Brazil policymaker and business participants in all IP-Stds workshops: 20 each x 5 = Goal: 100

40-Post-Project Force

By March 2011, establish the Green Technology Task Force of 25 stakeholders, including ITA, USTDA, PTO, GE, and relevant trade association. This task force will continue project involvement after MDCP project ends. Goal: 25 entities committed by the last quarter.

41-MOU

Memorandum of understanding signed with ITA by the end of the MDCP project period to maintain a formal, strategic working relationship to further project goals. Goal: 1 MOU.

50-Comments

Enter any comments regarding any of the numeric responses above. E.g. "31-Nov. 2010 mission postponed to Jan. 2011 due to delay in announcing MDCP award." (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.

Powered by [Google Docs](#)

[Report Abuse](#) - [Terms of Service](#) - [Additional Terms](#)