

## MDCP quarterly report Part B: 2008 WMMA

Reporting measures relevant only for the 2008 MDCP award to the Wood Machinery Manufacturers of America (WMMA). WMMA estimated the following with regard to ITA performance measures: (6)\$5,015,000 in exports (\$2.5 m from Indian buyer visits to U.S. trade shows and \$2.515 m from 1st 3 yrs of India Marketing and Service Center (IMSC)). Although goal (6) is noted here in Part B, report the results in Part A, field 6. \*\*\* Report below the results for the measures specific to your project for which there are no reporting fields in Part A. Do not cumulate the results from previous quarters. Report only the results from the quarter identified below.

\* Required

### 01-Reporter \*

E-mail address of person making 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.

select date

### 20-USFirmsIMSC \*

Number of U.S. firms that participate at the IMSC. Goal: 20 (Yr1: 9 firms signed, Yr2:15, Yr3: 20)

### 21-BreakEven

IMSC registers an operating break-even point. Goal: 2009.12.31.

select date

### 22-OpProfit

IMSC operating profit. Goal: 2011.09.30.

select date

### 23-BeginNextCtr \*

Begin to develop 2nd service center in another market. Goal: 1

### 24-WorkshopstoUSFirms \*

Webinars/workshops to encourage U.S. firms to consider India. Goal: 3 (1-2 per year for 3 yrs)

### 25-USFirmsEducated \*

Using webinars/workshops, educate U.S. firms on doing business in India, especially woodworking market. Goal: 175

**26-Updates \***

Quarterly and annual sector updates: residential construction, commercial construction, kitchen cabinets, flooring, office furniture, residential furniture, sawmill developments. Goal: 3

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**27-ShowEquip \***

Instances of U.S. firms exhibiting their equipment at an Indian trade show. Goal: 36 (Yr1: 9 @ Delhiwood, Yr2: 12 @ Indiawood, Yr3: 15 @ Delhiwood).

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**28-ShowJointBooth \***

Instances of U.S. firms sharing WMMA booth (w/o their equipment) at an India trade show. Goal: 24 (Yr1: 6 @ Delhiwood, Yr2: 8 @ Indiawood, Yr3: 10 @ Delhiwood).

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**29-ShowFirms \***

28-U.S. firms that exhibit in any of the India trade shows counted above. Goal: 25

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**30-TechSem \***

Technical seminars in India. Goal: 5 (1 ea @ 3 shows, 1 or more in 1 or more industry hubs (Bangalore, Mumbai, etc.), 1 or more @ IMSC)

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**31-TourFacil \***

Tours/missions of major India industry facilities supported. Goal: 3

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**32-USShows \***

Bring Indian buyers to U.S. trade shows. Goal: 3 shows (AWFS, IWF, AWFS).

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**33-BuyerstoShows \***

Number of Indian buyers brought to U.S. trade shows. Goal: 13 (3-AWFS'09, 5-IWF'10, 5-AWFS'11)

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**34-AvgPurchase**

Foreign buyer average purchase. Goal: \$75,000

**35-HitRatio**

Percentage of foreign buyers that purchase U.S. product w/in 12 months of participating. Goal: 50%

**40-Comments**

Enter comments regarding numeric responses for the cooperator-specific milestones and measures above. E.g. "20-USFirmsIMSC: Signed 3. Final count forthcoming during qtr that IMSC is held."

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