

## MDCP quarterly report Part B: 2007 NPA

Reporting measures relevant only for the 2007 MDCP award to the Natural Products Association (NPA). NPA estimated the following with regard to ITA performance measures: (6)\$252,000,000 in exports 2008-2009. (\$6 b China mkt \* 21% U.S. share \*10% projected increase per year.) (8) Ten distributor/dealer partnership/dealer partnership of purchasing agreements--four in 2008 and six in 2009. Although goals (6) and (8) are noted here in Part B, report the results in Part A, fields 6 and 8. \*\*\* 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 \*

Email address of person making report.

### 03-Qtr ended \*

Email address of person making report.

select date

### 20-ChinaOffice

Expand size of China office by renting larger space. Goal: 1

### 21-OffcAssist

Hire assistant for China office. Goal: 1

### 22-LaunchWeb

Launch website. Goal: 1

### 23-TestSem \*

Hold two quality testing seminars per quarter targeting Chinese suppliers to adopt NPA USP testing to meet U.S. standards. Also promote GMP certification program. Goal: 16

### 24-RegAdvocacy \*

Regulatory advocacy meetings held with SFDA. Goal: 10

### 25-Expos \*

Attend natural product expos in China. Goal: 14

**26-Recruit \***

Recruit new NPA members. Goal: 12 (6 per yr)

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**27-USExhibitors**

Bring U.S. exhibitors to Health Plex show in China. Goal: 30

**28-MissionPartic \***

Companies participating in trade missions in China. Goal: 8

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**29-SupplySem \***

Hold supply chain management seminars in China. Goal: 4

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**30-ChinaFirms \***

Get China firms involved in supply chain management seminars. Goal: 36

**31-GrowthRate**

Minimum of 10% annual growth of U.S. exports to China. Goal: 10%

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**32-ShowsChinaOffc \***

Trade shows/seminars in China attended by NPA China office to promote NPA. Goal: 8

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**40-Comments**

Enter comments regarding numeric responses for the cooperator-specific milestones and measures above. E.g. "22-LaunchWeb: Postponed 1 month due to security concerns." (Comments are not required.)

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