

## *China Express*

For most widget companies now and into the future, staying competitive will require exporting to China. AWA's China Express initiative helps U.S. firms in the widget industry to export to China. We pitched the idea to the U.S. Department of Commerce's International Trade Administration. ITA liked it so well, it agreed to pay for one-third of the \$525,000 project cost through its Market Development Cooperator Program (MDCP).

### Agreement to Participate in AWA's China Express Initiative

Benefits of the China Express initiative and your responsibilities as a participant are set forth below. Send completed forms as soon as possible to the attention of AWA's Esther Williams [ewilliams@awa.org](mailto:ewilliams@awa.org), via fax at 555-222-1212, or via mail at AWA, 203 Widget Way, Walloby, Wisconsin 60609. Please note that some of the benefits listed below are contingent on when you sign up to participate. We will assign time-sensitive benefits in the order that completed agreements are received.

#### 1. Benefits

Thanks to the \$175,000 MDCP award and the partnership with ITA, we are able to act as a one-stop portal for entering China's widget market. Here are a few of the benefits available to China Express participants:

a. Free demonstration set-up at SinoWidget.

AWA will pay your fees to set up your product demonstration up to \$2,000. This offer is limited to the first ten firms with fewer than 500 employees that sign up for China Express.

b. "Ask ITA" questions and answers.

Thanks to our MDCP partnership, ITA industry specialists, market access professionals, and commercial officers based in the U.S. and China are available to help you get answers to many vexing questions. China Express participants can submit inquiries and receive responses that, thanks to our partnership, usually come much quicker and are more accurately targeted than would otherwise be the case.

c. One free Gold Key Service from ITA's Commercial Service in China.

This includes up to five targeted appointments, an interpreter, transportation, and help with follow-up from ITA. This valuable service is worth hundreds of dollars. It is a limited offer. AWA will pay for this service only for the first ten companies with fewer than 500 employees that sign up for China Express.



American Widget Association

d. Translation of product material.

We'll pay to translate to Mandarin the equivalent of a one-page, double-sided brochure for the first ten companies with fewer than 500 employees to sign up for each mission or trade show.

e. Two trade missions.

We plan to visit Shanghai and one other city to be determined in November 2008, and Guangzhou in April 2009.

f. Access to targeted trade information.

All China Express participants will be notified of relevant export opportunities and market research gathered worldwide by nineteen (19) federal agencies.

g. Pre-mission briefing by industry specialist from China.

To help you decide whether or not you wish to participate in a China Express trade mission or the SinoWidget show in Shanghai, we've arranged with ITA for a Chinese widget expert to brief us at our annual meeting in Chicago and answer questions.

h. One-on-one counseling sessions with an industry specialist from China.

The first twenty firms that sign up for the briefing will get one-on-one sessions following the briefing with ITA's Shanghai-based widget expert. This is a great opportunity to fine-tune your business plan for the China market before ever going to China.

i. China website development and hosting.

Every China Express participant that does not already have a China-hosted Mandarin website will get a home page hosted on AWA's China server. The free hosting is good for China Express participants through September 2010.

j. Business cards.

We'll translate into Mandarin business cards for up to three of your employees.

2. Keeping track of how we are doing.

Our partner, ITA, is tasked by the U.S. Congress to help U.S. companies be more competitive. Perhaps the most straight-forward indication of competitiveness is a company's exports. In order to help you and U.S. industry generally, ITA needs to know how well it is doing.

a. Sharing the good news with ITA.

Each quarter, China Express participants share following information with ITA:

(1) The dollar value and number of China-bound export sales (deliveries or contracts for goods or services). Please share any additional information such as a non-proprietary description of the type of good or service sold, its application, steps you took to make the sale, etc. will help. This gives ITA a better idea of how U.S. firms are succeeding at exporting, and how ITA can best continue to help.



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- (2) Export-related agreements you conclude such as signing an agent or distributor.
- (3) Value of any loss you are able to avoid as a result of working with AWA or ITA.
- (4) Value of any trade complaint you are able to resolve as a result of help from AWA or ITA.
- (5) Value of export-related investment you make in China.
- (6) Number of jobs you have created thanks to China Express.
- (7) Names of ITA staff who help you succeed.

### b. Confidentiality with ITA.

Your success information is submitted directly to ITA. No one else sees it unless you give ITA permission. ITA professionals who have access to your success information have security clearances. They are accustomed to handling classified diplomatic cables and other media and transmissions that contain sensitive information. ITA will not share individual success information with AWA unless you expressly agree to it.

### c. Public highlighting of your successes.

If ITA wants to publicize any of your successes, it will always show you what it proposes to do and secure your express approval in writing beforehand.

### d. Sharing the good news with AWA.

We have structured China Express so that all we get at AWA is a consolidated total from ITA. We will know the total number of exports you and others make, and the number of transactions, but we won't have the individual information you share with ITA. Of course, we would love to know of your individual successes as well. We invite you to share them with AWA too, but we understand if you prefer not to.

### e. Optional information to share with AWA.

In addition to the information you report to ITA, we would appreciate your helping us to keep track of AWA's performance on China Express by reporting to us the number of occurrences of each of the following each quarter:

- (1) Trade shows attended in China.
- (2) Staff hired or re-assigned to exporting.
- (3) Market exploration trips by CEO.
- (4) Market exploration trips by other than CEO.
- (5) Export marketing business plans developed.
- (6) Product literature translated.
- (7) In-depth market research commissioned.
- (8) Advertising campaigns in China media.
- (9) Product awareness campaigns other than advertising.
- (10) Other examples of your success developing the China market.



I agree to the terms of the participation agreement with AWA as set forth above.

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Company name

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Address

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Name

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Title

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Signature

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Date