

## The CO-EXist Client Development Program: Facilitating Meetings with Your Potential Customers

Through CO-EXist, the Colorado International Trade Office (ITO) is able to provide financial and informational assistance that will enable qualified Colorado cleantech manufacturers and service providers to meet face-to-face with your potential buyers from China and/or Mexico. You may apply to utilize the program in two ways: 1) to travel to meet with the potential customer(s) in China or Mexico; or 2) to host your potential customer here in Colorado. A maximum of \$3,500 in matching funds (\$1 to \$1) will be made available to qualified Colorado cleantech companies on a reimbursement basis.

### Assistance Available when Travelling to China or Mexico

- Roundtrip economy-class airfare on a U.S. carrier for up to two individuals as necessary and as warranted by the anticipated economic benefit of the trip
- Lodging for up to three nights (not to include incidentals)
- Professional business-specific translation/interpretation prior to, during and/or after your trip
- For China: A business-to-business matchmaking service of your choice, such as the [U.S. Commercial Service's Gold Key Service](#)
- For Mexico: As Colorado maintains a Trade & Investment Representative in Mexico, companies interested in receiving matchmaking services free of charge for that market may contact [Jorge Diaz](#) (303-892-3850)

### Assistance Available when Hosting Your Potential Customer in Colorado

- Roundtrip ground transportation between the appropriate Colorado airport and hotel
- Lodging for up to three nights (not to include incidentals)
- Professional business-specific translation/interpretation prior to, during and/or after your trip

### How to Utilize the Program

1. Interested Colorado companies should first discern whether they satisfy the requirements for participation in CO-EXist by reading the "Participant Eligibility" and "Responsibilities" sections of the CO-EXist Application.
2. Colorado companies should then complete the CO-EXist Application Form, specifying that they are interested in utilizing the Client Development Program by checking the appropriate box.
3. Next, applicants should send the completed CO-EXist Application Form to [Jorge Diaz](#), CO-EXist and ITO Program Administrator, by e-mail (preferred) or fax: 303-892-3848. (Please call Jorge Diaz to confirm his receipt of your completed application: 303-892-3850.)
4. Once the ITO has approved the company's request, the company will work with the ITO to plan the visit. The ITO will provide assistance with planning and logistics where appropriate.
5. Upon completion of the program, the company will submit receipt(s) to the ITO to request reimbursement (i.e. for airfare, hotel, translation, etc.). Upon review and approval, the ITO will reimburse the company up to \$3,500 (A 1:1 cash match is required from the company). The ITO reserves the right to determine which expenses will be covered. Participants should contact the ITO if there is any doubt regarding what expenses will be covered.

### Export Success

Assistance is made possible through the financial support of the [International Trade Administration](#) (ITA) as part of the [National Export Initiative](#). Help ITA evaluate program effectiveness by telling us about your export successes.

