Elements of a Successful Application

- Potential to generate exports that create/sustain U.S. jobs—Will U.S. businesses you serve commit to exporting? Will this create or sustain U.S. jobs?
- Export performance measurement/estimate sales to target markets—How did you arrive at your projections of project results? Identify relevant milestones. Describe your success-tracking system.
- Partnership and priorities—Identify ITA staff who can help you achieve project goals. Consider your priorities; are they complementary to ITA’s priorities?
- Creativity and capacity—How does your project capitalizes on opportunities, form new partnerships, or employ new ways to enhance U.S. competitiveness? Demonstrate your ability to succeed.
- Budget, match, and sustainability—How will you demonstrate you have the needed cash/in-kind match? Formulate a clear budget. How will your project’s benefit continue beyond the term of the MDCP award?
Environmentally-friendly commercial vehicles are big business in China, and U.S. companies produce some of the world’s most successful hybrid and electric systems. We helped CALSTART connect U.S. firms with Chinese assemblers, so U.S. products and services can be more easily integrated into China’s vehicle market.

We helped SEMA members get a top-selling customizable truck not sold in the U.S. They measured it so they could create special equipment to fit. As a result, more than 200 U.S. manufacturers created export-ready products for customers in the Middle East, China, and other markets.

We can help you, too. Learn more at export.gov/mdcp.