



# Market Development Cooperator Program (MDCP) Export Awards Help Your Association? We'll Pay.

## What Is the Award, and How Will it Help?

A program of the U.S. Department of Commerce's International Trade Administration (ITA), MDCP award winners ("cooperators") receive:

- Up to \$300,000 of federal funding per project
- Collaboration with experts from federal agencies
- A team of dedicated trade professionals to work with you

## What is My Commitment?

- A project that will generate exports
- A three- to five-year project term
- Two-thirds of total project cost (cash and in-kind)

## Who is Eligible?

- Trade associations
- State/regional economic development entities
- World Trade Centers
- Chambers of commerce
- Small business development centers
- Non-profit industry organizations

## What is ITA?

- Industry specialists & analysts
- International Buyer Program
- Industry advisory committees
- Country desks in Washington, DC
- The U.S. Commercial Service global network, located throughout the United States and in U.S. Embassies and Consulates in more than 70 countries

## Get Started now at [export.gov/mdcp](https://export.gov/mdcp)

- Download our application kit
- Read success stories
- Find a local trade office or industry specialist

## Tangible Results

- In an average year, MDCP projects generate \$595 million in exports
- For every \$1 awarded by MDCP, projects average a return of \$335 in exports

## Example Success Stories

- AMT opened a machine-tool demo and servicing center near Shanghai
- IFTA helped its members generate hundreds of sales to foreign broadcasters and distributors by creating an American pavilion at Hong Kong FILMART

## Competition Timeframe

- Proposals due late February
- Winners notified late August



## 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 capitalize 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?

# How does the International Trade Administration's **Market Development Cooperator Program**

Help Associations Succeed



*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.*



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ADMINISTRATION

We can help you, too. Learn more at [export.gov/mdcp](https://www.export.gov/mdcp).