



American Institute of Architects
South Asia Trade Mission Program

Executive Summary

Applicant	The American Institute of Architects 1735 New York Ave., NW Washington, DC 20006
ITA and other federal collaborators	Global Des. & Constr. Team (Terri Batch) Office Service Industries (Eugene Alford) Sr. Commercial Specialist—India (Greg O'Connor) Commercial Specialist—Sri Lanka (Chennai office)
Federal share/match	\$299,139/\$1,179,845
Proposed award period	July 2012-June 2015
Exports: Project period	\$49,400,000
4 years after project period	\$65,866,667
Foreign market targeted	
India	Size: \$1.2 Trillion Current U.S. share: 0.25%
Sri Lanka	Size: \$600 Million Current U.S. share: 0.25%
Project description	<ol style="list-style-type: none">1. Promotion of Architecture and American Architects to increase architectural exports2. Prepare trade mission attendees and their firms with market information and cultural information to help companies develop business strategies for selling services to India and Sri Lanka.3. Conduct multiple trade missions and seminars focused on expanding business practices to India and Sri Lanka.4. Develop a plan for stronger, long term presence to promote American architectural services.



Project Description

The AIA wants to develop a global international program which will help AIA members successfully gain international work. The AIA has a 2012 financial commitment to have two trade missions to Brazil and India this year. The MDCP grant presents an opportunity to take the nascent international program and more fully develop it. The AIA has never taken a Department of Commerce sponsored mission, and we look forward to using the MDCP grant to more fully develop our members' ability to work abroad while also exploring the possibility of launching our international component.

Architects are small businesses—over 95% qualify as a small business under the 2012 SBA definition. The AIA looks forward to working with the Department of Commerce to increase resources for American architects abroad. This application outlines our goals and how the AIA's international program fits into Commerce's goals.

AIA Trade Missions and Chapter Development in South Asia

The AIA is taking a comprehensive view for the Asia Trade Mission Program. It is looking to train each of the individual firms in the benefits and challenges of working abroad. This training will be done in three cities and will be tailored to the country(ies) of focus for the trade mission. In order for the architect to participate in these local classes, the architect must sign a Success Agreement (pg. 21) to participate in both the class and the trade mission. This Success Agreement outlines the information that the participant must share with the ITA and the expectations of the participant in the program.

The trainings will focus on how to get the participants into India and Sri Lanka. The AIA expects that it will have the participation of the country staff on these trainings, so that AIA members can gain a complete cultural and business perspective. The AIA wants its members to make educated decisions about their participation and the risks that they may face while working abroad. Finally, the AIA expects to ensure its members understand that the most successful model for doing business is to take the long-view in these markets. There is a steep learning curve, and architects need to set their expectations at a realistic level so that they do not expect immediate success from these markets. There is a commitment from the highest levels of the AIA that the goal of these trade missions is not the missions themselves, but actual billable work. Therefore, the AIA's planning is designed to ensure members have tools for success.

The AIA also will ask prospective trade mission participants to complete an application. The application requires the members to demonstrate how this trade mission fits into their business model and how they expect to benefit from the trade mission. This will ensure that trade mission participants are fully engaged and committed to taking a long-term approach to winning overseas work.

Exporting American architecture firms

This is the another key component for this program, recognizing the importance of relationships to doing business in these countries and that the only way to develop those relationships is with face-to-face meetings with developers and other key players within the market. The AIA is confident that the trade mission will provide architects a method to start or increase their business abroad and that the MDCP and Gold Key services will help further that effort. In addition, while increasing American design presence, American architects are familiar with American products. That familiarity enables American manufacturers a new avenue for their construction products.

One comment that was prevalent from AIA members doing business in India was that they felt they had a better chance of building relationships while having a presence in the country. Many firms start by developing a fly-in strategy for meetings, but the more successful firms have created small satellite offices in the country. However, AIA members have had success in China where firms which have developed substantial practices using this strategy because of good relationships that have been



American Institute of Architects
South Asia Trade Mission Program

developed with local officials over time. For any foreign market, the key points of success have been relationships with the developer or the local architect. Those relationships allow an American licensed architect to practice in a foreign nation. We want to demonstrate how American architects can move their practice abroad by working with the AIA, the Department of Commerce, and other federal agencies.

Exploration of Development of India AIA Component

The AIA is working with current AIA members who are members of the AIA components here in the United States. These members have requested that the AIA look to create a chapter in India to assist members working there. There are close linkages between the Indian architectural market and the American architecture firms due to the demand for the highest quality architecture—including green building technologies—which cannot be met by Indian and Sri Lankan firms. We want to use the MDCP grant to explore opportunities to develop an AIA India component.

India and Sri Lanka presents a substantial market for architects as outlined earlier. However, India does not provide the same educational system nor credential maintenance that the AIA provides and local licensing boards require. Instead, for 40 rupees, you can get an architectural license once you graduate with an architecture degree from a university. Here in the United States, you must have a masters degree, upon graduation, you have to enter the Intern Development program and complete that program. Then you must pass the licensing exam per the jurisdiction. Typically this takes several years to complete these requirements. As you can tell, there is an educational requirement in the United States which is not shared by the Indian architectural profession. These members want to maintain their American licenses while working abroad. In addition, due to the American background, they want to maintain their high technical skills through classes. American architects represent a highly educated technical class whose skills add value as India develops large scale infrastructure projects and the ancillary buildings that go with that class.

In order to develop the India component, there are AIA requirements which must be met. The AIA's bylaws require that there are at least 50 members in the proposed region. At this point, the AIA believes that there are at least 30 members in India. However, the AIA must follow its bylaws to create a new component. Currently, there is an active working group on-line that outlines the interest in an AIA India component. We are working on building the framework to target leadership to maintain the chapter for the next 10 years. The AIA has had recent success in developing foreign components—specifically the AIA Middle East. In this component, there are enough members to sustain the component, and the AIA has taken learnings from this development and plans on using it towards the development of the AIA India component. We know that by providing additional local resources for our members, that it eases the transition to that business environment. This will allow for American architects to have the support that they need from their peers while increasing their businesses through international work.

Background Research

The role of architecture in the Construction Industry

Before construction can begin, owners and financiers must have the designs architects' draw. The architecture industry is the leading edge of a design and construction industry that accounts for 5.7 percent of Gross Domestic Product.¹ Construction also does not only refer to residential construction.

¹Schneidawind, John. 45-Member Design & Construction Coalition Pushes White House and Congress for Job-Creating Legislation. The American Institute of Architects. December 7, 2011. Web. January 11, 2012. <http://www.aia.org/press/AIAB091972>



American Institute of Architects
South Asia Trade Mission Program

Construction deals with infrastructure projects, like airports, commercial construction and the residential market. Construction employment trends typically lag other industries. While the most recent national unemployment rate is listed at 8.3 percent, the unemployment rate in the construction industry was reported at 17.7 percent in January 2012². The recession has struck the construction industry terribly and the recovery has been slow. There are architects who are looking for work beyond their locality towards the international arena as a way to continue their practice.

With that background, architects serve as the leading indicator of the health of the construction industry. The Architectural Billing Index (ABI) is the leading economic indicator for the construction industry. The ABI provides a monthly window into the construction industry 9-12 months into the future of nonresidential construction activity. The December 2011 ABI shows that billings and inquiries have increased in the past two months, but that there is not an indication of a strong recovery in 2012.³ Therefore, architects serve as the canary in the coal mine for the future of construction demand. When architects are working, then the construction industry is working—from engineers to manufactured products which supports the construction.

Architects also are leaders in sustainable design. The AIA has the 2030 Commitment where buildings will reduce their carbon footprint thirty percent by 2030 and be carbon neutral by 2050. This will be achieved by architects redesigning existing buildings and making sure that sustainability is achieved in the design of new buildings. AIA members are at the forefront of sustainable design and it is part of any design of an airport, commercial building, master plan or residence.

Architects typically specify materials to be used in the construction process. They are the designers of the building and designers specify what is used from windows to surface materials. Architects make these selections in a large number of buildings. For example, at the AIA National Convention, the following products are showcased: Architectural Fabric, Computer/Automation/Design Software, Doors and Windows, Flooring/Floor Systems, General Building Products, Glass Products, Interior Furnishings, Kitchen/Bath, Landscape Design, Lighting, Metal, Preservation/Restoration, Remodeling, Roofing, Safety and Security Products, Stone and Tile and more products that effect the building. The construction suppliers come to the AIA national convention because architects influence the products selected by the owner. Architects work to design the entire building. The construction and infrastructure markets rely on their expertise when selecting products. By having more American architects doing work abroad, more American products can be specified in international markets.

Competitive position of U.S. industry and market potential

There are three key issues that present business impediments to architects who want to do business in South Asia. The first issue is business cultural understanding.⁴ There is a different business culture in India and Sri Lanka. There are also different government requirements between these governments and the United States. Indian and Sri Lankan business is based on relationships, and there is a requirement that the relationship be built over time. Typically, this is done through a third party⁵ or through a prior existing relationship.⁶ These changes could present challenges to American architects who may not be prepared for the length of time for the development of the relationship and the cultural differences. The Market Development Cooperator Program (MDCP) grant can help develop cultural business

² The Employment Situation – December 2011. The Bureau of Labor Statistics, U.S. Department of Labor. January 6, 2012. Web. January 11, 2012. <http://www.bls.gov/news.release/pdf/empisit.pdf>

³ Baker, Kermit. Architecture Billings Index Positive for Second Straight Month. The American Institute of Architects. January 18, 2012. Web. Jan 21, 2012. <http://www.aia.org/press/releases/AIAB092722>.

⁴ Bradford Perkins, FAIA, *International Practice for Architects* 234 (2008).

⁵ Id. 234.

⁶ Id. 234, 235.



American Institute of Architects
South Asia Trade Mission Program

knowledge, while allowing AIA members to focus on the business development aspects of doing business in Southeast Asia.

The second issue is payment. One of the complaints from some AIA members who have participated in foreign design is fee payment by the owners. There is a concern that the negotiated fees will not be paid, causing the firm to will lose a significant portion of its investment. There have been AIA members who have lost fees and have stopped doing business in foreign countries because of incomplete payment or non-payment. Also, there is a concern that American fees are not competitive when compared to those of local architects. American fees are typically six percent of the construction costs, while in India there may be a flat fee or smaller percentage of the construction costs. The AIA wants to help members understand how they can successfully present their fees to foreign clients while ensuring full payment.

Additionally, the AIA sees the MDCP as an opportunity to help educate our members about ways to guarantee payment for the large projects through the Export-Import Bank and other programs. Additionally, recommendations for architects are that fee collection may be difficult. For example, in India, contract enforcement may take up to 10 years.⁷ There is a risk that developers will not pay the fees if they do not want to maintain the relationship with the architect, even when the developer has the money to pay for the obligation. For example, American architects have been working with the U. S. Departments of State and Commerce since 2008 to obtain repayment of fees from the Dubai building construction collapse. AIA members state that they lost fees which have been estimated at \$100 million.⁸

Finally, many architects use partners when working abroad to allow for local architectural licensing and gain greater insight into the local market. However, U.S. companies must perform due diligence regarding their foreign business partners and their ability to complete the job. The challenge for U.S. companies is finding credible partners who want to work with American architects. The benefit to both parties is apparent: the local architect provides in-depth local knowledge while the American architect provides expertise on large projects.

We want to address these issues through the AIA and the MDCP partnership. The introduction of an AIA India component will help with the business cultural understanding through member networks and through increased member support. The local AIA India component will also provide a way for matching Indian architects with American architects. Local components provide excellent networking opportunities while also heightening the stature of members. It provides a central point of contact for interface with the business community. Finally, by educating architects regarding payment terms, more architects will be willing to work abroad. Mitigating the risk of payment failure is a key component for success. Working with the ITA and other applicable agencies will assist in this goal. The MDCP will help the AIA move more architects to key strategic countries, like India and Sri Lanka.

Current competitive position of the United States

Market potential in India

The Indian market has enormous potential for American architects⁹ due to their rapidly growing middle class and the overwhelming need for building and infrastructure development. India supports over fifteen percent of the world's population and is second only to China in terms of population.¹⁰

⁷ Id. 236.

⁸ Information collected from our members.

⁹ Architect, *India: The next big market*, January 2011, 31.

¹⁰ U.S Department of State, *India: Background notes*, <http://www.state.gov/r/pa/ei/bgn/3454.htm> (last visited Feb. 21, 2011).



American Institute of Architects
South Asia Trade Mission Program

India is growing seven to nine percent annually with some economists forecasting long-term growth.¹¹ The McKinsey Global Institute estimates that forty percent of India's population, or 590 million people, will live in India's cities by 2030.¹² There are estimates of 68 cities with a population greater than 1 million and five cities that are projected to be larger than 10 million people are already some of the largest cities in the world.¹³ It is also one of the target export markets for the U.S. Department of Commerce.¹⁴ Given that former Secretary Locke visited India in February 2011 and Secretary Bryson will visit India in March 2012, there is a strong emphasis on India and its role in the President's National Export Initiative to double exports in five years.

Much of the current infrastructure, including buildings, roads, airports and other structures, is substandard and poorly maintained. Even the existing infrastructure cannot support the needs of the country. The state of the current infrastructure is reaching a tipping point where the infrastructure development must be completed quickly to "attract long-term investments"¹⁵ and to maintain the pace of industrial and technological growth throughout the country. IHS Global Insights estimates that "construction spending is expected to increase to US\$370 billion by the end of 2013, with residential totaling US\$63 billion and nonresidential registering US\$307 billion."¹⁶ The Indian government is working with private firms to develop airports, educational facilities and hospitals. There are large projects which include an emphasis on sustainable design for educational institutions, health care facilities, commercial and residential real estate. Sustainable design is a key design element in new Indian architecture per a conversation with P Srinivas, U.S. Commercial Service, India, on November 29, 2010. Additionally, the New York Times reported on December 27, 2010, that Indian companies "appear to be at [a] phase of economic development where buildings are meant to help advertise the nation's arrival on the world stage."¹⁷ Due There is a need for large development of campuses by large Indian technology firms that can hold over 24,000 people.¹⁸ The campuses are being used as a recruiting tool for Indian engineers and are considered to be a key part of the recruitment process.¹⁹ As Indian commerce grows, there are a number of opportunities for American architects to bring their skills to a population that needs them. This development creates a need for architects. Architects develop master plans for cities and they have the expertise to develop plans for large international airports, world-class health facilities and state of the art educational institutions.

The McKinsey Global Institute estimates that by 2030 that "91 million urban households will be middle class, up from 22 million today"²⁰ in India. There is a "\$1.2 trillion capital investment is necessary

¹¹ 9% annual growth is quoted in The New York Times, *Lauded Abroad, Indian Leader is Besieged at Home*, http://www.nytimes.com/2011/01/19/world/asia/19delhi.html?_r=1&scp=5&sq=india%20economy&st=cse (last visited Feb. 21, 2011). However, the U.S. Commercial Service's, *Doing Business in India: 2010 Country Commercial Guide for U.S. Companies*, uses an estimate of 8% for 2010 growth.

¹² McKinsey p. 14.

¹³ Mumbai and Delhi already meet this ranking if you count the greater metropolitan area. Id 14-15.

¹⁴ Eugene Alford, International Trade Specialist, Department of Commerce, Conversation February 3rd, 2011.

¹⁵ The Economic Times, *India, China to Drive Global Construction Equipment Industry Growth*, http://articles.economictimes.indiatimes.com/2011-11-24/news/30437757_1_construction-equipment-global-sales-china-and-india (last visited Jan. 27, 2012).

¹⁶ *India Construction: Importance of Infrastructure Construction in India*, http://www.ihsglobalinsight.com/gcpath/India_Construction_1-7.pdf (last visited Feb.6, 2012).

¹⁷ The New York Times, *Flashy Office Space, Advertising India's Allure*, <http://www.nytimes.com/2010/12/28/business/global/28sizzle.html?scp=1&sq=india+economy&st=nyt> (last visited Jan. 27, 2012).

¹⁸ Id.

¹⁹ Id.

²⁰ McKinsey. p. 9.



American Institute of Architects
South Asia Trade Mission Program

to meet projected demand in India's cities. [It is estimated that] 700-900 million square meters of commercial and residential space needs to be built [by 2030]."²¹ Indian "cities could generate 70 percent of net new jobs created of the 170 million net new jobs created to 2030, account for more than 70 percent of GDP and drive a fourfold increase in per capita incomes across the nation."²² Currently, over 30% of the Indian population lives in cities, and it is estimated that up to 40% will live in an urban environment by 2030.²³ "With India needing to spend more than \$1 trillion on ports, roads, utilities, and other infrastructure, the government plans to cooperate with private companies for funding and knowhow."²⁴

India's need for massive infrastructure development is the type of exportable service that American architects can provide. Through the National Export Initiative, American architects can take their expertise in building large urban planning, airports and hospitals, to provide the best outcome for the Indian population. Currently, some of the largest developers, including Reliance and Tata, want American architects to raise the prominence of their projects. American architects and American design are internationally known and recognized. There is a competitive advantage to having an American architect on the project for some of the largest developers in India.²⁵ Foreign architects are perceived as better than the Indian architects. The AIA wants to take advantage of this perception to increase the number of projects that American architects develop.

In India, there are many different types of development within each region, and the needs vary by that region. The metropolitan region around New Delhi, the capital of India has a population of 12.6 million.²⁶ The city is the seat of the national government. Urban planning in New Delhi focuses on infrastructure development and ways to accommodate the large population. In US Department of Commerce-led meetings with two Indian developers located outside of India,²⁷ the developers had plans for multi-family residential, office parks and large subdivisions. For these large developments, American architects have lived through the United States' building boom earlier this decade and have learned from these experiences, which will help India develop plans that make sense in a resource and energy limited environment.

Mumbai is the financial capital of India. It is the second largest city in the world with a population of 13.8 million in the city.²⁸ There is a large slum population of over 1 million people.²⁹ Mumbai generates 5% of India's GDP and 25% of the country's industrial output.³⁰ This dense urban population which contrasts the highs and lows of the country faces unique planning issues. Housing in the center of Mumbai consists solely of either expensive neighborhoods for the wealthy or slum, with little in between.³¹ Architects can help with urban redevelopment and planning that addresses the

²¹ Id. p. 9.

²² Id. p. 37.

²³ Id. p. 37.

²⁴ Bloomberg News June 30, 2010 <http://www.bloomberg.com/news/2010-07-01/delhi-building-airport-terminal-faster-than-beijing-may-spur-india-growth.html>

²⁵ Zach Mortice, *India: The Next Big Market*, AIArchitect, February 2011, p. 31.

²⁶ World Gazetteer, *World: largest cities and towns and statistics of their population*, <http://world-gazetteer.com/wg.php?x=&men=gcis&lng=en&des=wg&srt=npan&col=abcdefghijklmnoq&msz=1500&pt=c&va=&srt=pnan> (last visited Jan. 27, 2012).

²⁷ Meetings were held at AIA national headquarters on March 21, 2011.

²⁸ Id.

²⁹ National Geographic, *Dharavi; Mumbai's Shadow City*, <http://ngm.nationalgeographic.com/2007/05/dharavi-mumbai-slum/jacobson-text> (last visited Jan. 27, 2012).

³⁰ Id.

³¹ Conversation with US Commercial Service contractor P. Srivnans, April 20, 2011.



needs for all residents. With a focus on master planning, architects can help with the massive redevelopment and development projects that Mumbai needs to sustain its growth.

Chennai is the base of manufacturing and medical equipment in India. It is the fifth most populous city in India and is second only to Hyderabad for software exports.³² It also houses 60% of India's automotive industry.³³ There are new developments for the growing services base, and there are opportunities for urban planning. Because of the large development of white-and blue-collar work, there are and have been opportunities for the development of large residential housing, educational institutions and healthcare facilities to serve this growing city.

Market Potential in Sri Lanka

Sri Lanka has gone through significant development in recent years due to the cessation of hostilities in the country in 2009 and represents an opportunity which may not be quickly apparent.³⁴ This country has seen the development of construction, transportation and tourist capabilities in a country that spent 26 years in civil war. Real GDP expanded by 8% in 2010 in Sri Lanka.³⁵ The US Commercial Service hosted a seminar to highlight the opportunities in Sri Lanka in the fall of 2010. Given that Sri Lanka is called the "Pearl of the East," developers are looking at the pristine white sand beaches and the lush tropical jungles as an untouched development area. There is development on the eastern shore and plans to build an airport in the south near Hambantota.³⁶

Construction had a strong year in Sri Lanka with increased output of 9.3%. Construction has been led through increased demand in the hotel and catering sectors. Hotel and catering has grown by 39.8% in the last year. According to the Srilal Miththapala, Past President of the Tourist Hotels Association of Sri Lanka, there are plans for the development of 100 hotels in the next six years in Sri Lanka.³⁷ While Sri Lanka was not on the radar for many travelers, it made the New York Times Top 31 places to visit in 2010.³⁸ There is a highly literate workforce and English is one of the spoken languages. There is an emphasis on the development on sustainable design, for which US architects are uniquely suited through the current emphasis on green building. The AIA also provided design assistance to Sri Lanka after the 2004 Tsunami so there are some cultural links to this diverse nation within the AIA.

Competition from third party countries

There is enormous potential in the South Asian market for architectural services, which is well known throughout the developed world. There are natural rivals to American architects. Architects from Europe, Australia, Singapore, Hong Kong and China all compete in the Asian markets. Even on some projects, an American architect creates the exterior design, while a firm from Singapore is brought on for the interior design. Several countries have made changes to their tax code so that it benefits their architects who conduct business abroad. For example, the United Kingdom, France, and Canada provide favorable tax treatment to architects on their foreign work as an incentive to help their design

³² The Times, *Hotspot for International Manufacturers*, <http://business.timesonline.co.uk/tol/business/markets/india/article2441910.ece> (last visited Feb. 21, 2011).

³³ Business Today, *India's Detroit*, <http://businesstoday.intoday.in/bt/story/2516/1/indias-detroit.html> (last visited Feb. 21, 2011).

³⁴ Conversation with Terri L. Batch, Sr. International Trade Specialist, Team Leader - Global Design & Construction Team, U.S. & Foreign Commercial Service, U.S. Department of Commerce, on December 9, 2010

³⁵ Economist Intelligence Unit, Latest Economic Developments for Sri Lanka. <http://country.eiu.com/article.aspx?articleid=1637945948&Country=...> (Last visited April 25, 2011.)

³⁶ Sri Lanka: Checkpoints in Paradise March 14, 2010

³⁷ Srilal Miththapala, Sri Lanka Tourism Webinar for the US Embassy Personnel Presentation, pg. 4.

³⁸ The New York Times, *The 31 Places to Go in 2010*, New York Times, January 10, 2010. <http://www.nytimes.com/2010/01/10/travel/10places.html>. (Last visited on April 25, 2010)



professionals seek foreign work. Whether it is a nation funding a trade mission, or large tax deductions on foreign design work, architectural design is another way for these countries to sell their brand to a new population.

For example, Canadian architects have been hired by Indian firms to develop planned campuses for their business. These planned campuses will house over 24,000 individuals and represent billions of dollars of investment.³⁹ These are large projects that generate millions of dollars in development that are then sent back to Canada. Additionally, they represent millions of dollars in fees for that firm. These projects also enable the designer and their host country to gain a solid foothold in the new market. Here, the ITA can help American firms gain additional exposure to develop the relationships to overcome the favorable tax treatment of third party countries through the AIA's MDCP partnership. The partnership with ITA will allow for American architects to compete with foreign architects. The ITA's local information and wealth of government resources will provide for risk mitigation practices for the architects, while also helping those American architects to network successfully through the Gold Key service.

Economic conditions and the ability of South Asian markets to use US architectural services and US construction products

With the development of India, there is enormous potential for American architects to export services. Architects represent the beginning of the construction industry; construction does not occur without input of an architect. Architecture in the United States accounts for one out of nine dollars of the US GDP. However, the US construction industry has been hurt badly by the recession. Current estimates are that while unemployment lingers below 10% across all industries, the unemployment rate in construction is closer to 25%. Since 2007, the number of workers in the architecture industry has dropped by 18%. Architectural projects in the United States have slowed due to housing oversupply and the tight credit market. When owners are not investing in new construction or retrofits, architects must look elsewhere for job opportunities. India and Sri Lanka can use American architects to help with larger planning, airport, educational institutions and healthcare facilities, which not only help these nations develop, but create income for American firms.

In India, there are local architects who have advantages over American architects for smaller projects. First, they have the knowledge of local building codes and business processes. They can develop designs for less money than an American firm. The typical residential market does not provide a large enough technical difference to offer a significant cost savings from using an American architect. While an American architect can save the owner long term costs through an emphasis on energy efficient building design and a familiarity with newer building products, those savings are negated by the low cost of local design services in the residential sector.

However, because of India's high level of growth, there is a need for educational institutions, health care facilities, airports and master plans. These buildings are costly to run and highly technical, which creates significant advantages for the developers to use American architects. There are large opportunities in India and Sri Lanka for architectural services which will drive the use of architectural products and other ancillary services. American architects bring the some of the world's most advanced knowledge of architecture to bear on these projects. For example, because the cost of building an airport is high, there are significant savings that an architect can bring to the table through sustainability efforts, product selection and advanced planning to limit future costs. Also, because of the high-profile nature of these types of developments, foreign developers want the "stature" and marketing value of an

³⁹ The New York Times, *Flashy Office Space, Advertising India's Allure*, <http://www.nytimes.com/2010/12/28/business/global/28sizzle.html?scp=1&sq=india+economy&st=nyt> (last visited Jan. 27, 2012).



American Institute of Architects
South Asia Trade Mission Program

international architect. Therefore, American architects can bring needed service exports to India and Sri Lanka on larger infrastructure, educational, large residential communities and health care facilities. This is where the MDCP grant can aid American architects in their pursuit of foreign work. By highlighting the design expertise of American architects, while combining the business benefits to the Indian developers, there is an opportunity to make a strong case to the Indian market that American architects bring the design skills that are needed for sustainable and valuable real estate development.

Architectural resources that can be brought to bear in Asian market

The AIA is committed to exporting American architects' services. This project is a part of a larger initiative led by the Institute. The AIA has been working diligently to gain the insight into the markets from individuals on the ground while also taking the steps to develop the relationships necessary to do business in those countries. Clark Manus, FAIA, 2011 AIA president, traveled in April 2011 to Mumbai, India, to gain greater insight into the opportunities for architects and to meet with Indian design and construction leaders. Mr. Manus also has extensive design and master planning experience in China and sees the strategic importance of developing business opportunities in foreign nations. AIA's 2013 President, Mickey Jacob has started efforts to take his seven person firm from Tampa, Florida to Chennai, India to work on hotel developments. The AIA has also met with three Indian developers through Sr. Commercial Specialist, Greg O'Connor's efforts at the 2011 Con-Expo meeting in Las Vegas in an effort to gain greater insight into market opportunities here. The AIA has been working diligently to gain the insight into the markets from individuals on the ground while also taking the steps to develop the relationships necessary to do business in those countries.

There has been independent interest for the Department of Commerce's assistance from architects. Per Preetha Nair, Senior Commercial Specialist, U.S. Commercial Service, Embassy of the United States, New Delhi, has received eight requests for information from architects in the third quarter of 2010. This represents a significant increase from prior years. Also, in conversations with Terri L. Batch, Sr. International Trade Specialist, Team Leader – Global Design & Construction has reported that her team has seen an increased interest in opportunities in India and Sri Lanka.⁴⁰ There is international expertise throughout the AIA membership, but we are looking to expand that expertise to more members.

Architectural industry's ability to meet foreign market demand

Architects play a critical role in the construction industry. Architects are the first to be involved in the construction phase coming up with the building designs. Hiring an architect leads to employment in other construction related fields from engineers and manufacturers to steel and electrical contractors.

Current estimates put architect unemployment rate at eighteen percent nationally, but there are state AIA chapters that report an unemployment rate of thirty percent. This number does not represent the number of architects who are under-employed, or sole practitioners who have not received a paycheck in months but are not officially counted among the official unemployment numbers. According to the latest Bureau of Labor and Statistics, as of January 2009, there were 185 thousand employed in the Architectural Services industry. This is down eighteen percent from the peak of July 2008. The construction industry accounts for roughly ten percent of U.S. gross domestic product and is responsible for one out of every 10 U.S. manufacturing shipments and one out of every 12 machinery shipments. We believe that by increasing the prominence of architects in India and Sri Lanka through the MDCP

⁴⁰ Conversation with Terri L. Batch, Sr. International Trade Specialist, Team Leader - Global Design & Construction Team, U.S. & Foreign Commercial Service, U.S. Department of Commerce, on December 9, 2010



American Institute of Architects
South Asia Trade Mission Program

grant, that there will be ancillary benefits throughout the economy. Design begins the construction process, and the AIA wants to give its members the ability to design in foreign markets.

However, there is a light at the end of the tunnel. With foreign markets representing over 95% of consumers, American architects can provide services far beyond their hometown. The need that developing nations have for the best buildings can be easily served by American architects. The American architecture industry is premier and world renowned. In India, there are premiums placed on buildings that have foreign architects. It increases the amount that the owner can charge in rents, and often, represents long term energy savings. The AIA is poised to take advantage of that need while highlighting the advantages brought by American architects. The large increase in building design throughout India and Sri Lanka would allow an under-employed sector of the American market to get back to work. Again, the AIA wants to use the MDCP grant to promote American architects as leaders in green building technology and sustainable design. This program is part of a broader initiative to export American architectural services throughout the world, not only to India, but to Brazil, China, and other developing countries.

Architectural industry after-sales service capability to help in the market

In addition, because American architects are trained to use American tools and components, there is a significant trickle-down effect for other American businesses. For example, when an airport is developed, there is a choice of components to use for terminal facilities, including window systems, HVAC, jet ways and more. Many American architects use American components, while European architects may use European products or Chinese architects will use their own country's components. If multiplied across the components required in hospital, educational facilities, transportation facilities and sustainable planned communities, and the number of American jobs touched by the development is large.

For example, the recent Terminal 3 project for the New Delhi airport cost \$2.2 billion. The AIA takes no position on the fees that architects should charge for their services, and indeed there is a wide variation in such fees. Assuming for purposes of this analysis that design services in today's market amount to roughly six percent of total costs, then the architect would receive a fee of \$132 million which translates to 733 jobs out of that one architectural job. However, when that design specifies the use of American-made 78 skyways, 97 automated walkways and other technology, the job impact expands exponentially if an American architect leads that development.⁴¹ So the economic benefit to the US of using an American architect goes far beyond the fees earned by the design firm.

Architects on large projects also sub-contract out parts of the work, including mechanical, electrical and plumbing engineering, landscape design and interior design. These large projects support export opportunities for other American businesses with a wide variety of specialties who can handle the advanced technical design. Additionally, when architects lead projects, they can recommend American engineers, constructors, landscape architects and other subcontractors for specialized services. Architects serve as the catalyst for building development and the myriad ancillary services which are needed in order to get the building completed from the initial design.

Examples

The Guggenheim Museum Bilbao

American architect Frank Gehry, FAIA, designed the Guggenheim Bilbao museum in Spain in 1997. It is unmistakably American, with a sinuous and technologically sophisticated exterior skin that

⁴¹ Please note that HOK of London won the job, so while HOK is an American firm, the London group won the New Delhi contract.



American Institute of Architects
South Asia Trade Mission Program

results from years of complex engineering research and development carried out by Gehry in the US. Gehry's firm, Frank O. Gehry and Associates (FOG/A), led this project from the design and bid process. The cost for the museum was \$1.2 billion⁴², which included design fees, building materials, licenses and furniture.⁴³ Based on the industry standard for design fees and resultant employment, that project could have translated to 400 jobs here in the United States.

The museum committed to using local resources when possible,⁴⁴ but not all materials and services could be produced in Spain. Consultants for the demolition and foundation were American based firm Skidmore, Owings & Merrill (SOM)⁴⁵, representing additional work and employment back to the United States. Also, the famous titanium panels of Bilbao were "chemically treated and laminated by Timet of Pittsburg."⁴⁶ This is not insignificant, as "25,221m² of titanium"⁴⁷ was used in this project. However, in order to protect the unique structure from weather, Dow Corning won the subcontract for silicone sealant.⁴⁸ While there was a commitment to using local resources, because of the design and the technology required for this building, there were opportunities for American business to export their knowledge, services and products to create an innovative product.

Burj Khalifa Tower, Dubai UAE

The Burj Khalifa Tower is currently the tallest building in the world at 2717 feet. Skidmore Owings and Merrill (SOM) Architects, Chicago, designed the structure. It has become a modern icon of American know-how and technological prowess, in terms of its advanced structural engineering, high-technology vertical conveyance systems, exterior cladding and sheer beauty as an edifice. Many of this huge building's components and systems were exported to the UAE directly from the US.

American companies were key in the development of this project. SOM also led the interior design for this building, so they specified the products used in highly visible parts of the building. Otis Elevators spent over five years on the project and installed eight escalators and 57 elevators.⁴⁹ Otis also holds the record for the "longest travel distance in the world at 504 meters (1, 654 feet), the world's highest elevator landing at 638 meters (2, 093 feet) and the world's fastest double-deck elevators at 10 meters per second (1, 969 feet per minute)."⁵⁰ Otis Worldwide is based in Farmington, CT, and has international business interests throughout the globe. Trane, an American subsidiary of Irish company Ingersoll Rand, was awarded the supply contract of one of the biggest district cooling networked systems in the world for the whole Burj development.⁵¹

This structure required the development of new engineering concepts to reach the tower's final height. Structural analysis on the gravity loads were led by Computers & Structures, Inc., of Berkeley,

⁴² If you take the standard 6% design fee for this project, then FOG/A charged \$72,000,000 for the design and construction management work on this project. That translates to 400 jobs here in the United States.

⁴³ Harvard Design School, *Managing the Construction for the Museo Guggenheim Bilbao*, p.10 .
http://www.arch.ethz.ch/pmeyer/Infos/Pollalis/case_Guggenheim.pdf (last visited Feb. 21, 2011).

⁴⁴ Harvard p. 12.

⁴⁵ Id. at 8.

⁴⁶ Id. at 13.

⁴⁷ Id. at 19.

⁴⁸ Dow Corning *Designing with Confidence* p. 15-16 <http://www.dowcorning.com/content/publishedlit/62-0936b-01.pdf> (last visited Feb. 21, 2011).

⁴⁹ Otis World, *Burj Khalifa*, <http://www.otisworldwide.com/b4-newsarchdet.html?item=20100106> (last visited Feb. 21, 2011).

⁵⁰ Id.

⁵¹ Burj Khalifa, <http://www.designbuild-network.com/projects/burj> (last visited Feb. 21, 2011).



American Institute of Architects
South Asia Trade Mission Program

California.⁵² “The nose columns were formed with circular steel forms, and the floor slabs were placed on MevaDec brand panel formwork, produced by MEVA, of Springfield, Ohio.”⁵³ While the largest building in the world is in Dubai, the design and technology are American exports. As America exports architectural design, additional American products and services follow.

Performance Measures

The AIA will have quarterly reporting of contracts that have been developed through the AIA Trade Mission. Because business is based on relationships in these countries, the AIA expects that it will take some time to cultivate the contacts need for successful projects in these countries.

ITA Measures

Measure (ITA #)		Goal		Explanations	Reporting Methods
		#	\$ Value		
Exporter Class	NTE: New to export	3		We expect that we will have success on the marketing front and have contracts signed within three years. NTE: 3x67%=2 NTM: 10x80%=8 ITM: 5x85%=4 Total of 18 firms per mission which would export by 2014.	All firms will sign success agreement to report as a condition of participation.
	NTM: New to Market	10			
	ITM: Increase to market	5			
Export Transactions		14		NTE:2x\$2,000,000 NTM:8x\$1,736,250 ITM:4x\$5,135,000 The transaction number varies wildly as the design fees are typically linked by the cost and/or complexity of the project. Given that Architects for this project are focused on large projects, these fees are reasonable in light of the development.	
Export transactions four years following award period			\$51,240,000	Avg annual award period exports x 4 years =(\$38,430,000/3)x4 =(\$12,810,000x4)=\$51,240,000	
Export Related Developments	n/a				
Target	U.S.		\$600 million	The current U.S. share is .25%	AIA estimate

⁵²William Baker, James Pawlikowski, and Bradley Young, *Reaching Towards the Heavens*, p. 52
http://www.som.com/resources/content/5/0/4/4/3/1/6/2/documents/Civil%20Engineering_Buri%20Khalifa_page_s48-55-resized.pdf (last visited Feb. 21, 2011).

⁵³ Id. at 55.



American Institute of Architects
South Asia Trade Mission Program

Market: India	Share		of the market. AIA's goal is to capture .5% of the market by 2014.	based on current reporting from members.
	Total	\$1.2 trillion		
Target Market: Sri Lanka	U.S. Share	\$30,000,000	The current U.S. share is .25% of the market. AIA's goal is to capture 5% of the market by 2013.	AIA estimate based on current reporting from members.
	Total	\$600,000,000		
Exports attributable to MDCP project activity		\$110,000,000	AIA anticipates that all export services will be reported as individual transactions and that there will be continued use of the MDCP activities for the next 8 years.	
Success agreements	270		AIA assumes that participants will sign the agreements 12 weeks prior to a briefing and trade mission.	Report date when success agreement returned to AIA
Participation list delivered to ITA	3		6 weeks prior to every trade mission	

Applicant-designed measures

Measure	Instances during award period	Explanation	Reporting method
U.S. firms participating in briefing regarding logistics, payment issues, licensure, etc.	30*3=90 participants/mission 2 missions and 2013 AIA convention = 2(90) +90 = 270 firms briefed	Number of participating firms in this concept. One briefing in each city for each trade mission and one at the 2013 AIA convention which may bring in 30 interested firms for the briefing. We want to expand the briefings to individuals who may not qualify for the mission, as of yet, but may qualify for future missions or exports. This is a way of developing more	Event sign-in
U.S. firms participating in trade missions	36	Number of firms to participate in the two missions.	Success agreement



American Institute of Architects
South Asia Trade Mission Program

Exploration regarding AIA component in India	1	AIA expects that this will be an on-going development to be completed in 2014	There are a number of changes outlined prior which need to occur. Progress will be outlined quarterly.
--	---	---	--

Partnership with ITA and other entities

Manufacturing and Services' Office of Materials and Machinery

AIA has discussed this trade mission concept with US Commercial Representatives officials Courtney Gregoire, Eugene Alford, Brian Ledgerwood, and Patrick McRae. Many of the elements in this application are a direct outcome of these discussions. The AIA believes that this office's assistance will be of great service as it plans trade missions, combined with Commercial Services officers to get the correct information regarding market issues and opportunities into the hands of AIA members.

Commercial Service's Officers in New Delhi, Mumbai, and Chennai to service the Sri Lankan trip

AIA also has met with Director Suresh Kumar, Terri Batch, Greg O'Connor, P. Srivinas, and Preetha Nair, regarding opportunities in India and Sri Lanka. Preetha Nair and Greg O'Connor arranged for AIA to meet with two Indian developers prior to Con-Expo in March 2011. Following that event, AIA had meetings in Mumbai with P. Srivinas and local Indian businesses to determine how the AIA could better serve its members for the upcoming trade mission. The AIA is confident that the Commercial Service will be in a position to provide valuable market insights; the AIA has budgeted for Gold Key service on all of the proposed trade missions.

Commercial Service's Export Assistance Center officials nationwide

The AIA expects that as it works to brief its members about these opportunities it will need the insights of local export assistance centers. The AIA has worked with Carmela Mammias from the New York office for an event and found her to be an invaluable resource. The AIA looks forward to working with her and her colleagues as it moves forward on training for its members.

Exporter and class

From an initial overview of applications for the India trade mission, the AIA expects that its trade missions should be able to increase exports for American architects by \$49,400,000. This would equate to the development of 274⁵⁴ jobs for Americans. Furthermore, 25% of the trade mission participants qualify as Small Businesses under the current SBA rules. Thirty percent qualify as medium businesses under the Commerce definitions. Over 50% of AIA trade mission applicants are new to the Indian market and 100% are new to the Sri Lankan market. The other applicants are looking to expand their reach into these growing markets.

There are additional benefits to having AIA lead a trade mission. The AIA traditionally has been focused on US domestic work. However, there is a growing interest among AIA members for working abroad, but reluctance about the challenges that overseas work entails. For example, in Dubai, over 12 firms lost \$100 million in fees with the collapse of the real estate market, which has prompted some firms to look negatively on international work. It is the AIA's expectation that the trade mission can work not only to help US architects gain a foothold in international markets but overcome some of the negative perceptions of working abroad. By creating greater awareness of the United State commercial

⁵⁴ To reach this number of jobs, take the \$49,400,000 and divide it by the \$180,000 per job Commerce number.



American Institute of Architects
South Asia Trade Mission Program

services, the AIA also believes it can help architecture firms mitigate risk in the exporting of architecture services while looking to key markets like India, China, Brazil, the Middle East and other high demand areas.

Credentials

AIA membership is divided into three categories; associate members (intern architects working towards licensure), members (licensed architects) and fellows (licensed architects who have been inducted into the AIA College of Fellows for their leadership roles). The AIA represents 60% of American architects. Associate members make up 30% of the membership while the remaining membership is comprised of members and fellows.

Role that non-US membership plays in AIA affairs

The institute is a United States 501(c) (6) organization. It has over 280 state and local chapters, including 5 international components Central Europe, Japan, the Middle East, Hong Kong, and the United Kingdom. Those components are comprised of American and foreign national architects. At this time, these components are represented by Thomas Vonier, FAIA, an American architect who is based in Washington D.C., and Paris, France. Participants have been notified that their firm must be American owned if they are selected to participate. If the involvement of Mr. Vonier or anyone in the proposed missions would jeopardize the Asia mission, AIA requests that ITA notify it immediately.

AIA's competitiveness enhancement history

The American Institute of Architects has extensive international reach through its accords with international architecture bodies and its members who practice abroad. Currently the AIA has accords with foreign architecture associations in Canada, Japan, Mexico, China, Australia, France, the European Union, Korea, Costa Rica, and Taiwan. The AIA is looking at this MDCP grant to help expand its outreach to American architects beyond current scope. AIA members have designed some of the world's most iconic buildings, on every livable continent, but are looking for ways to increase the number of architects who are pursuing work abroad. This grant will allow the AIA to develop additional competencies in the foreign market, helping further increase the stature and marketability of US architecture firms abroad, while adding additional opportunities for chapter development that are not included in this grant application.

Support letters, ITA emblem use, and Success Agreement

Several US firms have indicated their commitment to participate in the AIA's Asia Trade Mission Program. Letters from a sampling of these companies are attached. Also attached is a mock-up webpage showing proposed use of the ITA emblem, and the draft success agreement the AIA plans to have each U.S. firm sign as a condition of participating in the AIA's Asia Trade Mission Program.

Staffing

The primary contact and project director will be the AIA Director of Federal Relations. A brief biography of AIA's EVP/CEO is also attached. Other biographies for staff participating will be available upon request. A projection of time that each professional will devote is included in the budget worksheets provided in Part 3. Budget Narrative.

Key Staff Biographies

Robert Ivy, Executive Vice President/Chief Executive Officer



American Institute of Architects
South Asia Trade Mission Program

The AIA appointed Robert Ivy, a Fellow of the AIA, as the new Executive Vice President/Chief Executive Officer effective February 1, 2011. Robert has extensive international experience while representing the AIA at the International Union of Architects in Tokyo and throughout the world. He spent time in three continents for AIA last year and he is expected to hit five continents this year—including at the Pan American Architectural Congress in Brazil. He spent significant time working abroad for the McGraw-Hill during his tenure there exploring international business opportunities in Asia and Latin America. A greatly recognized figure in the architectural profession, Robert Ivy, FAIA, was the editor in Chief of Architectural Record, a position he has held since 1996. He is also the Vice President and Editorial Director for McGraw-Hill Construction responsible for the efficient management of a large editorial organization as well as the editorial quality of a family of publications in design and construction. Robert was a principal with Ivy Architects and the managing partner with Dean/Dale, Dean and Ivy for nearly 14 years before moving to corporate executive positions.

Jessica Salmoiraghi, Director, Federal Relations

Jessica Salmoiraghi joined AIA in September 2010 as Director, Federal Regulatory Relations. Jessica directs the AIA's advocacy and outreach efforts on international and small business concerns. She also provides advice to the AIA on federal legislative and regulatory matters, and represents the AIA in coalitions and on initiatives regarding federal issues affecting the practice and profession of architecture.

Jessica has extensive experience launching new strategic and complex initiatives through her career. Through the development and launch of an intra-financial institution customer service for individuals who experienced Identity Theft to the development and launch of a new contract documents product, Jessica has proven experience of taking a concept and launching the project successfully. , including computer software, contract negotiation, and member development, Jessica has proven experience on launching large initiatives that break new ground for her organizations. Jessica comes to the AIA from the Associated General Contractors of America in Arlington, VA where she was employed as Director, Construction Law and Contracts. Prior to that Jessica was a law clerk at Identity Theft Assistance Center in Washington, DC. Jessica earned a B.A. in English from University of Pennsylvania. Jessica also earned a JD in law from Catholic University in Washington, DC and is licensed to practice law in the Commonwealth of Virginia.

Letters of Support

These letters are representative of interested individuals. We have additional letters available upon request, but due to space limitations have included six.



American Institute of Architects
South Asia Trade Mission Program

"This page contains proprietary information, identified between brackets [], the release of which would cause competitive harm to ~~(the organization claiming proprietary treatment)~~." **AIA**

Jessica Salmoiraghi
Director, Federal Regulatory Relations
1735 New York Ave., NW
Washington, DC 20006

Dear Ms. Salmoiraghi:

I am happy to write in support of the AIA's proposed Asian Trade Missions. Wallace Roberts & Todd, LLC is anxious to increase sales by developing Asia as a new market. We plan to participate in the AIA's trade mission, if selected by the Institute.

Sincerely,


JOSEPH W. HEALY, AIA, LEED AP
Managing Principal

WALLACE ROBERTS & TODD, LLC 1732 MARKET STREET, 28TH FL PHILADELPHIA, PA 19107 215.732.6216 WRTRD@GMAIL.COM

These

NANDINEE
PHOOKAN
ARCHITECTS

42 MARKET STREET, SUITE 200
PHILADELPHIA, PA 19107
1.215.242.8900 F. 215.242.8900
www.nandineephookan.com

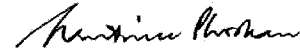
Jessica Salmoiraghi
Director, Federal Regulatory Relations
1735 New York Ave., NW
Washington, DC 20006

Dear Ms. Salmoiraghi:

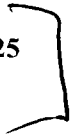
I am happy to write in support of the AIA's proposed Asian Trade Missions. Nandinee Phookan Architects PC, is anxious to increase sales by developing Asia as a new market.

We plan to participate in the AIA's trade mission, if selected by the Institute.

Sincerely,


Nandinee Phookan, President

#





American Institute of Architects
South Asia Trade Mission Program

"This page contains proprietary information, identified between brackets [], the release of which would cause competitive harm to ~~(the organization claiming proprietary treatment)~~ "AIA".

Director, Federal Regulatory Relations
American Institute of Architects
1735 New York Ave., NW
Washington, DC 20006

Dear Ms. Salmocingda:

We are very pleased that the AIA is undertaking this initiative to India and are writing in support of AIA's proposed Asian Trade Missions. Lee Harris Pomeroy Architects is anxious to increase sales by expanding in Asia's developing markets.

We plan to participate in the AIA's trade mission, if selected by the Institute.

Sincerely,

Antonio Figueiras AIA
Associate Principal

cc: Lee Harris Pomeroy



http://www.jpda.net +1 718 852 2000 office
info@jpda.net +1 718 852 2001 fax

Jessica Salmocingda
Director, Federal Regulatory Relations
1735 New York Ave., NW
Washington, DC 20006

April 28, 2011

Re: India Trade Mission

Dear Ms. Salmocingda:

I am happy to write in support of the AIA's proposed Asian Trade Missions. Jordan Parnass Digital Architecture is anxious to increase sales by developing Asia as a new market.

We plan to participate in the AIA's trade mission, if selected by the Institute.

Sincerely,

Jordan Parnass AIA RIBA LEED AP
Principal

New York
630 Jay Street, Suite 210
Brooklyn, New York
11231 USA

London
Riverview House, Third Floor
80 Waterloo Street
London W1 0TA, UK



American Institute of Architects South Asia Trade Mission Program

The screenshot shows a web browser window displaying the AIA India Trade Mission page. The browser's address bar shows the URL: <http://www.aia.org/advocacy/federal/aia080917>. The page layout includes a top navigation bar with links like 'Home', 'About', 'Programs', and 'Contact'. The main content area is titled 'AIA India Trade Mission' and is organized into several sections:

- Architect's Knowledge Resource**: A sidebar section with a search bar and a list of resources.
- AIA New Product Marketplace**: A section for the latest building product innovations.
- Learn more. Earn more. Expertise gets noticed.**: A promotional banner for Microdesk.
- AIA India Trade Mission**: The main content area, which includes:
 - Overview | Goals | Timetable | Application | Contact**: A navigation menu for the mission details.
 - Trade Mission Overview**: A paragraph explaining the MDCP program and its goals.
 - Commercial Setting**: A paragraph describing the Indian economy and market potential.
 - Tentative Itinerary**: A daily schedule of activities from Monday to Saturday.

The **Tentative Itinerary** section lists the following activities:

- Monday** - Arrive in New Delhi, India
- Tuesday** - Mission meetings start
 - Breakfast briefing by American Ambassador and Embassy staff
 - One-on-one business appointments
 - Evening business reception
- Wednesday** - One-on-one business appointments continue
- Thursday** - Morning travel to Mumbai & afternoon briefing by Embassy staff
- Friday** - One-on-one business and government meetings & evening tour of Mumbai
- Saturday** - Morning travel to Chennai and afternoon tour of Chennai and developments surrounding Chennai



American Institute of Architects
South Asia Trade Mission Program

Draft Success Agreement

Architecture has been hit hard during this recession, but there are significant opportunities for architects outside of the United States. The AIA has identified India and Sri Lanka as two countries where architectural services are greatly needed in the next 20 years. The AIA wants to help its members capitalize on upcoming opportunities in these countries through the AIA's Trade Mission Program.

The Asia Trade Mission program will help architects export their architectural services to India and Sri Lanka. The U.S. Commerce Department's International Trade Administration (ITA) has agreed to pay for one-third of the cost through the Market Development Cooperator Program (MDCP).

Agreement to Participate in AIA's Trade Mission Program

The AIA and ITA requires your agreement with these terms in order to participate in this program. Please send the completed forms to the attention of Jessica Salmoiraghi, jessicasalmoiraghi@aia.org, via fax (202)-626-7583 or via mail at The American Institute of Architects, 1735 New York Ave., NW, Washington, DC 20006. Please note that in order to take advantage of the benefits below, you will need to sign this agreement.

1. Benefits

Thanks to the MDCP award and the partnership with the ITA, the AIA is able to act as a one-stop portal for entering the Asian market. Here are some benefits in your participation.

a. "Ask ITA" question and answers

Thanks to our MDCP partnership, ITA industry specialists, market access professionals, and Commercial Service officers based in the U.S. and India are available to help you get answers to your questions. Participants can submit inquiries and receive response that, thanks to our partnership, usually come much quicker and more accurately targeted than would otherwise be the case.

b. Gold Key Service from ITA

Through your participation in this trade mission, you will receive gold key service in each of the cities that you visit. This includes up to five targeted appointments, an interpreter, transportation and help with follow-up from ITA. This valuable service is worth several hundreds of dollars and is part of your participation fee.

c. Two Trade Missions

AIA will participate in the planning of to visit India and Sri Lanka over 2012 & 2013 for a total of two trips. The AIA will pay for the hotel and some in-country transportation for the fee to be set at a



American Institute of Architects
South Asia Trade Mission Program

future date. Ancillary fees, including round-trip airfare to the location of the trade mission is the responsibility of the participant and/or their firm.

d. Access to target trade information

All AIA Asia Trade Mission participants will be notified of relevant export opportunities and market research gathered worldwide by nineteen (19) Federal agencies.

e. Pre-mission briefing by relevant industry specialists

To help you decide whether or not you wish to participate in an AIA Asia Trade mission, we have arranged with ITA for a construction expert from India to brief us at the training meetings and answer questions.

f. One-on-one counseling sessions with an industry specialist

Each participating firm will get a one-on-one session following the pre-mission briefing with an expert from ITA. This is a great opportunity to fine-tune your business plan for the South Asia market prior to leaving on your trade mission.

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 in foreign markets. Perhaps the most straight-forward indication of competitiveness is a firm's contracts. In order to help you and the U.S. industry generally, ITA needs to know how well it is doing.

a. Sharing the Good News with ITA

Each quarter, AIA Asia Trade Mission participants must share the following information with ITA:

- i) The dollar value and general description of new contracts for services
- ii) Any non-proprietary information on how you made the sale, the scope of services etc.

- a. This information will help ITA understand how U.S. firms are successfully exporting and how ITA can continue to assist architectural firms.

b. Confidentiality with ITA

Your success information will be submitted directly to ITA. Your competitors can't see it unless you give ITA permission to release it publicly. ITA professionals who have access to your success information have security clearances. They are accustomed to handling classified diplomatic cables and other media transmissions that contain sensitive information. ITA will not share individual success information with AIA.

c. Publicity and your success



American Institute of Architects
South Asia Trade Mission Program

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.

e. Optional information to share with AIA

In addition to the information you report to ITA, we would appreciate your helping us to keep track of the AIA's trade mission performance each quarter.

- Meetings with potential clients
- Meetings with potential architectural partners
- Issues focused on local code compliance
- Local advertising campaigns

3. Self-Certification

I certify that I am, that my company is, or that I or my company represents: (a) a United States citizen; (b) a corporation, partnership or other association created under the laws of the United States or of any State; or (c) a foreign corporation, partnership, or other association, more than 95 percent of which is owned by persons described in (a) and (b) above; AND I am, my company is, or the entity I or my company represents is, exporting, or seeks to export goods or services produced in the United States, or goods or services that contain at least 51 percent U.S. content.

I understand that this certification is a requirement to participate in the MDCP project activity described above and that an intentionally false certification may result in termination of participation in such activity.

Information provided to the ITA is intended solely for internal use. ITA will protect business confidential information to the full extent permitted by law and Administration policy. U.S. law prohibits U.S. government employees from disclosing trade secrets.

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

Company name

Email/Phone

Address

Name

Title


Date

Signature



American Institute of Architects
South Asia Trade Mission Program

"This page contains proprietary information, identified between brackets [], the release of which would cause competitive harm to ~~(the organization claiming proprietary treatment)~~." AIA "

 a. Budget for Project

The budget for project award periods and other worksheets are provided in this Part 3, Budget. They support and explain the figures reported on SF-424A, which is included in Part 1, Forms

b. Financial Systems

As shown on the budget for project award period, \$486,229 of the cash match is salary and benefits. This amount will be spread to \$117,991 in the first year, \$243,061 in the second year and \$125,177 in the third year. For AIA, this amount will be easily absorbed as part of the overall \$21,000,000 for salary and benefits. Projected income of \$180,000 over three years is much less than \$2,115,000, our estimated membership service revenue in 2011. In addition, we earned roughly \$9,637,000 in revenue for our 2011 convention. As you can see, this project is a small to medium sized project when compared with our convention or annual due revenues.

c. Other Financial Assistance Awards

The AIA has not received any Financial Assistance awards from the US Department of Commerce.

	A	C	D
1	Project Plan Tasks	Start	Finish
2	Develop Media Plan	8/1/12	8/15/12
3	Develop web content	8/1/12	8/15/12
4	Must include:		
5	Upload information to website	8/1/12	8/4/12
10	Publish application and requirements	8/16/12	9/15/12
12	Create briefing materials for November 2012 India trip	9/15/12	10/19/12
13	Training Meetings	9/15/12	11/4/12
14	Outreach to Indian Associations	8/1/12	10/20/12
15	Announcement of MDCP winner	7/1/12	
16	Submit MDCP reporting requirements	10/31/12	
17	WebEx meeting re: last minute updates	11/10/12	11/12/12
18	First trade mission to India which will include AIA outreach for AIA chapter development	11/13/12	11/18/12
19	Media story for India trip	12/15/12	
20	Update website with feedback and stories regarding the trip	1/1/13	
21	Submit MDCP reporting requirements	1/31/13	
22	2013 AIA National Convention where AIA will vote on AIA India chapter	6/20/13	6/23/13
23	Submit MDCP reporting requirements	4/30/13	
24	Submit MDCP reporting requirements	7/31/13	
25	Training Meetings	7/31/13	9/19/13
26	India/Sri Lanka Trip including second trip for AIA India chapter development	11/1/13	11/6/13
27	Submit MDCP reporting requirements	11/30/13	
28	Submit MDCP reporting requirements	1/30/13	
29	Launch AIA India chapter	4/15/13	
30	Submit MDCP reporting requirements	4/30/13	
31	AIA Convention in Chicago	6/26/14	6/28/14

Non-Personnel Direct Expenses
Activity-Specific Breakdown and Projected Funding Sources

Cat. #	Activity	Explanation & Calculation	Perdiem	Days	Sub	Airfare	Misc	Travelers	Tot	1st Year				2nd Year				3rd Year						
										Non-Fed Share			Fed Share	Non-Fed Share			Fed Share	Non-Fed Share			Fed Share	Non-Fed Share		
										Cash	Pgm Inc	Other		Cash	Pgm Inc	Other		Cash	Pgm Inc	Other				
h	i	j	k	l	m	n	o	p	q	r	s													
	2012 Project Lead travel for training sessions with interested applicants	Training to interested members in New York area. Train from DC for AIA staff to participate.	a 366	b 2	c=g*h 732	d 300	e 800	f 3	(c+d+e)*f 5,496	1,869	0	3,627	1,869	0	3,627	1,869	0	3,627						
	2013 Project Lead travel for training sessions with interested applicants	Training to interested members in San Francisco area. RT from Wash DC for AIA staff to participate in training.	251	2	502	350	700	3	4,656	1,552	0	3,104	1,552	0	3,104	1,552	0	3,104						
	2013 Project Lead travel for training sessions with interested applicants	Training to interested members in New York area. Train from DC for AIA staff to participate.	366	2	732	300	800	3	5,496	1,869	0	3,627	1,869	0	3,627	1,869	0	3,627						
	2013 Project Lead travel for training sessions with interested applicants	Training to interested members in San Francisco area. RT from Wash DC for AIA staff to participate in training.	251	2	502	350	700	3	4,656	1,552	0	3,104	1,552	0	3,104	1,552	0	3,104						
	Local transport to business mtgs. Every other day for half year or full year. Based on average round-trip taxi fare.		244	2	488	350	630	3	4,404	1,468	0	2,936	1,468	0	2,936	1,468	0	2,936						
							a	b	(a*b)	41	0	82	82	0	165	82	0	165						
TOTAL										29,493	0	9,750	0	9,832	0	0	0	0						

Non-Personnel Direct Expenses
Activity-Specific Breakdown and Projected Funding Sources

Cat. #	Activity	Explanation & Calculation	BUSINESS										1st Year			2nd Year			3rd Year				
			Per Diem a	Days b	Sub c-a*b	Class Interim d	Misc e	Travelers f	Tot (c+d+e)*f	Fed Share	Non-Fed Share		Fed Share	Non-Fed Share		Fed Share	Non-Fed Share						
											Pgm Inc	Other		Pgm Inc	Other		Pgm Inc	Other					
Travel (amt)	Trade Mission-- Trip to India	Trade Mission Advance from US to India ONLY Trade Mission Participation Income Total of \$90,000	0	1	0	3,000	200	3	9,600	3,200	0	6,400											
	Trade Mission-- Trip to India	New Delhi per diem	291	3	873	150	2450	21	72,933	24,311	30,000	18,622											
		Transportation from & within New Delhi				450		21	9,450	3,150		6,300											
		Chennai Per Diem	333	2	666	100	2,450	21	67,536	22,512	30,000	15,024											
		Transportation from & within Chennai				300		21	6,300	2,100		4,200											
		Mumbai Per Diem	515	3	1,545	150	2,450	21	87,045	29,015	30,000	28,030											
		Transportation from & within Mumbai				450		21	9,450	3,150		6,300											
		Trade Mission to India and Sri Lanka airfare to Mumbai only	5,000		0	5,000		3	15,000			5,000											
		Trade Mission Participation Income Total of \$90,000						18															
		Transportation from & within Hyderabad	387	3	1,161	150		21	3,150			1,050											
		Hyderabad per diem				2,450		21	75,831	25,277	30,000	20,554											
		Mumbai per diem	515	3	1,545	150	2,450	21	87,045	29,015	30,000	28,030											
		Transportation from & within Mumbai				450		21	9,450	3,150		6,300											
		Columbo per diem	220	2	440	2,450		21	60,690	20,230	30,000	10,460											
		Transportation from & within Chennai				406		21	8,526	2,842		5,684											
		Meeting with ALA members in India	291	4		5,000	200	1	6,364	2,121		4,243											
		Days Payment TRD								0		0											
		Launch of ALA India Chapter	291	3		5,000	200	1	6,073			2,024											
						0			0	0		0											
TOTAL						534,448			89,559	90,000	89,119				86,564	90,000	83,128			2,024	0	4,049	0

"This page contains proprietary information, identified between brackets [], the release of which would cause competitive harm to ~~(the organization claiming proprietary treatment)~~."

A.T.A.

Org.	Position	Project Work Description	% of time a	Ann Sal. b	Allocated Salary c=a*b	Ann. Increase d	Part. v. r. Adjust e	Cash			Non-Fed Share								
								Fed Share	In-Kind	Other	Fed Share	In-Kind	Other						
Explanation & Calculation								Pgm Inc	Other	In-Kind	Fed Share	In-Kind	Other	In-Kind					
								n	k	o	p	f	s						
				2,168,985	233,400			20,773	0	95,928	0	42,792	0	197,611	0	22,038	0	101,770	
<i>Domestic</i>																			

480,910

"This page contains proprietary information, identified between brackets [], the release of which would cause competitive harm to ~~(the organization claiming proprietary treatment)~~ "AIA".

Expenses		<u>INDIRECT</u>	<u>DIRECT</u>
Salaries	480,910		480,910
Fringe benefits @23%	110,609		110,609
Seminars, meetings, etc.	22,000		22,000
Travel	563,926		563,926
Contracted services	0		0
Postage, etc.	2,400		2,400
Rent, utilities, etc.	0	0	
Insurance	0	0	
Depreciation	0	0	
Total	1,179,845	0	1,179,845

Fringe Benefits Rate Calculation

Domestic

$$\frac{\text{Fringe benefits @23\%}}{\text{Salaries}} = \frac{110,609}{480,910} = 23.00\%$$

International

Average EU fringe benefits as a percentage of average US company fringe benefits 156.00%
 ("Employment Practices Comparison 2000", Organization for Economic Cooperation and Development, Paris (30 June 2001) at 37.)

a	b	c=a*b
156.00%	23.00%	35.88%

Indirect Cost Rate Calculation

$$\frac{\text{Indirect Costs}}{\text{Direct Costs}} = \frac{0}{1,179,845} = 0.00\%$$

"This page contains proprietary information, identified between brackets [], the release of which would cause competitive harm to (the organization claiming proprietary treatment) "AIA".

The American Institute of Architects & Affiliates

Year Ended December 31,	2010	2009
Statements of Activities		
Unrestricted activities		
Revenue and support	\$ 20,588,292	\$ 22,124,621
Publications and royalties	15,301,157	15,602,277
Membership dues	4,785,415	7,487,844
Professional development	5,346,203	5,572,441
Convention	2,931,320	3,896,609
Investment income - Note C	2,056,650	3,874,149
Building operations	2,115,818	2,008,084
Membership services	318,849	307,817
Other revenue	191,903	301,290
AIA 150	1,768,383	1,922,148
Net assets released from restriction	87,344,391	63,346,751
Expense		
Total unrestricted revenue and support		
Program services	11,148,093	12,200,860
Publications and royalties	7,420,666	4,944,886
Building operations	6,685,725	8,242,239
Membership services	4,975,641	4,670,934
Membership	3,894,372	4,315,297
Professional development	2,749,841	2,536,067
Public relations	2,654,951	2,112,008
Government affairs	2,183,339	2,496,526
Convention	546,602	3,534,368
Contributions	218,374	244,871
Scholarships	25,609	829,143
AIA 150	41,988,318	45,896,838
Total program services	11,801,725	11,086,477
Administrative and corporate	53,987,043	59,979,315
Total expense	3,747,330	6,393,436
Change in unrestricted net assets	241,106	1,022,891
Temporarily restricted activities		
Contributions	323,443	390,720
Investment income - Note C	(1,758,383)	(1,932,148)
Net assets released from restriction	(1,603,834)	(588,746)
Change in temporarily restricted net assets	73,153	89,692
Permanently restricted activities		
Contributions - scholarships	2,918,669	5,984,380
Change in net assets	19,789,753	13,865,373
Net assets, beginning of year	\$ 22,376,422	\$ 10,759,753

See notes to the consolidated financial statements.

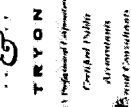
The American Institute of Architects & Affiliates

Year Ended December 31,	2010	2009
Consolidated Statements of Cash Flows		
Cash flows from operating activities		
Change in net assets	\$ 2,815,869	\$ 5,984,380
Adjustments to reconcile change in net assets to net cash provided by operating activities:		
Net gain on investments	(2,091,540)	(3,489,463)
Net gain on deferred compensation plan investments	(37,595)	(65,918)
Bad debt expense	(63,337)	61,531
Amortization of deferred publication costs	1,146,119	1,251,483
Amortization of debt issue costs	23,796	23,799
Depreciation and amortization of property and equipment	1,413,207	1,133,159
Loss on disposal of property and equipment	3,287,793	(86,892)
Permanently restricted contributions	(73,153)	(706,263)
Accounts receivable	94,313	3,894,721
Contributions receivable	3,894,721	(1,230,858)
Inventory	71,304	49,876
Prepaid expenses	(799,877)	387,983
Accounts payable and accrued expenses	(3,890,803)	3,140,804
Contributions payable	(469,089)	2,400,000
Deferred dues and other revenue	3,276,635	(1,458,312)
Deferred contract document revenue	(118,895)	(908,003)
Total adjustments	5,997,359	518,482
Net cash provided by operating activities	\$ 8,814,919	\$ 6,412,862
Cash flows from investing activities		
Net cash provided by operating activities	(1,587,466)	2,837,820
Net cash provided by operating activities	(1,174,797)	(1,304,838)
Purchases of publication development costs	189,228	(87,618)
Net cash used in investing activities	(5,539,352)	(2,854,670)
Purchases of property and equipment	(9,153,338)	(1,298,915)
Net cash used in investing activities	(9,153,338)	(1,298,915)
Cash flows from financing activities		
Net cash used in investing activities	(314,413)	60,692
Net cash used in investing activities	73,153	60,692
Permanently restricted contributions	(354,870)	(333,506)
Principal payments on note payable	(894,228)	(243,814)
Net cash used in financing activities	(1,145,849)	(4,900,133)
Net (decrease) increase in cash and cash equivalents	9,517,896	4,357,653
Cash and cash equivalents, beginning of year	\$ 8,072,138	\$ 8,217,806
Cash and cash equivalents, end of year	\$ 8,916,002	\$ 8,916,002

Supplemental disclosures of cash flow information
Cash paid during the year for interest

See notes to the consolidated financial statements.
Certain 2009 amounts have been reclassified for comparative purposes.

"This page contains proprietary information, identified between brackets [], the release of which would cause competitive harm to (the organization) AIA."



**Independent Auditor's Report
on the Consolidated Financial Statements**

To the Board of Directors
The American Institute of Architects & Affiliates

We have audited the accompanying consolidated statements of financial position of The American Institute of Architects & Affiliates (collectively referred to as the Institute) as of December 31, 2010 and 2009, and the related consolidated statements of activities and cash flows for the years then ended. These consolidated financial statements are the responsibility of the Institute's management. Our responsibility is to express an opinion on these consolidated financial statements based on our audits.

We conducted our audits in accordance with auditing standards generally accepted in the United States of America. Those standards require that we plan and perform the audits to obtain reasonable assurance about whether the consolidated financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the consolidated financial statements. An audit also includes assessing the accounting principles used and the significant estimates made by management, as well as evaluating the overall financial statement presentation. We believe that our audits provide a reasonable basis for our opinion.

In our opinion, the consolidated financial statements referred to above present fairly, in all material respects, the financial position of The American Institute of Architects & Affiliates as of December 31, 2010 and 2009, and the results of their operations and their cash flows for the years then ended, in conformity with accounting principles generally accepted in the United States of America.

Tate & Tryon
Washington, DC
April 13, 2011

Consolidated Statements of Financial Position

	2010	2009
Assets		
Cash and cash equivalents - Note B	\$ 6,072,138	\$ 9,217,666
Investments - Notes B & C	30,369,315	29,066,909
Accounts receivable, net of allowance (\$277,995 - 2010; \$177,995 - 2009)	1,362,036	1,345,012
Contributions receivable, net - Notes D & N	348,779	4,223,000
Inventory - Note E	276,432	1,526,236
Prepaid expenses and other assets	2,985,721	1,526,236
Deferred publication costs	3,160,057	3,173,476
Debt issue costs	381,931	71,276
Investments held for deferred compensation plan - Note F	288,334	456,038
Property and equipment - Notes G & H	13,824,087	11,685,234
Total assets	\$ 83,275,740	\$ 61,748,244
Liabilities and Net Assets		
Liabilities		
Accounts payable and accrued expenses	\$ 5,922,669	\$ 10,413,862
Contributions payable - Note N	2,054,060	2,140,000
Deferred dues and other revenue	13,158,276	9,190,000
Deferred contract document revenue	8,788,819	6,968,971
Notes payable - Notes G & H	12,084,384	12,468,234
Total liabilities	40,899,318	41,989,493
Net assets		
Unrestricted - Note J	17,228,461	13,478,101
Temporarily restricted - Notes I & J	4,244,890	5,482,824
Permanently restricted - Notes I & J	801,281	828,128
Total net assets	22,374,432	18,789,753
Commitments and contingencies - Note P		
Total liabilities and net assets	\$ 83,275,740	\$ 61,748,244

* See notes to the consolidated financial statements.

* Due to the 20 page limit on the budget, the notes referred to here are not submitted. Please advise us if you need to see the notes.

Application for Federal Assistance SF-424		
* 1. Type of Submission: <input type="checkbox"/> Preapplication <input checked="" type="checkbox"/> Application <input type="checkbox"/> Changed/Corrected Application	* 2. Type of Application: <input checked="" type="checkbox"/> New <input type="checkbox"/> Continuation <input type="checkbox"/> Revision	* If Revision, select appropriate letter(s): _____ * Other (Specify): _____
* 3. Date Received: 02/17/2012	4. Applicant Identifier: _____	
5a. Federal Entity Identifier: _____	5b. Federal Award Identifier: _____	
State Use Only:		
6. Date Received by State: _____	7. State Application Identifier: _____	
8. APPLICANT INFORMATION:		
* a. Legal Name: The American Institute of Architects		
* b. Employer/Taxpayer Identification Number (EIN/TIN): 53-0025930	* c. Organizational DUNS: 0551867460000	
d. Address:		
* Street1: 1735 New York Ave NW	Street2: _____	
* City: Washington	County/Parish: _____	
* State: DC: District of Columbia	Province: _____	
* Country: USA: UNITED STATES	* Zip / Postal Code: 20006-5209	
e. Organizational Unit:		
Department Name: _____	Division Name: _____	
f. Name and contact information of person to be contacted on matters involving this application:		
Prefix: Ms.	* First Name: Jessica	
Middle Name: _____	* Last Name: Salmoiraghi	
Suffix: _____	Title: Director Federal Relations	
Organizational Affiliation: _____		
* Telephone Number: 2026267398	Fax Number: _____	
* Email: jessicasalmoiraghi@aia.org		

Application for Federal Assistance SF-424

*** 9. Type of Applicant 1: Select Applicant Type:**

N: Nonprofit without 501C3 IRS Status (Other than Institution of Higher Education)

Type of Applicant 2: Select Applicant Type:

Type of Applicant 3: Select Applicant Type:

* Other (specify):

*** 10. Name of Federal Agency:**

Department of Commerce

11. Catalog of Federal Domestic Assistance Number:

11.112

CFDA Title:

Market Development Cooperator Program

*** 12. Funding Opportunity Number:**

ITA-MAS-OPCM-2012-2003089

* Title:

Market Development Cooperator Program 2012

13. Competition Identification Number:

2243137

Title:

14. Areas Affected by Project (Cities, Counties, States, etc.):

Add Attachment

Delete Attachment

View Attachment

*** 15. Descriptive Title of Applicant's Project:**

The AIA wants to develop a global international program which will help AIA members successfully gain international work. We are targeting India and Sri Lanka in this application.

Attach supporting documents as specified in agency instructions.

Add Attachments

Delete Attachments

View Attachments

Application for Federal Assistance SF-424	
16. Congressional Districts Of:	
* a. Applicant: <input type="text" value="DC-001"/>	b. Program/Project: <input type="text" value="DC-001"/>
Attach an additional list of Program/Project Congressional Districts if needed.	
<input type="text"/>	<input type="button" value="Add Attachment"/> <input type="button" value="Delete Attachment"/> <input type="button" value="View Attachment"/>
17. Proposed Project:	
* a. Start Date: <input type="text" value="07/01/2012"/>	* b. End Date: <input type="text" value="06/30/2015"/>
18. Estimated Funding (\$):	
* a. Federal	<input type="text" value="299,139.00"/>
* b. Applicant	<input type="text" value="700,706.00"/>
* c. State	<input type="text" value="0.00"/>
* d. Local	<input type="text" value="0.00"/>
* e. Other	<input type="text" value="0.00"/>
* f. Program Income	<input type="text" value="180,000.00"/>
* g. TOTAL	<input type="text" value="1,179,845.00"/>
* 19. Is Application Subject to Review By State Under Executive Order 12372 Process?	
<input type="checkbox"/> a. This application was made available to the State under the Executive Order 12372 Process for review on <input type="text"/>	
<input type="checkbox"/> b. Program is subject to E.O. 12372 but has not been selected by the State for review.	
<input checked="" type="checkbox"/> c. Program is not covered by E.O. 12372.	
* 20. Is the Applicant Delinquent On Any Federal Debt? (If "Yes," provide explanation in attachment.)	
<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	
If "Yes", provide explanation and attach	
<input type="text"/>	<input type="button" value="Add Attachment"/> <input type="button" value="Delete Attachment"/> <input type="button" value="View Attachment"/>
21. *By signing this application, I certify (1) to the statements contained in the list of certifications** and (2) that the statements herein are true, complete and accurate to the best of my knowledge. I also provide the required assurances** and agree to comply with any resulting terms if I accept an award. I am aware that any false, fictitious, or fraudulent statements or claims may subject me to criminal, civil, or administrative penalties. (U.S. Code, Title 218, Section 1001)	
<input checked="" type="checkbox"/> ** I AGREE	
** The list of certifications and assurances, or an internet site where you may obtain this list, is contained in the announcement or agency specific instructions.	
Authorized Representative:	
Prefix: <input type="text" value="Ms."/>	* First Name: <input type="text" value="Suzanne"/>
Middle Name: <input type="text"/>	
* Last Name: <input type="text" value="Bagheri"/>	
Suffix: <input type="text"/>	
* Title: <input type="text" value="Controller"/>	
* Telephone Number: <input type="text" value="2026267590"/>	Fax Number: <input type="text"/>
* Email: <input type="text" value="suzannebagheri@aia.org"/>	
* Signature of Authorized Representative: <input type="text" value="Suzanne Bagheri"/>	* Date Signed: <input type="text" value="02/17/2012"/>

BUDGET INFORMATION - Non-Construction Programs

SECTION A - BUDGET SUMMARY

Grant Program Function or Activity (a)	Catalog of Federal Domestic Assistance Number (b)	Estimated Unobligated Funds		New or Revised Budget		Total (g)
		Federal (c)	Non-Federal (d)	Federal (e)	Non-Federal (f)	
1. MDCP	11.112	\$	\$	299,139.00	880,706.00	1,179,845.00
2.						
3.						
4.						
5. Totals		\$	\$	299,139.00	880,706.00	1,179,845.00

SECTION B - BUDGET CATEGORIES

6. Object Class Categories	GRANT PROGRAM, FUNCTION OR ACTIVITY				Total (5)
	(1)	(2)	(3)	(4)	
	MDCP	N/A	N/A		
a. Personnel	\$	85,602.00	\$	395,308.00	\$ 480,910.00
b. Fringe Benefits		19,688.00		90,921.00	110,609.00
c. Travel		188,049.00		375,877.00	563,926.00
d. Equipment		0.00		0.00	
e. Supplies		800.00		1,600.00	2,400.00
f. Contractual		5,000.00		10,000.00	15,000.00
g. Construction					
h. Other		0.00		7,000.00	7,000.00
i. Total Direct Charges (sum of 6a-6h)		299,139.00		880,706.00	\$ 1,179,845.00
j. Indirect Charges					\$
k. TOTALS (sum of 6i and 6j)	\$	299,139.00	\$	880,706.00	\$ 1,179,845.00
7. Program Income	\$		\$	180,000.00	\$ 180,000.00

Authorized for Local Reproduction

Standard Form 424A (Rev. 7-97)
Prescribed by OMB (Circular A -102) Page 1A

SECTION C - NON-FEDERAL RESOURCES

(a) Grant Program	(b) Applicant	(c) State	(d) Other Sources	(e) TOTALS
8. MDCP	\$ 880,706.00	\$	\$	\$ 880,706.00
9.				
10.				
11.				
12. TOTAL (sum of lines 8-11)	\$ 880,706.00	\$	\$	\$ 880,706.00

SECTION D - FORECASTED CASH NEEDS

Total for 1st Year	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter
13. Federal	\$	\$	\$	\$
14. Non-Federal	\$	\$	\$	\$
15. TOTAL (sum of lines 13 and 14)	\$	\$	\$	\$

SECTION E - BUDGET ESTIMATES OF FEDERAL FUNDS NEEDED FOR BALANCE OF THE PROJECT

(a) Grant Program	FUTURE FUNDING PERIODS (YEARS)			
	(b) First	(c) Second	(d) Third	(e) Fourth
16. mDCP	\$ 122,740.00	\$ 147,069.00	\$ 29,331.00	\$
17.				
18.				
19.				
20. TOTAL (sum of lines 16 - 19)	\$ 122,740.00	\$ 147,069.00	\$ 29,331.00	\$

SECTION F - OTHER BUDGET INFORMATION

21. Direct Charges:	
22. Indirect Charges:	
23. Remarks:	

Authorized for Local Reproduction

ASSURANCES - NON-CONSTRUCTION PROGRAMS

Public reporting burden for this collection of information is estimated to average 15 minutes per response, including time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding the burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to the Office of Management and Budget, Paperwork Reduction Project (0348-0040), Washington, DC 20503.

PLEASE DO NOT RETURN YOUR COMPLETED FORM TO THE OFFICE OF MANAGEMENT AND BUDGET. SEND IT TO THE ADDRESS PROVIDED BY THE SPONSORING AGENCY.

NOTE: Certain of these assurances may not be applicable to your project or program. If you have questions, please contact the awarding agency. Further, certain Federal awarding agencies may require applicants to certify to additional assurances. If such is the case, you will be notified.

As the duly authorized representative of the applicant, I certify that the applicant:

1. Has the legal authority to apply for Federal assistance and the institutional, managerial and financial capability (including funds sufficient to pay the non-Federal share of project cost) to ensure proper planning, management and completion of the project described in this application.
2. Will give the awarding agency, the Comptroller General of the United States and, if appropriate, the State, through any authorized representative, access to and the right to examine all records, books, papers, or documents related to the award; and will establish a proper accounting system in accordance with generally accepted accounting standards or agency directives.
3. Will establish safeguards to prohibit employees from using their positions for a purpose that constitutes or presents the appearance of personal or organizational conflict of interest, or personal gain.
4. Will initiate and complete the work within the applicable time frame after receipt of approval of the awarding agency.
5. Will comply with the Intergovernmental Personnel Act of 1970 (42 U.S.C. §§4728-4763) relating to prescribed standards for merit systems for programs funded under one of the 19 statutes or regulations specified in Appendix A of OPM's Standards for a Merit System of Personnel Administration (5 C.F.R. 900, Subpart F).
6. Will comply with all Federal statutes relating to nondiscrimination. These include but are not limited to: (a) Title VI of the Civil Rights Act of 1964 (P.L. 88-352) which prohibits discrimination on the basis of race, color or national origin; (b) Title IX of the Education Amendments of 1972, as amended (20 U.S.C. §§1681-1683, and 1685-1686), which prohibits discrimination on the basis of sex; (c) Section 504 of the Rehabilitation Act of 1973, as amended (29 U.S.C. §794), which prohibits discrimination on the basis of handicaps; (d) the Age Discrimination Act of 1975, as amended (42 U.S.C. §§6101-6107), which prohibits discrimination on the basis of age; (e) the Drug Abuse Office and Treatment Act of 1972 (P.L. 92-255), as amended, relating to nondiscrimination on the basis of drug abuse; (f) the Comprehensive Alcohol Abuse and Alcoholism Prevention, Treatment and Rehabilitation Act of 1970 (P.L. 91-616), as amended, relating to nondiscrimination on the basis of alcohol abuse or alcoholism; (g) §§523 and 527 of the Public Health Service Act of 1912 (42 U.S.C. §§290 dd-3 and 290 ee- 3), as amended, relating to confidentiality of alcohol and drug abuse patient records; (h) Title VIII of the Civil Rights Act of 1968 (42 U.S.C. §§3601 et seq.), as amended, relating to nondiscrimination in the sale, rental or financing of housing; (i) any other nondiscrimination provisions in the specific statute(s) under which application for Federal assistance is being made; and, (j) the requirements of any other nondiscrimination statute(s) which may apply to the application.
7. Will comply, or has already complied, with the requirements of Titles II and III of the Uniform Relocation Assistance and Real Property Acquisition Policies Act of 1970 (P.L. 91-646) which provide for fair and equitable treatment of persons displaced or whose property is acquired as a result of Federal or federally-assisted programs. These requirements apply to all interests in real property acquired for project purposes regardless of Federal participation in purchases.
8. Will comply, as applicable, with provisions of the Hatch Act (5 U.S.C. §§1501-1508 and 7324-7328) which limit the political activities of employees whose principal employment activities are funded in whole or in part with Federal funds.

Applicants should also review the instructions for certification included in the regulations before completing this form. Signature on this form provides for compliance with certification requirements under 15 CFR Part 28, 'New Restrictions on Lobbying.' The certifications shall be treated as a material representation of fact upon which reliance will be placed when the Department of Commerce determines to award the covered transaction, grant, or cooperative agreement.

Statement for Loan Guarantees and Loan Insurance

LOBBYING

The undersigned states, to the best of his or her knowledge and belief, that:

As required by Section 1352, Title 31 of the U.S. Code, and implemented at 15 CFR Part 28, for persons entering into a grant, cooperative agreement or contract over \$100,000 or a loan or loan guarantee over \$150,000 as defined at 15 CFR Part 28, Sections 28.105 and 28.110, the applicant certifies that to the best of his or her knowledge and belief, that:

In any funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with this commitment providing for the United States to insure or guarantee a loan, the undersigned shall complete and submit Standard Form-LLL, 'Disclosure Form to Report Lobbying,' in accordance with its instructions.

(1) No Federal appropriated funds have been paid or will be paid, by or on behalf of the undersigned, to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress in connection with the awarding of any Federal contract, the making of any Federal grant, the making of any Federal loan, the entering into of any cooperative agreement, and the extension, continuation, renewal, amendment, or modification of any Federal contract, grant, loan, or cooperative agreement.

Submission of this statement is a prerequisite for making or entering into this transaction imposed by section 1352, title 31, U.S. Code. Any person who fails to file the required statement shall be subject to a civil penalty of not less than \$10,000 and not more than \$100,000 for each such failure occurring on or before October 23, 1996, and of not less than \$11,000 and not more than \$110,000 for each such failure occurring after October 23, 1996.

(2) If any funds other than Federal appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a member of Congress in connection with this Federal contract, grant, loan, or cooperative agreement, the undersigned shall complete and submit Standard Form-LLL, 'Disclosure Form to Report Lobbying,' in accordance with its instructions.

(3) The undersigned shall require that the language of this certification be included in the award documents for all subawards at all tiers (including subcontracts, subgrants, and contracts under grants, loans, and cooperative agreements) and that all subrecipients shall certify and disclose accordingly.

This certification is a material representation of fact upon which reliance was placed when this transaction was made or entered into. Submission of this certification is a prerequisite for making or entering into this transaction imposed by section 1352, title 31, U.S. Code. Any person who fails to file the required certification shall be subject to a civil penalty of not less than \$10,000 and not more than \$100,000 for each such failure occurring on or before October 23, 1996, and of not less than \$11,000 and not more than \$110,000 for each such failure occurring after October 23, 1996.

As the duly authorized representative of the applicant, I hereby certify that the applicant will comply with the above applicable certification.

* NAME OF APPLICANT

The American Institute of Architects

* AWARD NUMBER

11.112

* PROJECT NAME

AIA South Asia Trade Mission

Prefix:

* First Name: Suzanne

Middle Name:

* Last Name: Bagheri

Suffix:

* Title: Controller

* SIGNATURE:

Suzanne Bagheri

* DATE:

02/17/2012