



EXECUTIVE SUMMARY

Applicant: Entity Name: US-China Environmental Education Foundation, Inc. (UCEEF)
Address: 239 New Road Bldg A. Suite 322, Parsippany, New Jersey 07054 U.S.A.
Website: www.uceef.org
Telephone: 973-396.2680

Industry: Primary: Environmental Product Manufacturers (residential and industrial)
Secondary: U.S. Standard Procedures for use by Chinese Institution/Organization

Specific Foreign Market Targeted: People's Republic of China (China)

Market Size: \$1,200 billion (to year 2020)

US Market Share: \$120 Billion (assume 10% of the Market Size)

Project Period: 4 years

Project Exports: \$51,832,500

Post-Project Exports: \$127,364,950

Federal Share: \$299,107.00

Match: \$907,280.00

Project Description:

The proposed project, **Environmental Product O2O Platform**, is expected to create/sustain US jobs by increasing environmental product exports to China; help current exporters to expand to more markets, and assist US firms to participate in China trade shows. With the help of an MDCP award UCEEF plans to develop a web based platform, **Environmental Product O2O Platform**, to promote the sale and use of US made environmental products which will significantly help small and medium size US companies expand their sales into China, the one of the largest environmental markets in the world UCEEF's focus is on providing export assistance locally in China and helping small and medium US businesses to complete the product sales process. This platform will be subcategorized under *Industrial Application, Domestic Application*. It will be focused on Environmental equipment and instrumentation for industrial processes, wastewater treatment plants, ambient air and stack monitoring, and remediation of soil, groundwater, sediment and air, to household equipment/products such as mask purifiers, air particulate purifiers, water purifiers, etc. This platform will also take the guess work out of: duty tax support from local governments; assist with import and export documentation; product shipment; and invoice and payment transactions. UCEEF as the sole US agent for the China International Environmental Protection Expo and Conference (CIEPEC) will also engage US firms to attend China trade shows.

ITA and Other Federal Collaborators:

Jay Biggs, FCS, DOC; Jiangyao Zhang, FCS, DOC; Amy Kreps ITA, DOC; Ryan Hollowell DOC Export Assistance Center in NJ; Kelly Holloway, Export Assistance Center in Oregon.



1. BACKGROUND:

US-China Environmental Education Foundation, Inc. (UCEEF) an IRS certified 501(c)(3) corporation, was formed by a group of US corporation executives of environmental industry who have been involved in each phase of exporting related U.S. products, technologies and services to China.

Through years of in-country, practical experience, often with painful lessons learned along the way, we have realized that US and China have a significant differences in business culture, regulations, and currency controls that is very difficult for US small and medium sized environmental product manufacturers to make successful sales in China, if there is no local technical (pre-sales Q&A and after sales services)/export and import/currency handling support.

The situation is, US small and medium sized companies provide quality environmental products. With a matured environmental equipment market in USA, small to medium sized companies are facing challenges to sustain or grow their business. On the contrary, China has a huge market for environmental products both for public/ industrial sectors and for house-hold uses, but the industry is still in its infancy. What's missing is a bridge that connects the two sides. It becomes clear that European countries and Asian countries, Japan and South Korea for example, are racing with other to build their bridges, and we cannot afford to lose this window of opportunity. UCEEF is at a unique position to contribute to capturing of this opportunity.

With the help of an MDCP award UCEEF plans to develop a web based system, ***Environmental Product O2O Platform***, to provide online and offline services to US small and medium sized companies to promote the sale and use of US made environmental products which will significantly help US companies expand their sales into China, one of the largest environmental markets in the world and increase of the employment in US. This system will not only aid in the expansion of their business through market promotion but take the guess work out of: duty tax support from local governments; assist with import and export documentation; help with product shipment; and invoice and payment transactions. The proposed ***Environmental Product O2O Platform*** will also establish the value added pre-sales and after sales technical supports to the companies who have the needs on this.

With this platform, Chinese end users can purchase quality products with reliable performance. This is a key differentiator because of the lack of quality control in Chinese environmental market. The development of the O2O platform will capitalize on an opportunity, compete more effectively with European and Asian competitors, to provide reliable and trustworthy products with USA brands, that both government and ordinary people will be able to shop with confidence.

UCEEF staff has the required experience for the delivery of environmental related products from US to China that covers: marketing and sales of US made industrial and household products in China and complete import/export transaction services, as well for equipment/products forwarding requirements.

In addition, our proposed staff have provided: pre-sales consultancy and after sales services for US manufacturers to Chinese end users; product installation, operation, and maintenance training from US manufacturers to Chinese end users; and project system integration for Chinese end user to source US made products.

Furthermore, UCEEF has won commitments from US companies and state export agencies to support this project (See table in Section 6). To add on to the effort, we have received backing from the Chinese organizations (See table in Section 6) to bring quality US made environmental products to China.

UCEEF is at a unique position to have gathered the talents from both US and China. With these talents UCEEF is more ready than any other companies to develop the O2O platform, to source qualified and appropriate environmental products from the US, to create a bilingual technical support group locally in China dedicated to serve the products listed on the website, and to line up the export/ import support



US-China Environmental Education Foundation, Inc.

service to the companies we are partnering with. UCEEF will also provide assistance to negotiate with the transportation companies for better rates for the small and medium sized companies to reduce their export costs. In addition, we are also in the position to help US exporters deal with Chinese/USD foreign currency handling.

1.1 Demand for Environmental Products in China

With the rapid growth in GDP, China has been sacrificing its natural resources, ecology and living environment. The quality of its air, water, and land has been dramatically degraded. Environmental products, both for public/industrial application, and household use are in huge demand across the country. This demand for quality products covers air, water, and environmental safety.

The development of China's environmental industry started in the 1970s. However, the environmental protection industry in China has never been a mainstream industry, because China's financial resources are controlled by the central government agencies. As a result, Chinese made environmental products, both in quality and function, are lagging behind the pace the current demand in the market requires.

Compared with China, US environmental products are about 30 years ahead of China. US environmental products, both for industrial/public projects and household application, are well respected in China by potential end users. Nevertheless, this gap can be quickly narrowed due to the focused effort from the Chinese central government as well as the help from European countries and Asian countries including Japan and South Korea.

With the right approach and a coherent effort by UCEEF with its partners both in US and in China, we believe we can capture this window of opportunity and, as a result, US environmental products will be able to take about 10% of the market share in China.

1.1.1 Demand for Public and Industrial Environmental Product

China's demand for environmental pollution monitoring instrumentation and control equipment has grown at a very fast pace since the 1970's. In the next five years, both production and demand will continue to grow. China is facing severe environmental problems stemming from its overuse of natural resources, dense population, rapid industrial growth, heavy reliance on coal, outdated technology, under-priced water and energy, and insufficient infrastructure.

Realizing the challenges that China is facing for the basic living needs, e.g., clean air, water, and land, the Chinese central government issued an Air Action Plan in 2013 and a Water Action Plan in 2015. A Land Conservation Action Plan is under development and is expected to be issued in 2017. In addition, at the end of 2014, China's People's Congress modified its existing Environmental Law so that the penalty for environmental violation is severe. The most powerful action is that when the central government evaluates a local governor's performance, the protection of the environment is factored into the performance of every management position. All these urgent actions from the central government have created huge needs for environmental products in the public/industrial sectors for compliance with the law and for the environmental regulatory agencies to enforce the law.

The Action Plan for Air Pollution Control was released in 2013 with modification in 2016. The action plan has originally called for 1.7 trillion yuan (\$289 billion) to be invested in air pollution controls over the next five years. With the modification in 2016, more investment for air cleanup has been put in place.

The Action Plan for Water Pollution Prevention and Control, issued April 2015, calls for an estimated 5.7 trillion yuan (\$920 billion) package in place, that will be implemented to reduce pollution discharges, improve drinking water safety, and promote eco-friendly industries. It covers water supply, wastewater treatment, industrial water treatment, and water reuse. The action plan seeks to improve the quality of



US-China Environmental Education Foundation, Inc.

water in China's seven major river valleys and coastal areas so that 70 percent is "good" by 2020 and over 75 percent of the water is "clear" by 2030.

The Chinese government has completed the long process of drawing up its 13th Five-Year Plan. This crucial document set targets and guidelines spanning a range of social, economic and environmental issues and informing Chinese policymaking for the period from 2016 to 2020. The Plan is to be approved in March 2016, right at the time when we develop this proposal for MDPC grant assistance. Environmental protection has been positioned as the very top priority in this five-year plan development.

1.1.2 Demand for Household Environmental Products

Rapid degradation of environmental conditions has caused huge concerns for the residents in China. Polluted water, smog, unsafe food because of land pollution, all make residential households look for reliable and functional household products. It is hard in Beijing to find a household that does not use a small water purifier. More and more households are looking for air purification systems for their apartments or homes as well. This was reflected by a news report that "Three Father", a small start up to develop an air purifier in Beijing, had successfully pooled 10 million Chinese Yuan from small investors through an online platform within 29 days! (http://news.ifeng.com/a/20141029/42324806_0.shtml)

As for whether the US products are competitive in China market, the following data tells story, which was obtained through Baidu search:

(http://zhidao.baidu.com/link?url=9dysQorKtJxs7rUaMO_spZYvzpYK64Gp4Qi68z_PENFvf8dpG3Jwy9RbjqMF1jTb5mj0uHC2nL0i_kEYifnGLQdAmhgpquExBPfqWNZqtgS)

In May 2015, a survey showed that the market shares of air purifiers in China are 45%, 35% and 20% for European/American companies, Japanese/Korean companies and local companies in China, respectively. Among the 45% market share of European/American, US products Blueair (Chicago, IL) and Austin (Buffalo, New York) are the two major products liked by Chinese consumers.

It is evident that US products for residential use have already gain brand recognition and the local consumers have accepted higher prices for proven quality. It is also evident that US companies are facing fierce competition from firms in Europe, typically German, as well as from Asia such as Japan and South Korea. A coherent effort brought by the O2O project proposed by UCEEF will no doubt help companies in US, especially those small to mid-sized companies, to have a platform to compete for a fair share of a huge market. The opportunity is historic. The time is urgent. The connections have already been built. By increasing US environmental exports to China, US companies will not only expand their market, but will also help raise China's living standards.

1.2 Third-Country Competitors

With the huge environmental product markets in China and the limited market room in their domestic countries, European firms are the most active foreign players in China. The EU provides funds to Chinese government agencies, research institutes with joint-research products, to introduce EU's environmental products into China market. European countries also adopt teaming alliances, to form consortiums to increase the capability to provide total environmental solutions to China public/private sector clients.

Among the EU countries, German's products have received special esteem because of their high quality, durability, and after sales services. In neighboring countries, Korea is replacing Japan's position with dramatically increased sales.

US products are facing the challenge not only due to different business cultures, but also from European and Asian companies.



1.3 Other Competitors

UCEEF has performed an exhaustive search to evaluate the potential for other platforms of a similar nature already available in China. ALIBABA while providing a platform for environmental equipment sales, it only focuses on equipment manufacturers from China, Hong Kong, Vietnam and India. Obviously some US companies maintain their own web sites that can be found during normal key word searches in search engines such as Google but few if any are specifically directed to the Chinese markets. UCEEF did not find any other comprehensive platform for direct sales of US made environmental equipment that approaches as UCEEF proposed in this proposal.

2. PROJECT DESCRIPTION

The proposed project is expected to create/sustain US jobs by increasing qualified environmental product exports to China; help current exporters to expand to more markets, and assist US firms to participate in China trade shows. To reach our export goals, UCEEF will lead the efforts to develop a platform to:

- Catch up with the historical wave of environmental protection in the country with 1.4 billion people and capture the largest ever opportunity in US environmental products recognition in China. Although the US firms has gained preliminary success in exporting environmental products, the channel can be further broadened to include more US companies and take more market share. This can be accomplished by UCEEF's coordination of a coherent effort through ITA, UCEEF, US companies and a long list of Chinese entities that have direct influence on Chinese government as well as Chinese consumers.
- UCEEF's focus is on providing export assistance locally in USA and China and helping small and medium US businesses to complete the product sales process. These small and medium sized US companies are hardly afford to market their products in China due to high business development investment costs, lack of Chinese business acumen or lack of business contacts. UCEEF will establish and promote a US environmental product sale mechanism in China that provides quality products which are reliable from a credible source.

This proposal presents a multi plan approach for the purpose of:

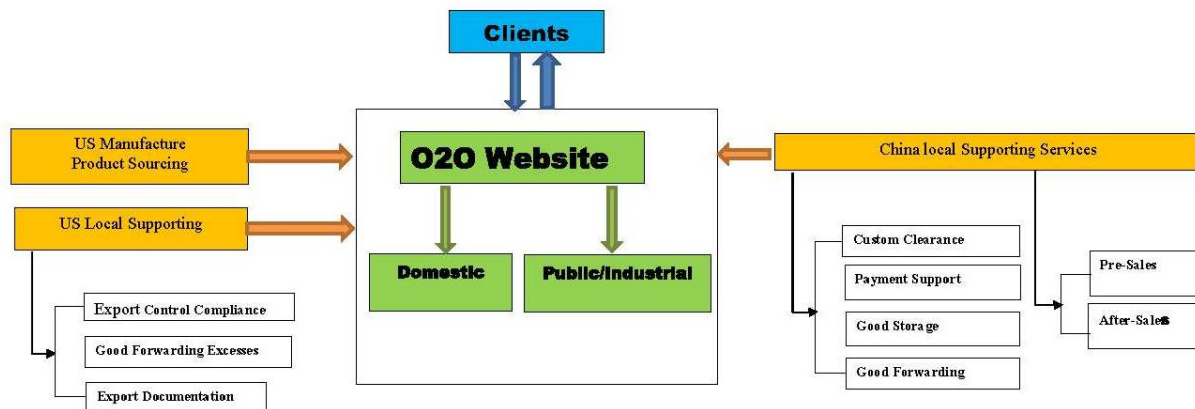
1. Developing an infrastructure of Online to Offline (O2O) platform, for introducing US environmental technologies and products to China.
2. Creating product sourcing and qualification mechanism in the US. Establish an on-line US environmental product database that will be uploaded to the O2O platform, which will be tailored to interests of local consumers, companies and Chinese public organizations.
3. Developing local (in China) import custom clearance assistance capability, establish payment coordination with foreign currency control knowledge and provide cost-effective good storage and good forwarding services to the exporters listed on the O2O Platform.
4. Developing technical support capabilities for pre-sales and after-sales service.
5. Developing export assistance support in the US that including but not limited to: export control compliance, export documentation requirement, and good forwarding excesses.

The equipment and products that will be selected and uploaded to this O2O platform are categorized as

- household application
- public/industrial application

The proposed program will involve the participations by public agencies and private companies, both from the US and China, that will support this successful project. .

The figure below provides an understanding of the proposed O2O Platform approach.



2.1 Project Approach

The Environmental Product O2O Platform will be developed through a multi-step approach, which is detailed below, from Plan 1 to Plan 5. These plans can be carried out simultaneously.

Plan 1 - Develop an Online to Offline (O2O) platform infrastructure that can host the product database and have the function of performing the commercial transactions of US environmental products to China

Purpose of Plan 1:

Create a website based infrastructure that can provide reliable, dependable, sales platform to China's household consumers, companies and Chinese government agencies to source reputable US environmental products and complete their purchase with the most cost-effective, transparent, and worry-free sales transaction capability.

How to develop this O2O Platform infrastructure

The infrastructure of proposed Environmental Product O2O platform will be supported by SDL's existing platform, where minimum changes will be made for a fast launch with controlled cost.

As a result, a front end website will be established that is built upon the database of US environmental products. Based on different requirements on household products and industrial products, the pre-sale and after-sale services can be different. To meet the different needs, this website shall provide selectable services according to the category of product, which will then be linked with offline services, thus an end to end transaction, from pre-sale consultation, to purchasing, then to after-sale service can be completed with entirety.

Once the site is launched, in order that our site will be found by companies and consumers in China we will: 1) submit the site to the following search engines: Google, Bing, Yahoo, Baidu, 360 Search, Alicloud and Sogou; 2) use Meta Description Tags on each page of the site. Meta descriptions are HTML attributes that provide concise explanations of the contents of web pages, Meta descriptions are commonly used on search engine result pages (SERPs) to display preview snippets for a given page; 3) advertise in local newspapers and trade journals; 4) promote the web site at China and US trade shows; 5) meet with China remediation companies to a) promote the web site and b) promote US manufactured environmental equipment, and 6) develop social media pages on Facebook, Instagram, and in China Weibo (a Chinese Facebook with 200 million active users) and WeChat (with 650 million active users).



US-China Environmental Education Foundation, Inc.

Sales will be managed directly through the web site. Local businesses and individuals will have the ability to purchase equipment directly through the web site. Once payment is made on the site, the equipment manufacturer will be contacted to ship the requested material. On a monthly basis UCEEF will pay the US vendor based on agreed upon remuneration for the product. The vendors can ship directly or seek assistance from UCEEF if a freight forwarder is required. UCEEF has arranged with Trans World Freight System Corp. to assist as our freight forwarder (Please see the commitment letter attached after the cost proposal).

How to maintain the O2O Platform Infrastructure

The developed Environmental Product O2O Platform infrastructural will be monitored, maintained and updated on a regular basis, so that the platform will run smoothly, new products will be uploaded as they are approved, and newly identified support needs will be developed and built into the platform.

Plan 2 - Create product sourcing and qualification mechanism for Product to be carried on at this O2O Platform; develop product data base

Purpose of Plan 2

The purpose of Plan 2 is to create a product sourcing and qualification mechanism in the US. Establish an on-line US environmental product database that will be uploaded to the O2O platform, which will be tailored to interests of local consumers, companies and Chinese public organizations.

How to develop this capability

The sourcing process will be carried out by a joint effort between a US expert team and a Chinese expert team with two-way approach:

- The Chinese experts will provide China market environmental product intelligence to the US experts. Based on this, the US team will reach out to US manufacturers to source the environmental products that best fit the Chinese market. These products' information will intern be passed back to the China team. A confirmation evaluation will be conducted. The confirmed products will then be the candidates to be listed on this O2O platform.
- The US team will reach out to small to medium sized company through expo/conference, associations' recommendation and reach out, as well as state agencies' suggestion. The information of the products will be sent to China team for evaluation. The confirmation will be sent back to US team. The confirmed products will been be the candidates to be listed on this O2O website platform.

The collaboration between UCEEF's US experts and the China experts will ensure the chosen US products are needed in China, reliable and dependable and of high quality.

The narrative below further details the approach for product sourcing activities.

1. UCEEF will reach out to the 700 plus US companies who completed the USETV program to invite these companies to participate in the O2O Platform. UCEEF has recently signed an agreement with the Chinese Research Academy of Environmental Sciences, who is the environmental technical supporting organization to China's MEP and the Technical Chair of Environmental Technology Verification Program (China ETV) for China, to be the US organization with the ability to introduce USETV products and technologies to China in order to receive co-ETV recognition in China. This will allow US companies to market their equipment as being verified by the Chinese government.



US-China Environmental Education Foundation, Inc.

2. UCEEF proposes to source products using the following processes:

- Seek cooperation with USEPA and USDOC to select products for China that have been listed in the EPA/DOC jointly developed tool-kit. UCEEF already had a discussion with the DOC ITA Senior Environmental Specialist and has received encouraging comments on this approach. UCEEF is reaching out to USEPA to seek their support as well.
- UCEEF will reach out to small and medium sized businesses through state commercial agencies and DOC Regional Export Assistance Centers. UCEEF has shared the concept of this O2O platform with the State of Oregon, State of New Jersey, State of Colorado, and DOC Regional Export Support Center in New Jersey and Oregon. All of the mentioned agencies have provided active and positive feedback to UCEEF's proposal.
- UCEEF will attend environmental trade shows in China and in US to promote the O2O platform and to identify needed US environmental equipment. UCEEF as the sole US agent for the China International Environmental Protection Expo and Conference (CIEPEC) will also engage US firms to attend China trade shows with the expectation that UCEEF will double the attendance by US firms at the next conference in 2017.
- UCEEF will market Chinese remediation firms and local EPBs to expand the adoption of our services and to stay in forefront of local remediation requirements and trends.
- At the individual consumer segment UCEEF through the use of the Sailhero storefront will be able to provide insight into local consumer needs and potentially provide feedback to US manufacturers on what features the Chinese consumer is looking for on their products.

In a nutshell, UCEEF's O2O platform shall further the effort pioneered by US DOC's Export.gov by providing export/import assistance at the China side thus making an end-to-end bridge between the two countries. At the first stage – Year one of the project year, UCEEF will contact the selected domestic state offices to choose 30 products. Each of the selected companies will receive an invitation letter to place their product(s) into the O2O website, available for Chinese market, and to share an upfront cost for China market penetration. At the first step, the category list provided in the Environmental Solutions Exporter Portal will be used (example provided in Section 7). This list will be refined and updated by the statistics obtained from Chinese clients in a yearly manner. More states can get selected and more products can be chosen as the O2O project makes a successful debut.

Plan 3 Develop supporting capability in USA for export assistance

The export of products from the US to China involves not only the quality of product production but also the knowledge of export procedures. Based on UCEEF Director's experience the following issues would be a barrier within the US for small and medium sized companies of considering exporting their products to China:

- Intellectual Property Rights (IP) protection in China.
- USDOC Export Control compliance
- Documentations compliance which is required in China
- Good Forwarding and Shipment arrangement

UCEEF has the knowledge and capability to provide these additional services to small and medium sized US companies if needed. We are in a position to negotiate with international shippers for US and International, such as FedEx/UPS and Shun Feng Express in China, for better rates which the environmental product exporters can enjoy.



US-China Environmental Education Foundation, Inc.

With the award from USDOC for this project, UCEEF will be in a better position to cooperate with the US Embassy in Beijing and China MEP to extend the maximum possibility for providing US environmental exporter's IP protection.

Plan 4 Further develop local (in China) import assistance capability

Purpose

US and China differences in business culture and regulatory systems dealing with import/export, currency control, tax and tariff systems etc., are impediments to small and medium sized US companies attempting to complete smooth sales transactions in China, without local intelligence to support. UCEEF will further enhance these services, to provide assistance to the US exporters so that a smooth sales transaction can be completed in a timely manner.

How to

UCEEF will further develop our capability that covers but not limited to:

- customs clearance
- tax and tariff consultation
- good forwarding and shipment arrangements inside China
- storage
- payment processing
- purchase order clarification

UCEEF will use our long term import business partners in China to provide these services to exporters when they need the service and assistance.

Plan 5 Develop technical support capabilities for pre-sales and after-sales service

Purpose

This is a key factor in making a successful sale transaction in China. Chinese buyer's questions need to be answered accurately and in a timely manner. Also, with the physical distance between US and China, the after sales service ranks as the top factor when Chinese consider buying a foreign product. To lessen these concerns and to help the US increase their environmental product exports, it is very important to develop the technical bilingual support capabilities locally in China.

In order to establish our China local technical support capabilities, envision of near term and long term needs for the technical capacity, UCEEF will team with Chinese institutions, to incubator the needed technical intelligence at two levels

High-level technical support

High-level technical support personnel will be in a technical management position to provide solutions as required. When the MDCP is awarded, UCEEF is planning to team with School of Environment, Tsinghua University to identify and train Tsinghua undergraduate student to fill these positions.

SOE has committed to participate in this program if UCEEF receives the awards.

Operation-level technical support

Operation-level technical support will be involved in daily O2O operations. Staff in the operation-level position needs to have bilingual capability for communication between US manufactures and Chinese buyers. The operation-level technical staff also needs to be trained to understand the line of products so that can help to make the sales happen. If UCEEF receives the MDCP award, UCEEF is planning to team



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with Chinese vocational high school, for example Beijing Huangzhuang Vocational High School, to train students for the operation-level technician position.

Huangzhuang Vocational High School already teaches courses for student focusing on E-Commerce. The school expressed strong interest to join UCEEF if receives the award. The school wishes to establish cooperative relationship with UCEEF to train professional personnel especially for UCEEF's O2O Environmental Product Program.

2.2 Project Timeline

The proposed project delivery schedule is provided in the below table and the figure- project time line:

Year	Month	Activity
2016	Nov	Kick off meeting with ITA in Washington Develop and Launch beta Website
	Dec	Conduct Telecons with US Companies for inclusion in Database Develop and Launch beta Website Meet with China Cooperators, EPBs and others Beijing, Shenyang
2017	Jan	Quarterly Meeting/Report ITA Conduct Telecons with US Companies for inclusion in Database Develop and Launch beta Website Develop Project Brochure Meet with Oregon Export Agency
	Feb	Develop and Launch beta Website Develop Project Brochure
	Mar	Develop and Launch beta Website Identify Forwarding Service Company, Customs Clearance Company, Shipping Company Etc. Develop Project Brochure Meet with New Jersey Export Agency
	Apr	Quarterly Meeting/Report ITA Develop and Launch beta Website Identify Forwarding Service Company, Customs Clearance Company, Shipping Company Etc. Develop Project Brochure Meet EPB/others in Chengdu, Shenzhen, Guangzhou
	May	Launch O2O Website Identify Forwarding Service Company, Customs Clearance Company, Shipping Company Etc. Develop Project Brochure Meet with Colorado Export Agency
	Jun	Begin to Maintain and Update Web Site until the end of project
	Jul	Begin to add companies to Database until the end of project Quarterly Meeting/Report ITA
	Aug	Meet EPB/others in Nanjing, Shanghai, Wuhan
	Sep	Meet with Ohio Export Agency
	Oct	Quarterly Meeting/Report ITA

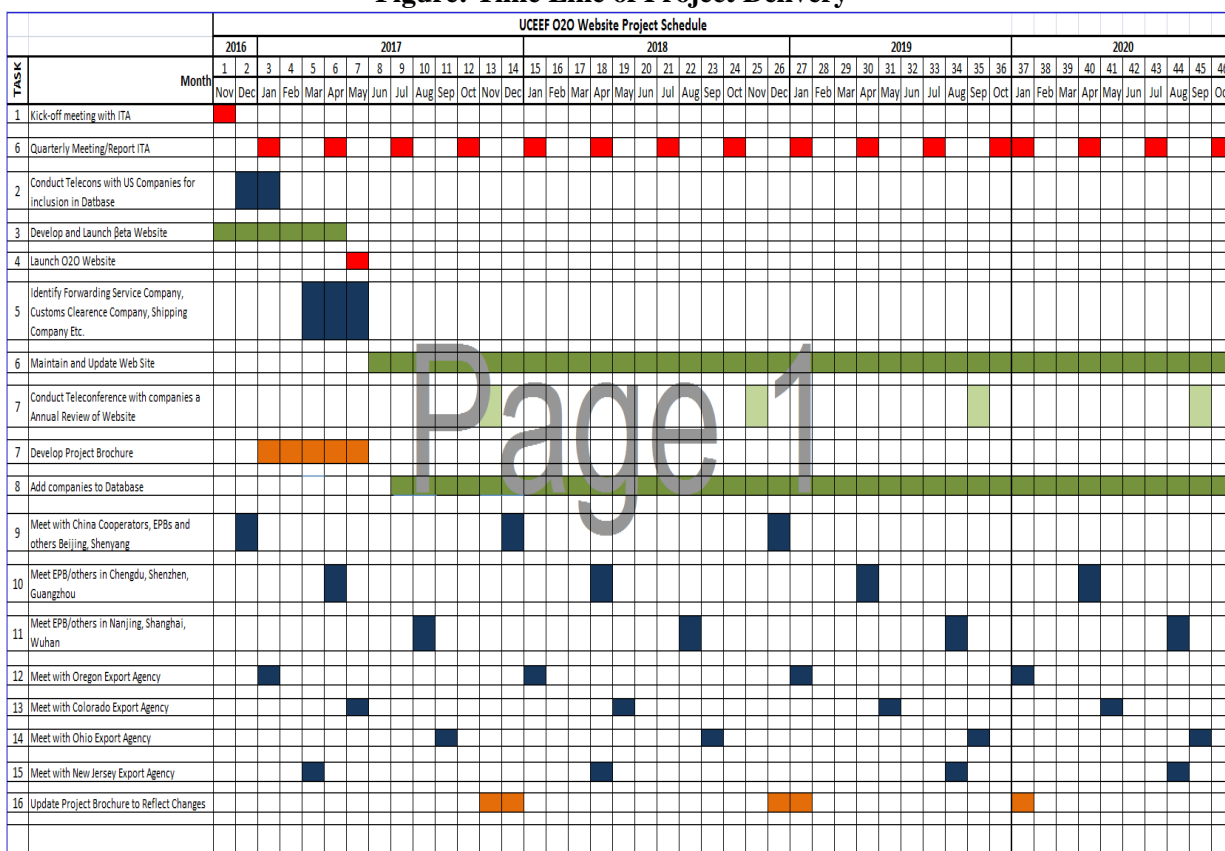


US-China Environmental Education Foundation, Inc.

	Nov	Conduct Teleconference with companies a Annual Review of Website Update Project Brochure to Reflect Changes
	Dec	Meet with China Cooperators, EPBs and others Beijing, Shenyang Update Project Brochure to Reflect Changes
2018	Jan	Quarterly Meeting/Report ITA Meet with Oregon Export Agency
	Feb	Maintain and Update Web Site
	Mar	Maintain and Update Web Site
	Apr	Quarterly Meeting/Report ITA Meet EPB/others in Chengdu, Shenzhen, Guangzhou Meet with New Jersey Export Agency
	Jun	Maintain and Update Web Site
	Jul	Quarterly Meeting/Report ITA
	Aug	Meet EPB/others in Nanjing, Shanghai, Wuhan Meet with New Jersey Export Agency
	Sep	Meet with Ohio Export Agency
	Oct	Quarterly Meeting/Report ITA
	Nov	Conduct Teleconference with companies a Annual Review of Website
	Dec	Meet with China Cooperators, EPBs and others Beijing, Shenyang Update Project Brochure to Reflect Changes
2019	Jan	Quarterly Meeting/Report ITA Meet with Oregon Export Agency Update Project Brochure to Reflect Changes
	Feb	Maintain and Update Web Site
	Mar	Maintain and Update Web Site
	Apr	Quarterly Meeting/Report ITA Meet EPB/others in Chengdu, Shenzhen, Guangzhou
	Jun	Maintain and Update Web Site
	Jul	Quarterly Meeting/Report ITA
	Aug	Meet EPB/others in Nanjing, Shanghai, Wuhan Meet with New Jersey Export Agency
	Sep	Conduct Teleconference with companies a Annual Review of Website Meet with Ohio Export Agency
	Oct	Quarterly Meeting/Report ITA
2020	Jan	Quarterly Meeting/Report ITA Meet with Oregon Export Agency Update Project Brochure to Reflect Changes
	Feb	Maintain and Update Web Site
	Mar	Maintain and Update Web Site
	Apr	Quarterly Meeting/Report ITA Meet EPB/others in Chengdu, Shenzhen, Guangzhou
	Jun	Maintain and Update Web Site
	Jul	Quarterly Meeting/Report ITA

Aug	Meet EPB/others in Nanjing, Shanghai, Wuhan Meet with New Jersey Export Agency
Sep	Conduct Teleconference with companies a Annual Review of Website Meet with Ohio Export Agency
Oct	Quarterly Meeting/Report ITA

Figure: Time Line of Project Delivery



3. Performance Measurement

Along the project delivery, information will be gathered throughout development and launch of the project and provided each quarter following MDCP requirements.

ITA Performance Measures:

ITA performance measures will be provided at quarterly bases in a report format. The detailed goal and reporting method is provided in below ITA Performance Measure Table:

ITA Measure	Goal	Explanation	Reporting Method
Total transaction specific exports - show that the project will boost exports to China.	\$51 million after 4years; \$127 million after 8 years.	Actual verified export sales determined through Environmental Product O2O platform.	Every quarterly demonstrate the dollar value of exports generated by actual verified sales of goods. Any new agent agreements signed.



US-China Environmental Education Foundation, Inc.

Export transactions as new-to-market; new-to-export; or increased export-to-market as part of the total.	\$1 million after 3 years; \$25 million after 7 years	This describes an export that is entering a new market or market segment or that simply increases US share of the Chinese market.	Every quarter determine any sales that represent new-to-market; new-to-export; or increased export-to-market sales.
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Any other export related information will be provided based on information provided by companies, represented by technical experts that support the project.

UCEEF Performance Measures:

UCEEF will evaluate the performance of project delivery and provide evaluation report at Quarterly bases. The performance measure, instances, and reporting method are described in below table.

Measure	Instances	Explanation	Reporting Method
Develop and launch O2O website	1Event	Website will roll out as a beta test version in 6 months and baring any issues will go live one month later	Provide details on development progress, and then enlist ITA in beta testing. When completed for public launch provide ITA every quarter on improvements.
Sign up 30 new companies	Year 1	Continue interaction of technical and business interests from both the US and China.	Provide ITA on a quarterly basis listing and agreements for companies added to database.
Sign up 75 new companies	Year 2	Continue interaction of technical and business interests from both the US and China.	Provide ITA on a quarterly basis listing and agreements for companies added to database.
Sign up 100 new companies	Year 3	Continue interaction of technical and business interests from both the US and China.	Provide ITA on a quarterly basis listing and agreements for companies added to database.
Sign up 100 new companies	Year 4	Continue interaction of technical and business interests from both the US and China.	Provide ITA on a quarterly basis listing and agreements for companies added to database.
Hold meetings in China with China Association of Environmental Protection Industry, local Environmental Protection Bureaus (EPBs), Chinese environmental companies and household equipment associations.	1 visit every 4 months to: 1) Northern China: Beijing, Tianjin, Shijiazhuang 2) Eastern China: Shanghai, Nanjing, Hangzhou 3) Southern China: Guangzhou, Shenzhen, Zhuhai	Every 4 months UCEF will engage regional EPBs and environmental companies on the Environmental O2O web site, and determine their ever changing environmental product needs.	Report on the introduction O2O website in China, advertise the website in regional environmental association publications, and promote the project store front.
Hold meetings with supporting State Export Agencies, Oregon, Colorado, Ohio, New Jersey, others as need arises	1 per year	Hold meetings in State agency offices with interested companies to highlight what we do, how we do it and what they may expect.	Provide ITA on a quarterly basis listing and agreements for companies added to database.



US-China Environmental Education Foundation, Inc.

Through continued interaction of technical and business interests from both the US and China, sustained competitive market access will continue to grow. These outcomes make increased market access for US environmental products possible.

4. Partnership

Once the project is awarded, UCEEF will work closely with ITA team leader and other ITA-MDCP team members.

UCEEF will start with kick-off meeting with ITA in Washington DC to further confirm the MDCP project team capabilities needed and form the confirmed MDCP project delivery team. It will be composed by the parties that expressed interests to join.

As the purpose of MDCP is to cooperate with ITA to promote US export and increasing the job opportunities in USA, UCEEF will cooperate with ITA, seeking its guidance teaming efforts to fulfill this obligation.

It is expected that this proposed program would reflect a public-private partnership. Throughout the three year project there is ample opportunity for engaging the various components of the Department of Commerce in roles including, but not limited to:

- a. To guide UCEEF on the PPP approach;
- b. To guide UCEEF and team with UCEEF to open market in China for US made environmental products;
- c. In the US, Regional Export Assistance Centers will provide guidance and support on identifying and facilitate UCEEF's product source meetings in that region.
- d. In China, the FCS will provide guidance and supports to identify the appropriate organizations, officials and experts for UCEEF to promote O2O Platform and listed companies.
- e. To serve as speakers at the O2O promotion meeting in China.
- f. To serve as speakers to US manufacturers for promoting their products to China.

More partnership would be expected when the project goes into the project delivery stage. Opportunities and needs will be identified through the project delivery and the market development processes.

There are other partnership will formed during the project delivery. It is envision that the MDCP project team will work with USEPA, to promote US made products and organizations such as ASTM International to provide information about US-based international consensus standards for the environmental sector to China.

5. Credentials

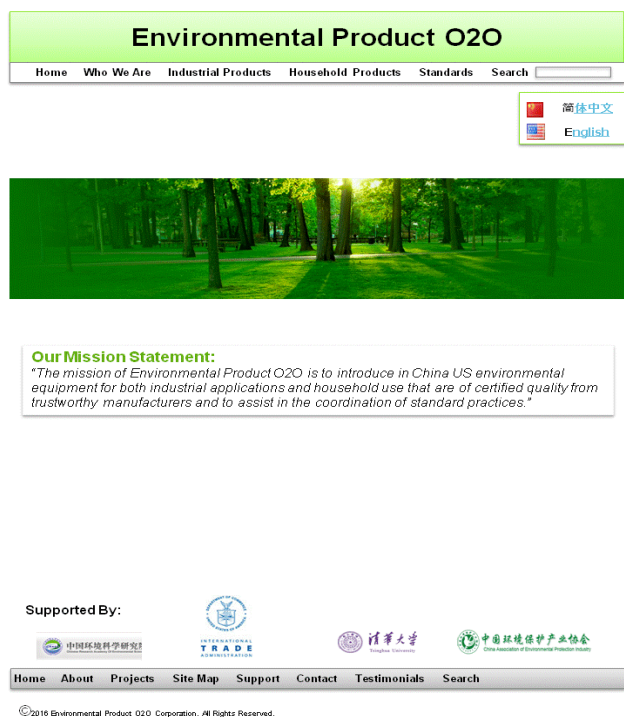
UCEEF is founded by a group of corporation executives with rich experiences in helping US environmental product export to China and delivery project in China. With the in-depth knowledge and hands on experiences, as well as the established in USA and in China export/export capabilities, the UCEEF MDCP team exhibits excellent credential for delivery the proposed Environmental Product O2O Platform.

6. Companies/Agencies Supporting this Effort:

UCEEF has shared a summary of its *Environmental Product O2O Platform* idea with several US companies, US State commercial agencies, Chinese associations and institutions, and China local Environmental Protection Bureaus (EPBs) to determine the level of interest. All the organizations that UCEEF shared this summary with provided strong and positive comments and suggestions to this proposal. .

7. Example of Proposed Use of ITA Emblem:

Example website page and use of ITA Logo:





8. Eligibility Letter

UCEEF received Eligibility Letter from DOC in April 2015.

Information provided to the International Trade Administration (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 success agreement with UCEEF as set forth above.

US-China Environmental Education Foundation

Organization name

yhjiang@brisea.com

Email/Phone

239 New Road, Suite A322, Parsippany, NJ 07054

Address

Yuhong Jiang

Name

Executive Director

Title

Signature

3/15/2016

Date



BUDGET NARRATIVE

US China Environmental Education Foundation, Inc. (UCEEF) is pleased to submit this budget narrative for funding opportunity ITA-INA-OPCM-2016-2004724 from the International Trade Administration (ITA), Department of Commerce (DOC).

The primary methodology UCEEF used to develop this estimate was based on our experience, historical cost data, and competitive pricing. Our estimates are based on a combination of past experience in similar work and estimates, professional judgment, and competitive pricing from local support agencies, commercial businesses. In addition, we have built up our estimate based on our understanding of the needs and level of detail required for the Market Development Cooperator Program (MDCP), and we will be happy to discuss our rationale and the details of this cost proposal if required.

The following Assumptions form the basis for our estimate:

- 1) All proposed staff and senior experts are committed to support this project.
- 2) Per Diem expenses are based on US Defense Management Travel Office Rates as of March 1, 2016 for both US and International travel.
- 3) US and International airfares are based on Kayak search conducted on February 22, 2016 for 7 day advance purchase.
- 4) All US domestic flights and international travel specifically the first and final flight legs will be on US flag carriers.
- 5) The project budget currently assumes a level spend of MDCP support during the 4 years of this project.
- 6) UCEEF assumes no fringe benefit rate for this project.
- 7) UCEEF uses MDCP's flat indirect rate based on the fact UCEEF does not have a certified rate from a cognizant federal agency.
- 8) Local Travel and Misc. costs are provided for local mileage reimbursement, US or China local taxi fare, US airport parking, any US road tolls, car rental fees, gas for rental car
- 9) Tsinghua University Alumni Association is providing the cash contribution, through Shuimu Tsinghua Alumni Capital, for this project. Their letter of commitment is attached.
- 10) Beijing ZYQH Investment Management Co., Ltd is providing the cash contribution for this project. The commitment letter is attached.
- 11) Beijing SDL Technology Co., Ltd. is committed to provide the website infrastructure at no cost (as an in-kind contribution) to UCEEF for this project. The letter of commitment is attached.
- 12) Hebei Sailhero Environmental Protection Hi-tech Co., Ltd. committed to provide dedicated show room space, at no cost(as an in-kind contribution), to UCEEF for this project. The letter of commitment is attached.
- 13) Trans World Feight System Corp. committed to provide freight forwarding (domestic and international) and customs clearance services, at cost, to UCEEF for supporting this project. the letter of commitment is attached.
- 14) Any changes to the rate of spend or decrease in the required MDCP funding as the project progresses will be discussed with ITA prior to any changes to the budget as proposed here in.

UCEEF has structured its rates and costs in accordance with the RFP. We look forward to the successful completion of the ITA's evaluation of this submittal

US-China Environmental Education Foundation, Inc.

Activity Calculation

Green: data entered on this worksheet

Blue: calculated from data that appears on this worksheet

Violet: data from another worksheet

# Explanation & Calculation (modify to suit your particular budget)												1st Year				2nd Year				3rd Year				4th Year							
												Fed Share	Non-Fed Share			Fed Share	Non-Fed Share			Fed Share	Non-Fed Share			Fed Share	Non-Fed Share			Fed Share	Non-Fed Share		
													Pgm Inc	Other	In-Kind		Pgm Inc	Other	In-Kind		Pgm Inc	Other	In-Kind		Pgm Inc	Other	In-Kind				
												Fed Share	Pgm Inc	Other	In-Kind	Fed Share	Pgm Inc	Other	In-Kind	Fed Share	Pgm Inc	Other	In-Kind	Fed Share	Pgm Inc	Other	In-Kind				

US-China Environmental Education Foundation, Inc.

Activity Calculation

Green: data entered on this worksheet

Blue: calculated from data that appears on this worksheet

Violet: data from another worksheet

#						1st Year				2nd Year				3rd Year				4th Year					
						Fed Share	Non-Fed Share			Fed Share	Non-Fed Share			Fed Share	Non-Fed Share			Fed Share	Non-Fed Share				
							Pgm Inc	Cash	Other		In-Kind	Pgm Inc	Cash		Other	In-Kind	Pgm Inc		Cash	Other	In-Kind		
Explanation & Calculation <i>(modify to suit your particular budget)</i>						Fed Share	Pgm Inc	Other	In-Kind	Fed Share	Pgm Inc	Other	In-Kind	Fed Share	Pgm Inc	Other	In-Kind	Fed Share	Pgm Inc	Other	In-Kind		
<u>Supplies</u>																							
Promotion Brochures 850						850		0	0	425		425			425		425			850			
Letterhead 500						500		0	0	250		250		0	250		250		0	500			
TOTAL						1,350	0	0	0	675	0	675	0	0	675	675	0	0	1,350	0	0		
<u>Trade Show Support</u>																							
8 Assit US Equipment Manufacturers with attendance at China Trade Shows						50,000			1	50,000		0	50,000	0	0	0	0	0	0	0	0		
9							0		0	0	0	0	0	0	0	0	0	0	0	0	0		
10							0				0				0				0				
TOTAL						0	0	0	50,000	0	0	0	0	0	0	0	0	0	0	0	0		
<u>Other</u>																							
Office Rent						1,000			12	12,000	9,000		3,000	8,400		3,600	2,400	4,800	4,800	1,200	9,600	1,200	
Postage, Advertismnt Cost - China						1,000			12	12,000	9,000		3,000	8,400		3,600	2,400	4,800	4,800	1,200	9,600	1,200	
Store Front Rent						500			12	6,000	4,500		1,500	4,200		1,800	1,200	2,400	2,400	600	4,800	600	
TOTAL						22,500	0	7,500	0	22,500	21,000	0	9,000	21,000	0	9,000	6,000	12,000	12,000	0	3,000	24,000	3,000
Travel (dom)						9,073	0	3,025	0	9,073	8,467	0	3,629	8,467	0	3,629	4,032	4,032	4,032	0	303	9,677	2,118
Travel (int'l)						27,537	0	9,179	0	27,537	27,537	0	9,179	0	9,179	9,179	13,769	13,769	0	918	29,373	6,425	
Equipment						2,398	0	0	0	2,398	0	0	0	0	0	0	0	0	0	0	0	0	
Supplies						1,350	0	0	0	1,350	675	0	675	0	0	675	675	0	0	1,350	0	0	
Contractual						0	0	0	50,000	0	0	0	0	0	0	0	0	0	0	0	0	0	
<u>Other</u>						22,500	0	7,500	0	22,500	21,000	0	9,000	0	6,000	12,000	12,000	0	3,000	24,000	3,000	0	
TOTAL						62,858	0	19,704	50,000	62,858	57,679	0	22,483	0	19,211	30,476	30,476	0	4,221	64,400	11,543	0	

a,b = Based on federal perdiem rates

e,f = All Airfare coach class based on 7 day advanced purchase and US Flag Carrier for US International Departure fro searchon Kayak

g = Airport parking, car rental, taxi fare in China, mileage reimbursement

US-China Environmental Education Foundation, Inc.

Expenses		<u>Indirect</u>	<u>Direct</u>
Salaries	737,621		737,621
Fringe benefits	0		0
Seminars, meetings, etc.	0		0
Travel	193,412		193,412
Contracted services	50,000		50,000
Postage, Brochure etc.	24,600		24,600
Rent, utilities, etc.	72,000	72,000	
Insurance	0	0	
Equipmant, Supplies, Etc.	2,398	2,398	
Total	1,080,031	74,398	1,005,633

Fringe Benefits Rate Calculation

Domestic

Fringe benefits	0				
Salaries	737,621	=		0.00%	

International 0.00%

Indirect Cost Rate

Flat rate allowed for all MDCP projects where the award recipient does not already have a certified rate from a cognizant federal agency. = 10.00%

US-China Environmental Education Foundation, Inc.

Personnel Expenses

Green: data entered on this worksheet
Blue: calculated from data entered on this worksheet
Violet: data from another worksheet

# Explanation & Calculation							1st Year				2nd Year				3rd Year				4th Year			
							Non-Fed Share				Non-Fed Share				Non-Fed Share				Non-Fed Share			
							Fed Share	Cash			Fed Share	Cash			Fed Share	Cash			Fed Share	Cash		
								Pgm Inc	Other	In-Kind		Pgm Inc	Other	In-Kind		Pgm Inc	Other	In-Kind		Pgm Inc	Other	In-Kind
<i>Use only these budget</i>		Salary calculation			Ann. Increase																	
		a	b	c=ab	d	e=cd																
				Allocated Salary		Amount																
Personnel domestic																						
1	Executive Director	Strategic planning, general oversight, personnel decisions, member relations, trade missions	*	15%	185,000	27,750 3%	varies w/year	9,250	9,250	9,249	9,528	9,526	9,528	6,134	3,189	20,118	1,895	39,371				
2	Technical Director	Planning and support for project activities.	*	50.0%	150,000	75,000 3%	varies w/year	25,000	25,000	25,000	25,750	25,750	25,750	16,577	8,620	54,371	5,122	106,404				
3	Engineer	Enlists and evaluated companies to add to Web site	*	30%	45,000	13,500 3%	varies w/year	4,500	4,500	4,500	4,635	4,635	4,635	2,984	1,552	9,787	922	28,226			10,081	
4	Engineer	Enlists and evaluated companies to add to Web site	*	25%	45,000	11,250 3%	varies w/year	3,750	3,750	3,750	3,863	3,863	3,863	2,487	1,293	8,157	768	3,729			8,402	
5	Engineer	Enlists and evaluated companies to add to Web site	*	18%	45,000	8,100 3%	varies w/year	2,700	2,700	2,700	2,781	2,781	2,781	1,790	931	5,872	553	2,685			6,048	
Domestic Totals							45,200	0	45,200	45,199	46,557	0	46,555	46,557	29,972	15,585	0	98,305	9,260	180,415	0	24,531
1	China Marketing Lead	Strategic planning, general oversight, personnel decisions, member relations, trade missions	*	20%	75,000	15,000 3%	varies w/year	5,000	5,000	5,000	5,150	5,150	5,150	3,315	1,724	10,874	1,024	4,972				
1	Engineer	Local Chinese Engineer	*	20%	25,000	5,000 3%	varies w/year	1,667	1,667	1,667	1,717	1,717	1,717	1,105	575	3,625	341	3,187				
1	Engineer	Local Chinese Engineer	*	20%	25,000	5,000 3%	varies w/year	1,667	1,667	1,667	1,717	1,717	1,717	1,105	575	3,625	341	3,187				
International Totals							8,334	0	8,334	8,334	8,584	0	8,584	8,584	5,525	2,874	0	18,124	1,706	11,346	0	0
Grand Total							53,534	0	53,534	53,533	55,141	0	55,139	55,141	35,497	18,459	0	116,429	10,966	191,761	0	24,531
Portion of the total contributed by local government							0				0				0				0			
Portion of the total contributed by state government							0				0				0				0			

* This page contains proprietary information, identified between brackets [], the release of which would cause competitive harm to UCEEF

US-China Environmental Education Foundation, Inc.

Budget for Project Award Period With Breakdown of Projected Funding Sources

Categories		Total Expenses for All Years				1st Year				2nd Year				3rd Year				4th Year							
		Fed Share	Non-Fed Share			Fed Share	Non-Fed Share			Fed Share	Non-Fed Share			Fed Share	Non-Fed Share			Fed Share	Non-Fed Share						
			your organization's Cash from:				your organization's Cash from:				your organization's Cash from:				your organization's Cash from:										
			Pgm Income	Other	In-Kind		Pgm Income	Other	In-Kind		Pgm Income	Other	In-Kind		Pgm Income	Other	In-Kind								
DIRECT EXPENSES		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	m	n	o	p				
1	PERSONNEL																								
	Domestic	130,989	196,000	91,755	214,592	45,200	0	45,200	45,199	46,557	0	46,555	46,557	29,972	15,585	0	98,305	9,260	180,415	0	24,531				
	International	24,149	183,289	16,918	35,042	8,334	0	8,334	8,334	8,584	0	8,584	8,584	5,525	2,874	0	18,124	1,706	11,346	0	0				
3	TOTAL	155,138	210,220	108,673	249,634	53,534	0	53,534	53,533	55,141	0	55,139	55,141	35,497	18,459	0	116,429	10,966	191,761	0	24,531				
4	FRINGE BENEFITS																								
	Dom. Rate = 0.0%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
	Int'l. Rate = 0.0%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
6	TOTAL	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
7	TRAVEL																								
	Domestic	21,875	4,032	10,686	0	9,073	0	3,025	0	8,467	0	3,629	0	4,032	4,032	4,032	0	303	9,677	2,118	0				
	International	65,171	13,769	32,127	0	27,537	0	9,179	0	27,537	0	9,179	0	9,179	13,769	13,769	0	918	29,373	6,425	0				
9	TOTAL	87,046	56,851	51,356	0	36,610	0	12,204	0	36,004	0	12,808	0	13,211	17,801	17,801	0	1,221	39,050	8,543	0				
10	EQUIPMENT	2,398	0	0	0	2,398	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
11	SUPPLIES	2,025	2,025	1,350	0	1,350	0	0	0	675	0	675	0	0	675	675	0	0	1,350	0	0				
12	CONTRACTUAL	0	0	0	50,000	0	0	0	50,000	0	0	0	0	0	0	0	0	0	0	0	0				
13	OTHER	52,500	36,000	31,500	0	22,500	0	7,500	0	21,000	0	9,000	0	6,000	12,000	12,000	0	3,000	24,000	3,000	0				
TOTAL DIRECT																									
14	Sum from above	299,107	305,096	192,879	299,634	116,392	0	73,238	103,533	112,820	0	77,622	55,141	54,708	48,935	30,476	116,429	15,187	256,161	11,543	24,531				
15	Sum all direct columns	Sum line 16 columns a, b, c, d				Sum line 16 columns e, f, g, h				Sum line 16 columns i, j, k, l				Sum line 16 columns m, n, o, p				Sum line 16 columns m, n, o, p							
INDIRECT EXPENSES		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	m	n	o	p				
16	Indirect Rate : 10.0%	109,671				29,316				24,558				25,055				30,742							
17	% of Total (line 20)	9.1%				9.1%				11.4%				9.1%				11.2%							
TOTAL		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	m	n	o	p				
18	Dir.+Indir.	299,107	305,096	302,550	299,634	116,392	0	102,554	103,533	112,820	0	102,180	55,141	54,708	48,935	55,531	116,429	15,187	256,161	42,285	24,531				
19	% of Total (line 20)	24.8%	25.3%	25.1%	24.8%																				
All Expense Columns																									
20	Total	Sum line 16 columns a, b, c, d				Sum line 16 columns e, f, g, h				Sum line 16 columns i, j, k, l				Sum line 16 columns m, n, o, p				Sum line 16 columns m, n, o, p							
		1,206,387				322,479				270,141				275,603				338,164							

**U.S. - CHINA ENVIRONMENTAL EDUCATION
FOUNDATION, INCORPORATED**

**FINANCIAL STATEMENTS AND INDEPENDENT
AUDITOR'S REPORT**

**FOR THE YEAR ENDED
DECEMBER 31, 2015**

U.S. - CHINA ENVIRONMENTAL EDUCATION FOUNDATION, INCORPORATED

2015

TABLE OF CONTENTS

Independent Auditor's Report	1 - 2
Statement of Financial Position	3
Statement of Operations and Changes in Net Assets	4
Statement of Cash Flows	5
Notes to Financial Statements	6

Richard Murray
Certified Public Accountant
230 Godwin Avenue Wyckoff NJ 07481
201-891-2193

INDEPENDENT AUDITOR'S REPORT

To: Board of Directors
U.S. - China Environmental Education Foundation, Incorporated

I have audited the accompanying financial statements of U.S. - China Environmental Education Foundation, Incorporated, which comprise the Statement of Financial Position as of December 31, 2015 and the related Statements of Operations and Changes in Net Assets and Cash Flows and the related notes to financial statements for the year then ended.

Management's Responsibility for the Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with accounting principles generally accepted in the United States of America. Management is also responsible for the design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement whether due to fraud or error.

Auditor's Responsibility


My responsibility is to express an opinion on these financial statements based on my audit. I conducted my audit in accordance with auditing standards generally accepted in the United States of America. Those standards require that I plan and perform the audit to obtain reasonable assurance about whether the financial statements are free of material misstatement. An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. Accordingly, I express no such opinion. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

I believe that the audit evidence I have obtained is sufficient and appropriate to provide a basis for my audit opinion.

Richard Murray
Certified Public Accountant
230 Godwin Avenue Wyckoff NJ 07481
201-891-2193

Opinion

In my opinion, the financial statements referred to above present fairly, in all material respects, the financial position of U.S. - China Environmental Education Foundation, Incorporated, as of December 31, 2015, and the changes in its net assets and its cash flows for the year then ended in accordance with accounting principles generally accepted in the United States of America.



March 14, 2016

U.S. - China Environmental Education Foundation, Incorporated

STATEMENT OF FINANCIAL POSITION

AT DECEMBER 31, 2015

Assets

Cash	\$
Pledge Receivable	
Total Assets	<u>\$</u>

Liabilities and Net Assets

Net Assets

Unrestricted	\$
Total Net Assets	<u></u>
Total Liabilities and Net Assets	<u>\$</u>

See Notes to Financial Statements

U.S. - China Environmental Education Foundation, Incorporated

**STATEMENT OF OPERATIONS AND CHANGES IN NET ASSETS
FOR THE YEAR ENDED DECEMBER 31, 2015**

Revenue, Gains and Other Support	<u>Unrestricted</u>
Revenue Received	\$
Contributions	
In-Kind Contributions	
Total Revenue and Gains	
Expenses	
Booth rental	
Management	
Total Expenses	
Excess of Expenses over Revenue and Change in Net Assets	
Net Assets beginning of year	
Net Assets end of year	<u>\$</u>

See Notes to Financial Statements

U.S. - China Environmental Education Foundation, Incorporated

STATEMENT OF CASH FLOWS FOR THE YEAR ENDED DECEMBER 31, 2015

Cash Flows From Operating Activities

Increase in Net Assets

\$

Increase in Pledge Receivable

Net Cash Provided by Operating Activities

Net Cash Used by Financing Activities

Net Cash Used by Investing Activities

Net Increase in Cash

Cash Balance

Beginning of Year

End of Year

\$

See Notes to Financial Statements

U.S. - China Environmental Education Foundation, Incorporated

NOTES TO FINANCIAL STATEMENTS

1. Summary of Significant Accounting Policies

Organization

The U.S. - China Environmental Education Foundation, Incorporated (the "Organization") was formed in January of 2013 for the purpose of promoting environmental education. The Organization's mission is to foster the protection of our natural resources through education, research, and coordination of standard practices. UCEEF will achieve this goal by supporting students interested in environmental studies, research projects that further environmental protection, and foster cooperation between commercial and private entities from China and the U.S.

The U.S. - China Environmental Education Foundation, Incorporated (UCEEF), a 501 (c) (3) Corporation, has as its goal the establishment of a better understanding of the need for environmental education and standards to ensure our quality of life. Furthermore, its goal is to build the bridge of cooperation between U.S. and China environmental organizations and industries through the understanding of cultures and business.

Use of Estimates

The presentation of financial statements in conformity with accounting principles generally accepted in the United States of America requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities at the date of the financial statements and the reported amounts of revenues and expenses during the reporting period. Actual results could differ from those estimates.

2. Tax Exemption

The organization is exempt from income tax under section 501(c) (3) of the Internal Revenue Code; accordingly no provision for income tax expense has been recorded.

3. Subsequent Events

Subsequent events have been evaluated through March 14, 2016, the date the financial statements became available for distribution.

Application for Federal Assistance SF-424

*** 1. Type of Submission:**

- ☐ Preapplication
☒ Application
☐ Changed/Corrected Application

*** 2. Type of Application:**

- ☒ New
☐ Continuation
☐ Revision

*** If Revision, select appropriate letter(s):**

*** Other (Specify):**

*** 3. Date Received:**

Completed by Grants.gov upon submission.

4. Applicant Identifier:

5a. Federal Entity Identifier:

5b. Federal Award Identifier:

7C5A9

State Use Only:

6. Date Received by State:

7. State Application Identifier:

8. APPLICANT INFORMATION:

*** a. Legal Name:** US- China Environmental Education Foundation

*** b. Employer/Taxpayer Identification Number (EIN/TIN):**

*** c. Organizational DUNS:**

d. Address:

*** Street1:** 239 NEW RD STE A322

Street2:

*** City:** PARSIPPANY

County/Parish:

*** State:**

NJ: New Jersey

Province:

*** Country:**

USA: UNITED STATES

*** Zip / Postal Code:** 07054-5624

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:**

Yuhong

Middle Name:

*** Last Name:**

Jiang

Suffix:

Title: Executive Director

Organizational Affiliation:

*** Telephone Number:** 973-396-2680

Fax Number: 973-402-8207

*** Email:** yhjiang@uceef.org

Application for Federal Assistance SF-424

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

M: Nonprofit with 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-INA-OPCM-2016-2004724

* Title:

Market Development Cooperator Program 2016

13. Competition Identification Number:

2563054

Title:

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

Add Attachment

Delete Attachment

View Attachment

* 15. Descriptive Title of Applicant's Project:

Help U.S. companies export environmental equipment, instrumentation, and products to China.

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 * b. Program/Project

Attach an additional list of Program/Project Congressional Districts if needed.

Add Attachment

Delete Attachment

View Attachment

17. Proposed Project:* a. Start Date: * b. End Date: **18. Estimated Funding (\$):**

* a. Federal	<input type="text" value="299,107.00"/>
* b. Applicant	<input type="text" value="907,280.00"/>
* 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="0.00"/>
* g. TOTAL	<input type="text" value="1,206,387.00"/>

*** 19. Is Application Subject to Review By State Under Executive Order 12372 Process?**

- ☐ a. This application was made available to the State under the Executive Order 12372 Process for review on .
- ☐ b. Program is subject to E.O. 12372 but has not been selected by the State for review.
- ☒ c. Program is not covered by E.O. 12372.

*** 20. Is the Applicant Delinquent On Any Federal Debt? (If "Yes," provide explanation in attachment.)**☐ Yes ☒ No

If "Yes", provide explanation and attach

Add Attachment

Delete Attachment

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)**

☒ ** 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: * First Name:

Middle Name:

* Last Name:

Suffix:

* Title: * Telephone Number: Fax Number: * Email: * Signature of Authorized Representative: * Date Signed:

BUDGET INFORMATION - Non-Construction Programs

OMB Number: 4040-0006
Expiration Date: 01/31/2019

SECTION A - BUDGET SUMMARY

Grant Program Function or Activity (a)	Catalog of Federal Domestic Assistance Number (b)	Estimated Unobligated Funds		New or Revised Budget		
		Federal (c)	Non-Federal (d)	Federal (e)	Non-Federal (f)	Total (g)
1. MDCP	11.112	\$	\$	\$ 299,107.00	\$ 907,280.00	\$ 1,206,387.00
2.						
3.						
4.						
5. Totals		\$	\$	\$ 299,107.00	\$ 907,280.00	\$ 1,206,387.00

SECTION B - BUDGET CATEGORIES

6. Object Class Categories	GRANT PROGRAM, FUNCTION OR ACTIVITY				Total (5)
	(1)	(2)	(3)	(4)	
	MDCP				
a. Personnel	\$ 155,138.00	\$ 568,527.00	\$	\$	\$ 723,665.00
b. Fringe Benefits	0.00	0.00			
c. Travel	87,046.00	108,207.00			195,253.00
d. Equipment	2,398.00	0.00			2,398.00
e. Supplies	2,025.00	3,375.00			5,400.00
f. Contractual	0.00	50,000.00			50,000.00
g. Construction					
h. Other	52,500.00	67,500.00			120,000.00
i. Total Direct Charges (sum of 6a-6h)	299,107.00	797,609.00			\$ 1,096,716.00
j. Indirect Charges		109,671.00			\$ 109,671.00
k. TOTALS (sum of 6i and 6j)	\$ 299,107.00	\$ 907,280.00	\$	\$	\$ 1,206,387.00
7. Program Income	\$	\$	\$	\$	\$

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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. <small>MDCP</small>	\$ 907,280.00	\$ 0.00	\$ 0.00	\$ 907,280.00
9.				
10.				
11.				
12. TOTAL (sum of lines 8-11)	\$ 907,280.00	\$	\$	\$ 907,280.00

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.	\$	\$	\$	\$
17.				
18.				
19.				
20. TOTAL (sum of lines 16 - 19)	\$	\$	\$	\$

SECTION F - OTHER BUDGET INFORMATION

21. Direct Charges: <small>Dom fringe benefits: 0.00%</small>	22. Indirect Charges: <small>Applied to total direct charges 10.00%</small>
23. Remarks: <small>For fringe benefits 0.00%</small>	

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.

9. Will comply, as applicable, with the provisions of the Davis-Bacon Act (40 U.S.C. §§276a to 276a-7), the Copeland Act (40 U.S.C. §276c and 18 U.S.C. §874), and the Contract Work Hours and Safety Standards Act (40 U.S.C. §§327-333), regarding labor standards for federally-assisted construction subagreements.
10. Will comply, if applicable, with flood insurance purchase requirements of Section 102(a) of the Flood Disaster Protection Act of 1973 (P.L. 93-234) which requires recipients in a special flood hazard area to participate in the program and to purchase flood insurance if the total cost of insurable construction and acquisition is \$10,000 or more.
11. Will comply with environmental standards which may be prescribed pursuant to the following: (a) institution of environmental quality control measures under the National Environmental Policy Act of 1969 (P.L. 91-190) and Executive Order (EO) 11514; (b) notification of violating facilities pursuant to EO 11738; (c) protection of wetlands pursuant to EO 11990; (d) evaluation of flood hazards in floodplains in accordance with EO 11988; (e) assurance of project consistency with the approved State management program developed under the Coastal Zone Management Act of 1972 (16 U.S.C. §§1451 et seq.); (f) conformity of Federal actions to State (Clean Air) Implementation Plans under Section 176(c) of the Clean Air Act of 1955, as amended (42 U.S.C. §§7401 et seq.); (g) protection of underground sources of drinking water under the Safe Drinking Water Act of 1974, as amended (P.L. 93-523); and, (h) protection of endangered species under the Endangered Species Act of 1973, as amended (P.L. 93-205).
12. Will comply with the Wild and Scenic Rivers Act of 1968 (16 U.S.C. §§1271 et seq.) related to protecting components or potential components of the national wild and scenic rivers system.
13. Will assist the awarding agency in assuring compliance with Section 106 of the National Historic Preservation Act of 1966, as amended (16 U.S.C. §470), EO 11593 (identification and protection of historic properties), and the Archaeological and Historic Preservation Act of 1974 (16 U.S.C. §§469a-1 et seq.).
14. Will comply with P.L. 93-348 regarding the protection of human subjects involved in research, development, and related activities supported by this award of assistance.
15. Will comply with the Laboratory Animal Welfare Act of 1966 (P.L. 89-544, as amended, 7 U.S.C. §§2131 et seq.) pertaining to the care, handling, and treatment of warm blooded animals held for research, teaching, or other activities supported by this award of assistance.
16. Will comply with the Lead-Based Paint Poisoning Prevention Act (42 U.S.C. §§4801 et seq.) which prohibits the use of lead-based paint in construction or rehabilitation of residence structures.
17. Will cause to be performed the required financial and compliance audits in accordance with the Single Audit Act Amendments of 1996 and OMB Circular No. A-133, "Audits of States, Local Governments, and Non-Profit Organizations."
18. Will comply with all applicable requirements of all other Federal laws, executive orders, regulations, and policies governing this program.
19. Will comply with the requirements of Section 106(g) of the Trafficking Victims Protection Act (TVPA) of 2000, as amended (22 U.S.C. 7104) which prohibits grant award recipients or a sub-recipient from (1) Engaging in severe forms of trafficking in persons during the period of time that the award is in effect (2) Procuring a commercial sex act during the period of time that the award is in effect or (3) Using forced labor in the performance of the award or subawards under the award.

SIGNATURE OF AUTHORIZED CERTIFYING OFFICIAL	TITLE
Completed on submission to Grants.gov	Executive Director
APPLICANT ORGANIZATION	DATE SUBMITTED
US- China Environmental Education Foundation	Completed on submission to Grants.gov

CERTIFICATION REGARDING LOBBYING

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.

LOBBYING

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:

- (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.
- (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**

US- China Environmental Education Foundation

*** AWARD NUMBER***** PROJECT NAME**

Environmental Product O2O Platform

Prefix:

Ms.

*** First Name:**

Yuhong

Middle Name:*** Last Name:**

Jiang

Suffix:

*** Title:** Executive Director

*** SIGNATURE:**

Completed by Grants.gov upon submission.

*** DATE:**

Completed by Grants.gov upon submission.