



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

What Is the Award, and How Will it Help?

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

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

Trade associations and other non-profit business development groups can compete for MDCP awards.

What is My Commitment?

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

Who is Eligible?

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

What is ITA?

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

Get Started now at export.gov/mdcp

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

Tangible Results

- In an average year, MDCP projects generate \$572 million in exports
- For every \$1 awarded by MDCP, projects average a return of \$327 in exports

Example Success Stories

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

Competition Timeframe

- Proposals due mid-February
- Winners notified late August



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Elements of a Successful Application

- **Potential to generate exports that create/sustain U.S. jobs**—Will U.S. businesses you serve commit to exporting? Will this create or sustain U.S. jobs?
- **Export performance measurement/estimate sales to target markets**—How did you arrive at your projections of project results? Identify relevant milestones. Describe your success-tracking system.
- **Partnership and priorities**—Identify ITA staff who can help you achieve project goals. Consider your priorities; are they complementary to ITA's priorities?
- **Creativity and capacity**—How does your project capitalize on opportunities, form new partnerships, or employ new ways to enhance U.S. competitiveness? Demonstrate your ability to succeed.
- **Budget, match, and sustainability**—How will you demonstrate you have the needed cash/in-kind match? Formulate a clear budget. How will your project's benefit continue beyond the term of the MDCP award?

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

Help Associations Succeed



Environmentally-friendly commercial vehicles are big business in China, and U.S. companies produce some of the world's most successful hybrid and electric systems.

We helped CALSTART connect U.S. firms with Chinese assemblers, so U.S. products and services can be more easily integrated into China's vehicle market.



We helped SEMA members get a top-selling customizable truck not sold in the U.S. They measured it so they could create special equipment to fit.

As a result, more than 200 U.S. manufacturers created export-ready products for customers in the Middle East, China, and other markets.



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