INTERNATIONAL
T R A D E
ADMINISTRATION

Market
Development
Cooperator
Program

Value of: Exports, Loss Avoided, Markets Opened. Calendar. Milestones.

Author:
Phone:
Award Period Quarter Ended:

Cooperator:
Email:
Award ID:

Keep your explanation brief and related to your reported exports.

1. Value of exports.

Names of Commercial Service Staff Involved

Foreign market

$ Value   Name of U.S. Firm   City   St   Zip

Explanation

The Commerce Department's Commercial Service (CS) may have several staff helping you and/or individual companies that participate in your project activities. These often include U.S.-based Export Assistance Center staff and foreign-posted commercial officers and/or Foreign Service nationals. List the name of each CS employee who has assisted in the reported export or export-related development. Separate each name with a comma.

Actual transaction. An actual, verified export sale, lease, or rental of U.S. goods or services:
- confirmed shipment of goods,
- delivery of service, or
- binding sales contract.
U.S. content. Report only sales where U.S. content exceeds 50% of the cost of sales (including selling, general & administrative expenses, research/ development, etc.). If the U.S. content passes this threshhold, report the entire amount, even if the product has non-U.S. content.

Individual transactions will not be publicized without the express consent of U.S. firm.

General reporting guidelines:
Short benefit period. Confine value of reported benefit of any instance to the award period. Do not count it again in a subsequent reporting quarter.
Estimation methodology Description of avoided loss must include the methodology for estimating the value.

Classify export-related developments as follows:
a. Export-related agreement (e.g. signing an agent),
b. Avoiding a loss,
c. Resolving a trade complaint,
d. A U.S. firm's investment in trade facilitation resources in the target market, or
e. Your (the cooperator) investment in trade facilitation resources in the target market.

2. Value of other export-related developments.

INTERNATIONAL
TRADE
ADMINISTRATION

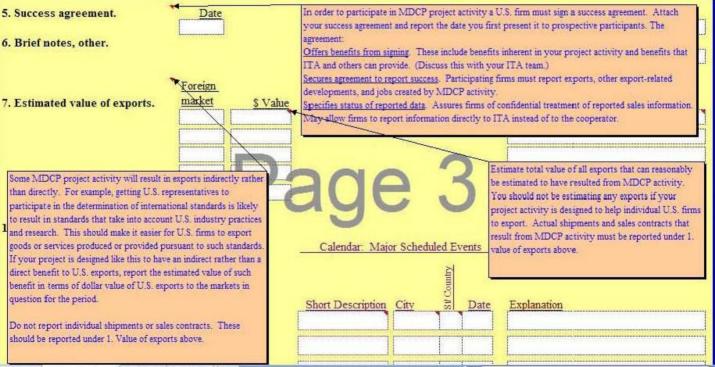*Market
Development
Cooperator
Program*

Value of: Exports, Loss Avoided, Markets Opened. Calendar. Milestones.

In your MDCP application you identified an industry, niche, or other group of products (goods and/or services) that U.S. firms sell or would like to sell. The total amount of such products sold in each foreign country identified in your application constitutes your target markets. Report the information requested below separately for each targeted market. Use whatever constitutes best data available. Adjust available data as needed. For example, divide annual figures by 4.

Total value all sales by U.S. entities to this market this quarter. Do not limit this amount to MDCP-related sales.

3. Value of target markets.

Foreign market	$ U.S. Share	$ Total Target Mkt

Total value this market this quarter.

Report number of full-time equivalent U.S. jobs created as a result of MDCP activity. Count only once, during the quarter when such job creations are calculated or recognized.

Page 2

4. Jobs created by MDCP activity.

Jobs		Name of U.S. Firm	City	St	Zip	

New Format | Sheet1 | Sheet2

INTERNATIONAL
T R A D E
ADMINISTRATION

*Market
Development
Cooperator
Program*

Value of: Exports, Loss Avoided, Markets Opened. Calendar. Milestones.

5. Success agreement.

Date

6. Brief notes, other.

In order to participate in MDCP project activity a U.S. firm must sign a success agreement. Attach your success agreement and report the date you first present it to prospective participants. The agreement:

Offers benefits from signing. These include benefits inherent in your project activity and benefits that ITA and others can provide. (Discuss this with your ITA team.)

Secures agreement to report success. Participating firms must report exports, other export-related developments, and jobs created by MDCP activity.

Specifies status of reported data. Assures firms of confidential treatment of reported sales information. May allow firms to report information directly to ITA instead of to the cooperator.

7. Estimated value of exports.

Foreign market $ Value

Some MDCP project activity will result in exports indirectly rather than directly. For example, getting U.S. representatives to participate in the determination of international standards is likely to result in standards that take into account U.S. industry practices and research. This should make it easier for U.S. firms to export goods or services produced or provided pursuant to such standards. If your project is designed like this to have an indirect rather than a direct benefit to U.S. exports, report the estimated value of such benefit in terms of dollar value of U.S. exports to the markets in question for the period.

Do not report individual shipments or sales contracts. These should be reported under 1. Value of exports above.

Estimate total value of all exports that can reasonably be estimated to have resulted from MDCP activity. You should not be estimating any exports if your project activity is designed to help individual U.S. firms to export. Actual shipments and sales contracts that result from MDCP activity must be reported under 1. value of exports above.

Calendar: Major Scheduled Events

Short Description	City	St/ Country	Date	Explanation

INTERNATIONAL
T R A D E
ADMINISTRATION

Market
Development
Cooperator
Program

Value of: Exports, Loss Avoided, Markets Opened. Calendar. Milestones.

Enter a value appropriate to the type of milestone selected. For example, "10" if your milestone is recruiting 10 firms to participate in a trade mission.

Enter the actual results. The information you enter is cumulated. Do not report it if you already entered it in a previous quarter's report. Here's an example for two successive reports for quarter 5 and quarter 6 ended 2007.09.30 and 2007.12.31. For quarter 5 you report 4 firms recruited. For quarter 6 you recruit 7 more firms. For quarter 6 you report 7, not 11.

Cooperator Milestone

	Type of Milestone	Goal	Actual		Explanation
20.					
21.					
22.					
23.					
24.					
25.					
26.					
27.					
28.					

In addition to your reporting for items 1-7 above, you need to report output milestones. These measure your progress on your project. Keep the following in mind:

Select milestones from the workplan included in your original MDCP application. If, in consultation with your federal MDCP team, you have modified your workplan, enter the workplan milestones as modified.

Milestone numbers are permanently reserved once you enter information. Each milestone with its associated number is unique. No milestone numbers will be re-used during the award period. For example, in your first quarterly report you may have entered milestone 20 as "Trade mission by governor: recruit U.S. firms to participate." On every report you submit thereafter, milestone 20 will always be as described as it was originally entered If for some reason this milestone is replaced later by another activity, then the replacement would be entered as the next available milestone number.