



	MDCP is.		MDCP is not.		
	Yes.	Example.	No.	Example.	
Purpose.	Competitiveness.	Some more common activities include: <ul style="list-style-type: none"> <li>o Energy audits.</li> <li>o E-business development</li> <li>o Foreign office launch.</li> <li>o Standards promotion.</li> <li>o Development of credit management training.</li> </ul>	Domestic competition.  Foreign firms.	Increasing a particular U.S. company's share of the US market.  Helping a foreign firm to compete in the U.S. market.	
	Goods Services	Non-agricultural industries are eligible. Industries that have used the award include: <ul style="list-style-type: none"> <li>o Printing equipment</li> <li>o Fashion</li> <li>o Franchising</li> <li>o Machine tools</li> <li>o Construction equip.</li> <li>o Engineering services</li> </ul>	Agricultural goods.	Projects designed to promote agricultural goods are not eligible. For such products, the U.S. Dept. of Agriculture's Foreign Market Development and Market Access Programs are a better bet.	
Beneficiary.	Non-Profit Industry Organizations & Trade Associations That Help Small Firms	o Trade associations	o Chambers of commerce	Any private company, large or small.	Acme Widget Co. is not eligible to receive an award.
		Small and medium-sized enterprises (SMEs are private companies with less than 500 employees) cannot receive an <i>award</i> , but they are supposed to benefit from award <i>activity</i> . For example, Acme Widgets, Widgetco, and all other widget industry SMEs are supposed to benefit from an American Widget Association MDCP award.		Big business.	MDCP projects are designed to help SMEs. Big companies may derive some benefit from the project. However, they are not to be the focus of the project.
Method.	Competitive.	Chances of winning are historically 1 in 7.		Political.	Selection process is designed to award merit, not connections.
	Cooperative agreement.	Each awardee works with team members from ITA's Manufacturing and Services (MAS), the Commercial Service, and Market Access and Compliance. The team acts as a kind of "board of directors" for the project. Team leaders, and other ITA professionals, often help directly with project activities and have their own budget to pay for their own travel and other expenses.		Grant.  Venture capital.	Like a grant, a cooperative agreement includes federal funds. However, cooperative agreements include ongoing DoC involvement in the project.  Awards only go to trade associations, other non-profits, etc. For-profit companies benefit indirectly, from the project <i>activity</i> of the non-profit. They may not receive an award.
	Seed money.	Awards allow groups to initiate market development activity that they would otherwise lack the expertise and funds to undertake.		Substitute funding.	Awards are <i>not</i> given to organizations seeking to find an alternate funding source for an existing program.

February 26, 2010 (1:38PM)I:\OPCRM\MDCP\All Other MDCP\Ppresentations\Most current info packets\2007-03-02 table TIC Orientation.doc