

Stat. 1342, 15 U.S.C. 4723 and Pub. L. No. 107-38.²

Catalog of Federal Domestic Assistance (CFDA): No. 11.112, Market Development Cooperator Program.

I. Definitions of Terms

Several definitions are provided below to assist readers in preparing MDCP applications. These definitions do not supplant or supercede definitions provided in the Department's Grants and Cooperative Agreements Interim Manual (February 2002).

A. Definition of Frequently Used Terms

Several terms used throughout this request for applications have specific meanings that may not be evident. These are defined below.

1. *Award Period*: The time-span established in the award document during which Federal sponsorship begins and ends. The term "award period" is also referred to as "project period" in 15 CFR part 14.2. Each applicant proposes an award period of up to three years in their application. The award period may be extended. Extensions usually do not exceed 12 months. All extensions must be approved in writing by the Grants Officer.

2. *Commercial Service*: Formally known as the U.S. and Foreign Commercial Service (US&FCS), the Commercial Service, one of ITA's major program areas, is statutorily mandated to promote exports of goods and services from the United States, particularly by SMEs, and to protect U.S. business interests abroad. It is composed of three main units. Two of these encompass entities whose staff work with or on practically every MDCP project team, namely, the domestic U.S. Export Assistance Centers (USEACs) and the overseas Commercial Service offices.

3. *Cooperative Agreement*: This legal instrument used for MDCP awards reflects a relationship between the Department and a recipient whenever: (1) The principal purpose of the relationship is to transfer money, property, services, or anything of value to accomplish a public purpose of support or stimulation authorized by Federal statute and (2) substantial involvement (e.g., collaboration, participation, or intervention by the Department in the management of the project) is anticipated between the Department and the recipient during

performance of the contemplated activity. Cooperative agreements are subject to the same OMB, Treasury, and other Federal laws and policies as grants. See 31 U.S.C. 6305. See *II.B. Administration of Award Activity* below for additional information about the Department's involvement.

4. *Cooperator*: An export multiplier (see definition below) that wins an MDCP financial assistance award in ITA's annual competition. A cooperator is a "recipient" (see definition below) of Federal financial assistance. Cooperator status is valid only for the term of the MDCP award period.

5. *Cooperator Event*: An export promotion or market development activity undertaken as part of an MDCP project such as a trade mission, a trade show, a technical seminar, or opening a foreign office. Other examples include, but are not limited to, those listed below in *II.A. Examples of Project Activity*.

6. *Current or Past Cooperator*: An organization that currently has or in the past has had an MDCP project.

7. *Domestic Commercial Service Office*: A U.S. Export Assistance Center.

8. *Export Multiplier*: A trade association, state department of trade, and other non-profit that does not export, but helps companies to export. (See *III. Eligibility* below.)

9. *Fiscal Year*: The fiscal year of the Federal Government. The twelve month period from October 1 through September 30.

10. *Overseas Commercial Service office*: A Commercial Service unit whose employees are based in U.S. embassies, consulates, or other locations abroad.

11. *Industry*: The U.S. potential exporters that an applicant's project is designed to benefit. The target group can be very broad or quite specific. One applicant, for example, may define the industry as all U.S. producers of tennis equipment and services. For another applicant, "industry" might refer only to California tennis equipment producers. Another applicant might define its industry as all California companies.

12. *Market Access and Compliance (MAC)*: One of ITA's major program areas dealing with trade negotiations, compliance with trade agreements, and trade policy. MAC professionals often serve on project teams.

13. *Office of Planning, Coordination and Management (OPCM)*: The Trade Development (TD) office that administers the MDCP.

14. *Produced in the United States*: Having substantial inputs of materials and labor originating in the United States, such inputs constituting over 50

percent of the value of the good or service to be exported.³

15. *Product*: A U.S. non-agricultural good or service.

16. *Project*: A series of activities proposed in an MDCP application—or, after an MDCP award is made, in an amendment request—and approved by the Department which occurs during the award period.

17. *Project Team Leader*: A Trade Development employee who coordinates MDCP project activity with a cooperator and serves as the cooperator's primary point of contact with ITA. (See *II. B.1. Project Team* below.)

18. *Recipient*: A cooperator. The organization that receives an MDCP award.

19. *Request for Applications (RFA)*: **Federal Register** notice announcing the availability of MDCP financial assistance funds.

20. *Trade Development (TD)*: One of ITA's major program areas that looks at all aspects of exporting from an industry perspective. Most project team leaders are TD industry specialists. TD's Assistant secretary makes the final selection of MDCP award winners.

21. *U.S. Export Assistance Center (USEAC)*: A domestic Commercial Service office. USEACs are located across the United States.

22. *U.S. Product*: See *Product* and *Produced in the United States* above.

B. Other Definitions

Some terms are best understood in the context of a more detailed discussion. For terms that do not appear above, refer to the RFA section where the term is discussed.

II. Program Description

The goal of the MDCP as set out in authorizing legislation is to develop, maintain, and expand foreign markets for non-agricultural goods and services produced in the United States. Non-agricultural goods and service means goods and services other than agricultural products as defined in 7 U.S.C. 451.⁴

A. Examples of Project Activity

Applicants should propose activities appropriate to the market development needs of the relevant U.S. industry.

³ "Trade Mission Application Form" ITA Form 4008P-1 (Rev. 8/97), available from <http://www.ita.doc.gov/ooms/forms.htm>.

⁴ This definition includes "agricultural, horticultural, viticultural, and dairy products, livestock and the products thereof, the products of poultry and bee raising, the edible products of forestry, and any and all products raised or produced on farms and processed manufactured products thereof * * *".

² Unless otherwise noted, all legal authorities cited in this notice may be accessed via the Internet at <http://www.access.gpo.gov/> or at <http://www.secure.law.cornell.edu/federal/>.