addressed mailing label to Mr. Greg O'Connor, Manager, Market Development Cooperator Program, Trade Development/OPCRM, Room 3211, U.S. Department of Commerce, Washington, DC 20230. Application kits may also be picked up in Room 3211, U.S. Department of Commerce, 14th and Constitution Avenue NW., Washington, DC 20230. The application kit contains all forms necessary to participate in the MDCP.

Please send completed applications to the Office of Planning, Coordination and Resource Management, Trade Development, Room 3211, 14th & Constitution Avenue, N.W., Washington, D.C. 20230.

FOR FURTHER INFORMATION CONTACT: Mr.

Greg O'Connor, Manager, Market Development Cooperator Program, Trade Development, Room 3211, Washington, D.C. 20230, (202) 482– 3197.

SUPPLEMENTARY INFORMATION:

Authority

The Omnibus Trade and Competitiveness Act of 1988, Pub. L. No. 100–418, Title II, sec. 2303, 102 Stat. 1342, 15 U.S.C. 4723.

Catalog of Federal Domestic Assistance (CFDA)

No. 11.112, Market Development Cooperator Program.

Program Description

The goal of the MDCP identified in authorizing legislation is to develop, maintain, and expand foreign markets for nonagricultural goods and services produced in the United States. For purposes of this program, "nonagricultural goods and services" means goods and services other than agricultural products as defined in 7 U.S.C. 451. "Produced in the United States" means having substantial inputs of materials and labor originating in the United States, such inputs constituting at least 50 percent of the value of the good or service to be exported. The intended beneficiaries of the program are U.S. producers of nonagricultural goods or services that seek to export such goods or services.

MDCP funds should not be viewed as a replacement for funding from other sources, either public or private. An important aspect of this program is to increase the sum of Federal and non-Federal export market development activities. This result can best be achieved by using program funds to encourage new initiatives. In addition to new initiatives, expansion of the scope of an existing project also may qualify for funding consideration. The Department of Commerce will consider such projects as entirely new initiatives.

The Department of Commerce encourages applicants to propose activities that would be most appropriate to the market development needs of their industry or industries. The following are examples of activities which applicants might include in an application (no one of these activities or any combination of these activities must be included for an application to receive favorable consideration):

(1) Opening an overseas office or offices to perform a variety of market development services for companies joining a consortium to avail themselves of such services; such an office should not duplicate the programs or services of the U.S. and Foreign Commercial Service (US&FCS) post(s) in the region;

(2) Detailing a private sector individual to a US&FCS post in accordance with 15 U.S.C. 4723(c);

(3) Entering into a contract with a bona fide market research company to conduct detailed, product-specific market research;

(4) Assigning industry specialists to work with Department of Commerce/ U.S. Executive Director Procurement Liaison Offices at the Multilateral Development Banks to seek out and develop procurement opportunities;

(5) Underwriting the cost of overseas market research or overseas trade exhibitions and trade missions to promote U.S. exports, or covering the expenses of reverse trade missions and/ or foreign buyer group travel to U.S. domestic trade shows;

(6) Overseas product demonstrations;(7) Export seminars in the UnitedStates or market penetration seminars in the market(s) to be developed;

(8) Technical trade servicing that helps overseas buyers to choose the right U.S. good(s) or service(s) and to use the good or service efficiently;

(9) Joint promotions with foreign customers;

(10) Training of foreign nationals to perform after-sales service or to act as distributors;

(11) Working with organizations in the foreign marketplace responsible for setting standards and for product testing to improve market access;

(12) Publishing an export resource guide or an export product directory for the industry or industries in question if no comparable one exists; and

(13) Establishing an electronic business information system to identify trade leads and facilitate matches with foreign partners.

Funding Availability

The total amount of funds available for this program is \$2.5 million for fiscal

year (FY) 95. The Department expects to conclude a minimum of four (4) cooperative agreements with eligible entities for this program. Each cooperative agreement will not exceed a total of \$500,000, regardless of the duration of the award.

Special Program Set-Aside to Encourage Diversity

On July 20, 1994, Secretary of Commerce Ronald H. Brown issued his policy on diversity. As part of this policy, Secretary Brown directed that "diversity * * * be taken into consideration in every aspect of the business of Commerce—in training, seminars, grant work, procurement, technology and trade programs, travel and trade missions, regulatory activities, business liaison and in every program area of the Department."

In the spirit of Secretary Brown's pronouncement, ITA will set aside \$250.000 of the funds available for the MDCP to make awards of at least \$50,000, but less than \$100,000. The opportunity to compete for small awards hopefully will encourage organizations to apply that previously felt themselves either at a competitive disadvantage or unable to match a larger MDCP grant. Many organizations that represent a preponderance of companies from traditionally disadvantaged or under-served groups such as small business, women-owned business, African Americans, Asian Americans, Hispanic Americans, Native Americans, Gay and Lesbian Americans or Physically Challenged Americans may fall into this category. At least one, but not more than five awards, will be made from this program set-aside. Funds not awarded from the program set-aside will be channeled back into the regular MDCP competition.

Eligible organizations that choose to compete for funds in the program setaside will compete only against other organizations selecting the set-aside option. Organizations seeking smaller awards need not meet diversity criteria to compete for set-aside funds. Conversely, organizations seeking smaller awards that meet diversity criteria can choose to compete in the regular MDCP award competition instead of for set-aside funds. Program requirements and evaluation criteria will be the same for applications considered under the set-aside option as they are for the regular MDCP award competition.

Matching Requirements

Applicants will be expected to supply two thirds (2/3) of total project costs, with the Federal portion to be one third