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| **SECTION I: APPLICANT DETAILS** |
| **Name of Organization**: |
| **Project Title:**  *Provide a clear and concise project title.* |
| **Project Description:**  *Include a brief summary of the project using non-technical language, not to exceed 200 words.* |

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| **SECTION II: PROPOSAL SUMMARY** |
| **Industry Sector: Choose an item.**  *Select the Industry Sector that will be the primary beneficiaries or the proposed concept.* |
| **Region of the World: Choose an item.**  *The geographic region which is the primary target* |
| **Name of Event or Activity:** |
| **Type of Activity: Choose an item.** |
| **Date Activity will Begin: MM/DD/YYYY**  *If a trade exhibition or trade show, what is the beginning date.* |
| **Date Activity will be Completed: MM/DD/YYYY**  *Enter the ending date of the trade exhibition or trade mission* |
| **Number of “New to Export” Firms that will participate:**  Please enter a number from **0** to **100**  *Enter the Number of "New to Export" firms that will participate. "New to Export" firms are those firms who have not exported in the previous 12 months.* |
| **Targeted Export Outcomes for participating New to Export Firms:**  Please enter a number from **0** to **5000000**  *Estimate the Cumulative Export Outcomes, in $ terms, expected for the New to Export Firms* |
| **Number of Market Expansion Firms that will participate**:  Please enter a number from **0** to **100**  *Enter the number of Market Expansion firms that will participate. Market Expansion firms are those firms that are currently exporting and would benefit by expanding their exports through participation in this event.* |
| **Estimate the Export Outcomes of participating "Market Expansion" Firms:**  Please enter a number from **0** to **10000000**  *Estimate the export outcomes, in $ terms, expected for the participating "Market Expansion" firms participating in the event.* |
| **US Department of Commerce Services to be utilized: Choose an item.**  *Please select the U.S. Department of Commerce Services that will be utilized to implement this activity.* |

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| **SECTION III: PROJECT MILESTONE GOALS AND ACTIVITIES** |

Fill out the provided timeline to describe the activities necessary to accomplish project milestone goals. Provide timelines (mm/yy) for accomplishing each activity as well as the beginning and end dates for the project.

*Only include grant-funded activities occurring during the timeframe of the proposed project.*

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| **Timeline (mm/yy-mm/yy)** | **Activity Description** | **Milestone Goal Description** | **Projected Market Expansion Export Sales** | **Federal Project Budget** |
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*\*Add rows as needed*

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| **SECTION IV: PROGRAM EXPORT PROMOTION CONCEPT** |
| **Name of Organization**: |
| **Description of the market opportunity:**  *Provide a description of the market opportunity. Include market drivers, conditions or confluence of factors that make this opportunity a good investment for this group. What has been provided by firms in the market segment to be served that lends credibility to the concept?* |
| **Proposed export promotion services:**  *Describe promotion services to be delivered. In common terms, what will be done to deliver value (i.e. participation in a trade show).* |
| **Contractors:**  *Provide a list of contractors that will assist in delivering the export promotion activities and continued support. Include the expected dollar amount for each contract.* |