



Benefits to English Language Programs in the U.S. participating in Outbound Trade Mission

The 2026 Trade mission to Brazil will include 4 cities and last for 6-7 days. EnglishUSA anticipates representatives from 15-20 English language programs to be involved. USCS staff will facilitate networking opportunities between EnglishUSA members and educational advising agencies, potential academic and business partners, and prospective students. U.S. government's most effective federal assistance program, managed by the U.S. Department of Commerce's International Trade Administration (ITA). This mission leverages the strengths of ITA's trade promotion arm, the U.S. Commercial Service, and EducationUSA to offer a diverse, integrated agenda for U.S. English language program representatives. The U.S. Commercial Service identifies potential business partners, organizes networking events and agent meetings, and provides market intelligence. EducationUSA provides access to Brazilian students seeking English language training and facilitates student fairs. Each agency will assist with on-the-ground logistics such as translation and local outreach.

In the destination cities, Trade Mission activities will include:

- Meetings with representatives of advising agencies, relevant industry/business professionals and professional associations
- Meetings with and updates from U.S. State Department Consular Officials
- Most ground transportation and several meals
- Assistance with hotel reservations (gov't rates when available)

Reporting your success. Our partner, International Trade Administration, needs to be able to show that its financial assistance is a worthwhile investment of U.S. tax dollars. So, as a condition of benefiting from this project, you agree to report as set forth below.

1. **Photographs and video.** ITA-US Commercial Service and/or EnglishUSA may arrange to take photographs or shoot video of project activity. EnglishUSA and ITA-US Commercial Service will use such media to promote the project, to describe what progress has been made generally, and to promote MDCP generally. ITA will secure approval from individual English language program participants before highlighting company-specific success or other activity.
2. **Sharing export results with ITA.** Each quarter, as a participant, you report to EnglishUSA the markets, value, and brief description of export-related developments that are generated, in whole or in part, by participating in this activity. "Export-related" developments include (1) number of students who attend your program(s)—either in person or online—as a result of your participation in an activity; (2) partnerships you develop with agents or businesses; (3) contact with government agencies that assisted with your recruitment. If you prefer not to report this information to EnglishUSA, you may report it to an ITA official, who will not, in such case, divulge details of such individual successes to EnglishUSA.
3. **Confidentiality.** ITA does not share your submitted export information publicly unless you specifically authorize it to do so.
4. **Public highlighting of your successes.** If ITA wants to publicize any of your successes, it will always show you what it proposes to do and secure your express approval in writing.

U.S. Intensive English Language Program and U.S. Product/Service affirmation

I certify that I am, that my English language program/Intensive English Program is, or that I or my English language program/Intensive English Program represents:

- (a) a United States citizen;
- (b) a corporation, partnership or other association created under the laws of the United States or of any State; or
- (c) a foreign corporation, partnership, or other association, more than 95 percent of which is owned by persons described in (a) and (b) above;

AND I am, my English language program is, or the entity I or my English language program represents is, exporting, or seeks to export services (students and/or partnerships) produced in the United States, or services that contain at least 51 percent U.S. content.

I understand that this certification is a requirement to participate in the MDCP project activity described above and that an intentionally false certification may result in termination of participation in such activity. Information provided to the International Trade Administration (ITA) is intended solely for internal use.

ITA will protect business confidential information to the full extent permitted by law and Administration policy. U.S. law prohibits U.S. government employees from disclosing trade secrets.

Source: <https://www.trade.gov/mdcp-cooperator-tools?anchor=content-node-s1-field-lp-region-6-10>