



# NEWS

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**El Camino College | Public Relations & Marketing Department**  
**16007 Crenshaw Blvd., Torrance, CA 90506**  
**Contact: Ann M. Garten, Director, Community Relations**  
**Telephone: (310) 660-3406 | E-Mail: [agarten@elcamino.edu](mailto:agarten@elcamino.edu)**

**For Immediate Release**

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## **El Camino College Center for International Trade Development Secures U.S. Department of Commerce Award**

The El Camino College Center for International Trade Development (CITD) recently won a U.S. Department of Commerce Market Development Cooperator Program (MDCP) award in the amount of \$392,155. This award will contribute to the CITD's efforts toward helping U.S. industry take advantage of China's increased demand for clean energy, sustainable building, and environmental technology.

"China not only has enormous needs for cleaner energy, air and water, but is also the country best able to afford the massive investment and imports to meet the need," said Maurice Kogon, director of the El Camino College CITD.

"The Chinese government projects an increase in China's green technology market from \$186 billion in 2010 to \$555 billion in 2020. With active support from the U.S. Department of Commerce under the Green Export Enabler Program, the El Camino College CITD will directly assist more than 200 qualified and interested California "green" suppliers to tap into this huge China market over the next three years."

The award is one of five given to non-profit industry groups across the nation that have programs designed to support and enhance the global competitiveness of U.S. manufacturing and services industries. The awards total more than \$1.5 million.

The MDCP awards are cooperative agreements between Commerce's International Trade Administration and recipients who foster global competitiveness. Since its inception in 1993, Commerce has made 97 awards under the MDCP initiative. In an average year, MDCP projects generate \$238 million in exports.

The El Camino College CITD offers "one-stop" access to a full range of international trade assistance services. The CITD assists businesses that are small or large, just starting out or experienced, in every aspect of exporting and importing. Services are provided free of charge or at a very low cost.

As one of 13 CITDs throughout California, the El Camino College CITD is funded by the Chancellor's Office of the California Community Colleges. The statewide CITD network was created to promote California's international trade and competitiveness, assist exporters and importers, and advance economic and job growth. For more information, call 310-973-3173.