



The Latino Coalition

Cooperative Agreement

U.S. India Trade Foundation

Cooperative Agreement

THE LATINO COALITION BENEFITS:

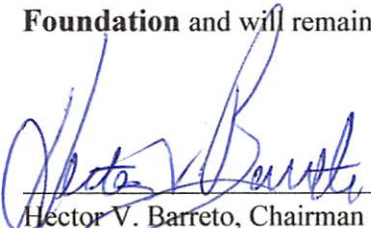
- Advocacy – representation on Capitol Hill, Local Government and Mexico
- Image Direct Marketing- provides high-response direct marketing programs that reach target audiences during key life events—when brand loyalties and buying patterns are determined.
- Procurement Opportunities - matches small businesses with government agencies, large business prime contractors and major corporations that have contract opportunities for products and services.
- Events – access to participate in TLC nationwide events
- Access to studies and surveys conducted by TLC
- Association benefits opportunity to provide exclusive TLC memberships benefits with potential revenue sharing component.
- Access to National Hispanic Business Information Clearinghouse
- Website Links highlight partnership and drive traffic
- B2B- provide opportunity for Business to Business commerce

Cooperative Agreement


LET IT BE RESOLVED THAT the **Latino Coalition** and the **U.S. India Trade Foundation** do hereby agree that it is in their mutual best interests to cooperate in the following areas:

1. COOPERATIVE ACTIVITIES- Both organizations shall work together to develop activities and programs that improve the Hispanic Business environment and lead to a greater unification of the Hispanic community.
2. ORGANIZATIONAL DEVELOPMENT – Both organizations shall share resources and provide technical assistance in membership development, strategic planning and organizational development.
3. BUSINESS RESOURCES AND INFORMATION – Both organization shall make available business information and list their respective organizations website as resources to their respective member.
 - a. **U.S. India Trade Foundation** and its members will receive access to following benefits and services from TLC – **(Please refer to attachment 1)**
4. INTERNATIONAL BUSINESS - Cooperate in developing increased opportunities for international trade in Latin America.
5. BUSINESS SEMINARS AND WORKSHOPS – Both organizations shall offer their respective business seminars and workshops to the members of the other organizations at the host organization's membership rate.

The above resolution was approved by the Board of the **Latino Coalition** and the **U.S. India Trade Foundation** and will remain in force for one year or until either party informs in writing.


Hector V. Barreto, Chairman
The Latino Coalition

5-4-10
Date


KV Kumar, President/CEO
U.S. India Trade Foundation

May 04, 2010
Date