

Building U.S. – Turkish Business Partnerships

TUSIAD

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**Regional Director for the Middle East,
North Africa and Europe**

Our Mission



- ❖ Supporting sustainable infrastructure and economic growth in partner countries
- ❖ Helping companies create U.S. jobs through the export of U.S. goods and services for priority development projects



USTDA in Turkey



- Since 1981, we have supported more than 150 activities in Turkey.



U.S. – Turkey Clean Energy Partnership



Signing of Memorandum of Agreement
in Ankara, Turkey

- ❖ USTDA and the Ministry of Energy and Natural Resources signed an MoA in Istanbul on April 4, 2009.
- ❖ The MoA outlines cooperation in the areas of energy efficiency, renewable energy, and clean coal technology.

USTDA Program Activities

How We Accomplish Our Mission

International Business Partnership Program

- ❖ Reverse Trade Missions
- ❖ Conferences

Project Development Program

- ❖ Feasibility Studies
- ❖ Pilot Projects
- ❖ Technical Assistance

International Business Partnership Program

Opportunities in Turkey's Emergency Management Sector

A briefing by Turkish Emergency
Management Officials

December 10, 2010 at 9:00 a.m.

USTDA's Business Center, Arlington, VA Register at: www.trademeetings.com



Sponsored by the U.S. Trade
and Development Agency
Organized by MFM Trade Meetings

Reverse Trade Missions:

- ❖ USTDA brings foreign project sponsors to the United States to gain exposure to U.S. products and services.

Project Development Program

Technical Assistance:

- Development of sector strategies, industry standards, and legal and regulatory regimes.
- Adoption of market-opening policies and procedures that promote a favorable business and trade environment.



**Near-Zero Zone Energy
Efficiency and Power Plant
Expansion**

Priority Sectors

- Clean and Renewable Energy
 - Coalbed methane and geothermal power generation
 - Smart Grid Reverse Trade Mission (RTM)
- Transportation
 - Intermodal Transportation projects
 - Izmir Intelligent Transportation Systems RTM
- ICT
 - Municipal data center upgrades

USTDA Funding Criteria

USTDA evaluates projects based on the following criteria:

- ❖ Developmental priority in Turkey.
- ❖ Likelihood of receiving implementation financing.
- ❖ Mutual benefits for the United States and Turkey, including commercial opportunities for U.S. firms.
- ❖ Typical Feasibility Study or Technical Assistance grants range from \$300,000 to \$600,000.

Requesting USTDA Funding

How to work with USTDA

- No formal application procedure. Guidelines can be found at www.ustda.gov
- Requests can be made year-round
- Requests must come from a local entity or a U.S. company working with a local partner
- Public and private overseas enterprises are eligible for assistance



Contact USTDA

Visit us at www.ustda.gov to:

- Check current business opportunities and upcoming events.
- Sign-up for our eNewsletter and RSS feeds.
- See examples of past projects.

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