

UNITED STATES TRADE AND DEVELOPMENT AGENCY



Model Presentation

Our Mission



- ◆ Advance economic development and U.S. commercial interests in developing and middle-income countries.
- ◆ Support the development of a modern infrastructure and fair and open trading environment.



General USTDA Facts

- ◆ USTDA aids host country economic development through infrastructure projects, market-oriented reform, job creation, training, and the transfer of advanced technology.
- ◆ USTDA is an independent agency funded through an annual appropriation by the U.S. Congress.
- ◆ Since 1981, USTDA has helped to generate:
 - ◆ Over \$25 billion in U.S. exports to emerging markets, and
 - ◆ The implementation of hundreds of priority development projects around the world.



USTDA Regions



USTDA at a Glance

USTDA's foreign assistance offers commercial solutions to development challenges through funding for:

- ◆ **Trade Capacity Building**
- ◆ **Project Definition**
- ◆ **Sector Development**
- ◆ **Investment Analysis**



OUR GOALS

USTDA activities:

- Impact host country development, and
- Create demand for U.S. exports of goods and services

SUCCESS



Mexican Landfill Biogas to Energy Plant



Inter-Agency Cooperation



USTDA Director Askey speaks to inter-agency participants at the inaugural meeting of the Inter-Agency Committee on International Aviation Safety and Security.

USTDA often coordinates with other agencies to carry out its program.

- ◆ **Trade Agencies:**
USTR, DOC
- ◆ **Technical Agencies:**
DOT, DHS, DOE
- ◆ **Finance Agencies:**
EXIM, OPIC
- ◆ **Foreign Aid Agencies**
MCC, USAID



Targeted Activities & Sectors

- ◆ **Trade Capacity-Building Assistance**
- ◆ **Transportation Safety & Security**
- ◆ **Post-Conflict Reconstruction Efforts**
- ◆ **Environment**
- ◆ **Energy**
- ◆ **Information & Communications Technology**
- ◆ **Transportation Infrastructure**



Participants in a Mexico hydropower orientation visit examine a turbine.



USTDA Program

Trade Capacity Building & Sector Development

Supports the establishment of industry standards, rules and regulations, trade agreements, market liberalization and other policy reforms.

Project Definition & Investment Analysis

Involves technical assistance and feasibility studies related to large capital investments that contribute to overseas development.

Essentially, USTDA provides grants to assist developing and middle-income countries in accessing U.S. expertise in the planning and development of projects.



Trade Capacity Building



USTDA is providing assistance in support of the U.S.-Andean Free Trade Agreement to strengthen the capacity of the Peruvian transportation regulatory agency to supervise transportation investments and operators.

- ◆ USTDA activities support the negotiation of free trade agreements and compliance with obligations under multilateral trade agreements.
- ◆ Areas of assistance may include technical assistance, trade agreement support, training, and trade and industry advisors.



Sector Development

Technical Assistance (TA):

- ◆ Development of sector strategies, industry standards, and legal and regulatory regimes that are necessary for successful project implementation.
- ◆ Helps a country adopt market-opening policies and procedures that promote a favorable business and trade environment.



USTDA funded technical assistance in the wireless communications sector in Jordan



Project Definition

USTDA contracts with U.S. small businesses to supply preliminary assessments of the economic viability of proposed projects.

Desk Studies (DS)

A DS provides a quick analysis and is produced within the United States.

Definitional Missions (DM)

A DM provides a detailed evaluation involving travel to a designated region.



Investment Analysis



The Hospital Company Ltd private hospital project
in Port Harcourt, Nigeria

Feasibility Studies:

- ◆ Evaluate the technical, financial, legal, environmental, and other critical aspects of infrastructure development projects that are of interest to potential lenders and investors.



Investment Analysis

Workshops and Conferences:

- ◆ USTDA organizes sector or project specific business conferences, workshops, and technical symposia worldwide.
- ◆ Events connect overseas project sponsors with U.S. firms and entities that supply project finance, technology, and expertise that may be useful in implementing a development project.



South Asia Communications Infrastructure Conference



Investment Analysis

Orientation Visits:

- ◆ USTDA brings foreign project sponsors interested in purchasing goods to the United States to observe the design, manufacture, demonstration and operation of U.S. products and services.



USTDA Iraq Bankers Orientation Visit



Investment Analysis

Procurement Assistance:

- ◆ USTDA provides grants to assist in the establishment and oversight of international project procurement activities.
- ◆ Support can include developing appropriate bidding procedures, assisting in the evaluation of technical proposals, and identifying potential suppliers and bidders.
- ◆ Funding promotes project integrity and transparency.



USTDA Funding Criteria

USTDA evaluates projects based on the following criteria:

- ◆ Their priority to the project sponsor and host country, and their likelihood of receiving implementation financing.
- ◆ Whether they offer mutual benefit for the host country and the United States, including opportunities for commercial cooperation with U.S. firms.
- ◆ Whether there is competition from foreign companies that may receive subsidies and other support from their governments.



Recent Project Examples

- ◆ **INDONESIA** - Tanjunk Priok IT Project
- ◆ **AZERBAIJAN** - SOFAZ Institutional Capacity Building
- ◆ **MEXICO** - Venture Capital Opportunities in Mexico
- ◆ **MOROCCO** - Geographic Information System Technology
- ◆ **SOUTH AFRICA** - Port Security Orientation Visit



Requesting USTDA Funding

- ◆ No formal application procedure. Guidelines can be found online at www.ustda.gov under Model Proposal Format.
- ◆ Requests can be made year-round.
- ◆ Requests may come from a foreign entity or project sponsor or from a U.S. firm interested in the project.
- ◆ Public and private overseas enterprises are eligible for assistance.



Grant Process Flow Chart



Submit a Proposal



Approve Grant



Select a U.S. firm

**ENTER INTO A
CONTRACT**



How to Work with USTDA

**If you are involved in the development
of an overseas project:**

- ◆ Contact USTDA to discuss the project.
- ◆ Submit a 2-3 page project profile that addresses USTDA's funding criteria.
- ◆ Submit a formal proposal to USTDA. A model proposal format is available at www.ustda.gov under Model Proposal Format.



Opportunities for U.S. Companies

USTDA assists U.S. exporters by:

- ◆ Supporting activities that inform project sponsors about U.S. products and U.S. companies about overseas procurement opportunities.
- ◆ Facilitating meetings between U.S. company representatives and project sponsors at USTDA-funded orientation visits and conferences.
- ◆ Publishing upcoming USTDA events and opportunities to meet and work with foreign project sponsors in the *USTDA Pipeline*. A free e-mail subscription is available by signing the USTDA Guestbook at www.ustda.gov.



Opportunities for U.S. Companies

Contracting Opportunities

To be considered for a direct contract with USTDA:

- ◆ Register with USTDA's on-line consultant database at www.ustda.gov AND the Federal Government's Central Contractor Registration database at www.ccr.gov.
- ◆ Bid on opportunities that are posted to the Federal Business Opportunities website at www.fbo.gov.



USTDA Contact Information



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