



USTDA

United States Trade and Development Agency

SUPPORTING JOBS IN AMERICA

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The U.S. Trade and Development Agency (USTDA) helps companies create U.S. jobs through the export of U.S. goods and services for priority development projects in emerging economies. USTDA links U.S. businesses to export opportunities by funding project planning activities, pilot projects, and reverse trade missions while creating sustainable infrastructure and economic growth in partner countries.

FY 2012 Highlights

- Identified over \$2.2 billion in exports of U.S.-manufactured goods and services directly attributable to USTDA's program
- Increased return on investment to \$63 in exports of U.S.-manufactured goods and services for every \$1

Generating Exports – Supporting U.S. Jobs

Over the last 10- year evaluation cycle, USTDA identified \$19.7 billion in U.S. exports to emerging markets that were directly attributable to its programs, supporting an estimated 100,000 American jobs.

In FY 2012, USTDA continued its increased support for reverse trade missions, which bring foreign delegates to the United States pending an upcoming procurement so they can observe the design, manufacture, demonstration, and operation of U.S. goods and services.

Additionally, USTDA- funded and U.S.- led feasibility studies give U.S. businesses a competitive edge right from the beginning of a project's development. From designing the project specifications to identifying sources of financing, USTDA's program levels the playing field for U.S. companies competing in emerging economies.

“USTDA's staff is lean and its program is both nimble and flexible...USTDA is able, like no other agency, to respond to commercial priorities.”

- February 2011 letter from 10 U.S. corporations and trade associations



USTDA reverse trade missions bring foreign delegates to the United States to observe U.S. technology and best practices.



USTDA Supports the NEI's mission as a member of the President's Export Promotion Cabinet

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Leveling the Playing Field

USTDA's programs directly support U.S. businesses that face subsidized competition from foreign companies. From tied training grants to strategically timed reverse trade missions, USTDA responds rapidly in order to position U.S. firms to successfully face foreign competition.

For example, in 2009, the Airports Authority of India announced its selection of Raytheon in a contract valued at over \$80 million to help build and install India's new "GAGAN" satellite navigation system. USTDA supported this aviation infrastructure plan in India through sponsorship of two activities over four years, including a reverse trade mission targeting U.S. companies likely to take advantage of the upcoming procurement opportunities.

Making Strategic Decisions to Spend Most Effectively

Based upon its rigorous performance evaluations, USTDA has tailored its program to concentrate on countries that provide the highest return on U.S. taxpayer dollars. As a result, the Agency has narrowed its program from 51 countries in FY 2006 to 22 priority countries in FY 2012. In addition to performance metrics, USTDA responds directly to the needs expressed by the U.S. business community. To better position U.S. firms in the international arena and invest in projects that will most likely provide the highest return, USTDA focused its resources on priority sectors including energy, transportation, and information and communication technology.

For example, in FY 2011, USTDA reorganized its Europe and Eurasia region in order to focus those resources on priority countries and emerging markets that present more opportunities for U.S. businesses.

Benefiting Small Businesses

Over 90% of contracts awarded by USTDA are performed by small businesses. By introducing businesses to overseas export opportunities, many go on to succeed in securing new contracts in foreign countries. In the past year alone companies in 39 states have benefited directly from USTDA's programs, many of them being small and medium sized firms.

For example, in June 2010, during an environmental workshop in the Philippines, USTDA introduced the Manila Water Company (MWC) to Bio- Microbics, a small business headquartered in Shawnee, Kansas. As a direct result of this workshop and an ongoing USTDA- funded feasibility study on wastewater treatment facilities in the Philippines, Bio-Microbics secured new sales contracts with MWC.

Promoting Private Sector-Led Sustainable Development Overseas

By linking U.S. technologies and ingenuity with the development goals of partner countries, USTDA is advancing long-term sustainable development in emerging economies. In particular, the Agency has a dedicated program in Africa that continues to support countries in achieving economic growth and advancement.

For example, USTDA played a critical role in launching an undersea fiber optic cable that now provides broadband access along the east coast of Africa. USTDA's support also led to the sale of more than \$400 million in U.S.-manufactured equipment and services.



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