



# USTDA

United States Trade and Development Agency

## AN OVERVIEW

### USTDA PROGRAMS AND ACTIVITIES

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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.

#### USTDA Programs

USTDA's promotes economic growth in emerging economies by facilitating the participation of U.S. businesses in the planning and execution of priority development projects in host countries. The Agency's objectives are to help build the infrastructure for trade, match U.S. technological expertise with overseas development needs, and help create lasting business partnerships between the United States and emerging market economies.

USTDA advances these objectives through its two key programs, the International Business Partnership Program and the Project Development Program.

#### The International Business Partnership Program

In support of the National Export Initiative, USTDA launched the International Business Partnership Program (IBPP) designed to connect international buyers with U.S. manufacturers and service providers in order to open new export markets and commercial opportunities around the world for U.S. companies through the following activities:

#### Reverse Trade Missions

As part of the IBPP, USTDA increased its investment in reverse trade missions, which bring foreign buyers to the United States, pending upcoming procurements, in order to observe the design, manufacture,

demonstration and operation of U.S. products and services that achieve their development goals. These strategically planned missions also present excellent opportunities for U.S. businesses to establish or enhance relationships with prospective overseas customers.

#### Conferences and Workshops

USTDA organizes worldwide conferences and workshops to connect U.S. firms with foreign project sponsors. These sector or project-specific events are designed to showcase U.S. goods, services and technology to foreign buyers. U.S. firms also have the opportunity to meet one-on-one with overseas project sponsors. These events provide U.S. companies with an understanding of U.S. government programs and the role they can play in supporting increased exports, from advocacy support to export financing options.



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

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### Project Development Program

USTDA provides grants directly to overseas sponsors who, in turn, select U.S. companies to perform Agency-funded project development activities. An overseas sponsor is a local entity, public or private, with the decision-making authority and ability to implement a project. USTDA's priority sectors include: clean energy and energy efficiency, transportation, and information and communication technology.

Key project development program activities include:

### Feasibility Studies and Pilot Projects

USTDA-funded and U.S.-led feasibility studies link foreign project sponsors with U.S. businesses at the critical early stage when technology options and project requirements are being defined. These studies provide the comprehensive analysis required for major infrastructure investments to achieve financing and implementation. In some cases, export opportunities depend on a demonstration of the U.S. seller's goods, services or technologies in the foreign buyer's setting. USTDA-funded pilot projects demonstrate the effectiveness of commercially proven U.S. solutions and provide the analysis, evaluation, and empirical data needed for potential foreign projects to secure funding.

### Technical Assistance

USTDA advances economic development in partner countries by funding technical assistance that supports legal and regulatory reform related to commercial activities and infrastructure development, the establishment of industry standards, and other market-opening activities. These technical assistance programs facilitate favorable business and trade environments for U.S. goods and services.

### Training Programs

In support of U.S. businesses, USTDA also provides training for foreign decision makers to support the sale of U.S. equipment and services overseas. Training can take place in either the United States or host country and it typically focuses on technology or regulatory requirements in order to give project sponsors a better understanding of U.S. capabilities and expertise related to a procurement.

### Supporting Small Businesses

USTDA has served as a catalyst for U.S. small businesses to expand their international markets. The Agency partnered with the Small Business Administration (SBA) to increase small business participation in USTDA-sponsored events in order to raise their profile with international buyers, which has yielded significant results. Additionally, USTDA draws extensively on the expertise of small consulting and engineering firms to provide a variety of services related to project definition and evaluation.



### USTDA Social Media

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#### Twitter

[twitter.com/USTDA](https://twitter.com/USTDA)

#### YouTube

[youtube.com/ustdavidoe](https://www.youtube.com/ustdavidoe)

#### LinkedIn

<http://goo.gl/4MI11>

### USTDA by the Numbers

**63:1**

For every \$1 invested in its programs, USTDA has generated \$63 in U.S. exports

**\$32  
Billion**

Since its establishment, USTDA's programs have contributed to over \$32 billion in U.S. exports