

## OUR MISSION

The U.S. Trade and Development Agency (USTDA) advances economic development and U.S. commercial interests in developing and middle-income countries. The agency funds various forms of technical assistance, early investment analysis, training, orientation visits and business workshops that support the development of a modern infrastructure and a fair and open trading environment.

USTDA's strategic use of foreign assistance funds to support sound investment policy and decision-making in host countries creates an enabling environment for trade, investment and sustainable economic development. Operating at the nexus of foreign policy and commerce, USTDA is uniquely positioned to work with U.S. firms and host countries in achieving the agency's trade and development goals. In carrying out its mission, USTDA gives emphasis to economic sectors that may benefit from U.S. exports of goods and services.



## USTDA Introduction

USTDA's unique mandate positions us well to succeed in today's rapidly changing world. As democracy and more open economies take root, the spread of technology has transformed the world into a global marketplace. Trade is the mechanism that allows American firms and workers to realize the economic benefits of our changing world, while giving our overseas partners access to U.S. technology and expertise in their development efforts. Our aim is a win-win scenario: promoting economic growth in developing and middle-income countries, while simultaneously helping American businesses export their products and services, thereby creating jobs.

USTDA has built a reputation with American companies, other U.S. Government agencies, foreign governments, and project sponsors for effectiveness, efficiency, and responsiveness. We also take pride in our record of assisting small businesses as they pursue business opportunities in today's dynamic international market place.

Since 1981, our agency has been associated with more than \$28 billion in exports—or approximately \$39 in exports for every dollar invested in our activities. We look forward to working with you to assist in your trade and development success.

## ABOUT USTDA

### Eligibility for USTDA Assistance

USTDA provides grants directly to overseas project sponsors who, in turn, select U.S. companies to perform USTDA-funded activities. An overseas project sponsor is the local entity with the decision-making authority and ability to implement a project. Because of its focused mission, USTDA considers development projects that have the potential to create significant commercial opportunities for U.S. firms. While USTDA projects span a wide variety of sectors, many focus on energy and power, transportation, health care, mining and minerals development, telecommunications, and environmental services.

USTDA evaluates projects primarily based on:

- Their priority to the project sponsors and the countries where they are located and their likelihood of receiving implementation financing or, in the case of USTDA's trade capacity building work, advancing trade liberalization efforts; and
- Whether they offer mutual economic benefit for the host country and the United States, including opportunities for commercial cooperation with U.S. firms.

### Eligible Countries

USTDA is open for business in more than one hundred nations around the world. In certain nations, statutory, resource and policy constraints limit the availability of USTDA programs. Contact us directly to determine the status of USTDA assistance in your area of interest.

## USTDA RESOURCES

### Trade Capacity Building and Sector Development

#### SECTOR DEVELOPMENT TECHNICAL ASSISTANCE

USTDA provides technical assistance to help with the development of sector strategies, industry standards, and legal and regulatory regimes. This assistance helps to create a favorable business and trade environment. Transportation safety and security are particularly important sectors for USTDA's technical assistance work.

#### TRADE AGREEMENT SUPPORT

USTDA trade capacity building technical assistance is normally associated with the negotiation of trade agreements, and compliance with important international market access issues. Areas of assistance may include customs processing and valuation, intellectual property rights, government procurement, technical barriers to trade, and trade in services.

## TRAINING

USTDA provides training for foreign decision-makers in economic sectors where there are opportunities for the sale of U.S. equipment and services. The training is normally focused on technology or regulatory requirements and is designed to give project sponsors a better understanding of U.S. experience and capabilities. Training can be conducted in the United States and/or in the host country.

## TRADE AND INDUSTRY ADVISORS

Foreign government entities may obtain USTDA grants for trade and industry advisors. These advisors are typically located in ministries or municipalities, where they can help with capacity building activities relevant to trade regulations, standards or the import of technology and additional expertise.

## Project Definition and Investment Analysis

### FEASIBILITY STUDIES

USTDA provides grants for overseas infrastructure project planning assistance, such as feasibility studies. These studies evaluate the technical, financial, environmental, legal, and other critical aspects of infrastructure development projects that are of interest to potential lenders and investors.

### ORIENTATION VISITS

Orientation visits bring foreign project sponsors to the United States to observe the design, manufacture, demonstration and operation of U.S. products and services that can potentially help them to achieve their development goals.

### WORKSHOPS AND CONFERENCES

USTDA organizes workshops, conferences and technical symposia worldwide. These events are sector or project oriented and connect overseas project sponsors with U.S. firms and entities that supply project finance, technology and industry expertise that may be useful in project implementation.

## PROCUREMENT ASSISTANCE

To promote project transparency and integrity, USTDA provides grants to assist in the establishment and oversight of international project procurement activities. Support can take the form of developing appropriate bidding procedures, assisting in the evaluation of technical proposals, and identifying potential suppliers or bidders.

## USTDA's Approval Process

Before projects are approved for grant assistance, USTDA requires that independent evaluations of the proposals be prepared. A definitional mission (DM) provides a detailed evaluation of a proposal and involves travel to the designated region. A desk study (DS) provides quick analysis of a proposal and is produced within the United States. Both DMs and DSs are carried out exclusively by small U.S. businesses. Because of the high demand for USTDA funding, not all proposals that meet USTDA's funding criteria can be supported.

## USTDA INFORMATION RESOURCES

Please visit our website at [www.ustda.gov](http://www.ustda.gov) for additional information on how USTDA can help you to participate in overseas development projects. You can also sign up to receive USTDA's biweekly eNewsletter, which contains information about current agency procurements and business opportunities with USTDA grant recipients. The eNewsletter also contains details on upcoming USTDA-sponsored events.



## HOW DO I CONTACT USTDA?

More information about USTDA is available at [www.ustda.gov](http://www.ustda.gov). General inquiries about USTDA's program can be made by calling (703) 875-4357, sending a fax to (703) 875-4009 or an e-mail to [info@ustda.gov](mailto:info@ustda.gov), or completing the Contact Form on USTDA's website.

To contact USTDA's program staff, send an e-mail to your region of interest:

- East Asia:  
[East\\_Asia@ustda.gov](mailto:East_Asia@ustda.gov)
- Europe and Eurasia:  
[Europe\\_Eurasia@ustda.gov](mailto:Europe_Eurasia@ustda.gov)
- Latin America and the Caribbean:  
[LAC@ustda.gov](mailto:LAC@ustda.gov)
- Middle East and North Africa:  
[MENA@ustda.gov](mailto:MENA@ustda.gov)
- South and Southeast Asia:  
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U.S. TRADE AND DEVELOPMENT AGENCY

"The work of development is much broader than development aid. The vast majority of financing for development comes not from aid, but from trade and domestic capital and foreign investment... So, to be serious about fighting poverty, we must be serious about expanding trade."

— PRESIDENT GEORGE W. BUSH

