



USTDA Update

Volume 13, Issue 2 • Summer 2006

Establishing the Infrastructure for Economic Growth

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In carrying out its mission, USTDA funds a variety of economic development activities designed to support the broader commercial relationships envisioned by free trade agreements (FTAs). This spring, Director Askey traveled to Mexico and Colombia to award over \$4.1 million in grants supporting the objectives of the North American Free Trade Agreement (NAFTA) and the U.S.-Colombia Trade Promotion Agreement. The grants reflect the agency's commitment to foster the development of the infrastructure necessary to support increased trade.



USTDA Director Askey (right) shakes hands with Dr. Aaron Dychter Poltolarek (left), Mexican Under Secretary of Transportation, at the USTDA grant signing ceremony in Mexico City.

Transportation infrastructure is critical to trade facilitation. To promote multimodal infrastructure in Mexico and strengthen North American competitiveness under NAFTA, USTDA awarded a grant to Mexico's Secretaría de Comunicaciones y Transportes to develop a master plan for the development of multimodal corridors. The grant supports the development of a national strategy for investments in transportation and logistics infrastructure that will meet the needs of domestic Mexican commerce and NAFTA trade.

Access to capital is also essential to international trade. In Mexico, USTDA has achieved results in the development of a venture capital market (see article on p. 3). USTDA built on this success during Director Askey's visit with the award of two additional grants in the Mexican financial sector.

The first grant, which was provided to BANSEFI, Mexico's National Savings

Bank, will support the development of a financial literacy education tool, similar to the Federal Deposit Insurance Corporation's *Money Smart*, to reach out to low-income Mexican citizens. This training and marketing tool aims to strengthen the capitalization of Mexico's formal banking sector through increased savings deposits.

A second grant was awarded to Financiera Rural, a major financial lender to Mexican agricultural and rural communities. This grant will support the establishment of a bank officer training program that responds to the need for greater skill in project finance, risk assessment, and credit and loan analysis. The training will significantly improve the quality of loans extended to the agricultural community and have a direct impact on the Mexican rural financial system.

The development of the energy sector is another key factor in providing the resources to fuel economic

growth. In Colombia, USTDA awarded grants to facilitate investment in the nation's hydrocarbon resources.

Two of the grants were awarded to Ecopetrol S.A., Colombia's state-owned oil company. They will assist Ecopetrol in modernizing the Barrancabermeja oil refinery and increasing the safety, security and integrity associated with Colombia's hydrocarbon pipeline system. A third grant to the National Hydrocarbons Agency will improve the agency's capacity to carry out its upstream licensing and tender responsibilities.

Together, these grants in Mexico and Colombia advance the objectives of U.S. trade agreements by developing the infrastructure and institutional capacity to support broader commercial relationships. In Latin America and around the world, USTDA will continue to work to unleash the ability of the private sector to serve as a catalyst for development.



THELMA J. ASKEY

Director's Message

Around the world, USTDA activities are helping advance key U.S. foreign policy objectives. In particular, we have placed a priority on developing the necessary infrastructure and capacity to support increased trade.

This priority was established because trade is a catalyst for growth and development. USTDA recognizes the opportunity for mutual benefit presented by the Doha Development Round at the World Trade Organization and in the many free trade agreements negotiated by the United States. At the same time, we understand that the benefits of trade cannot accrue where the infrastructure or capacity is inadequate to support increased trade flows.

As we seek to build on USTDA's record of success in developing trade capacity, we are fortunate to benefit from the experience and skill of our talented staff. Over the past year, I have structured the agency's senior management to maximize our impact in carrying out our results-oriented program.

Most recently, I was pleased to name James A. Wilderotter to serve as our General Counsel. Jim has extensive experience in both the public and private sectors on matters important to USTDA's responsibilities and mission. I look forward to working with him as a member of our senior management team.

The exceptional staff that Jim joins focuses its efforts on establishing a framework for the private sector to lead in host country development. Together with our many partners overseas and the U.S. business community, we will achieve mutually beneficial results.

About USTDA

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, feasibility studies, 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 economic 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.

U.S. Trade and Development Agency Staff

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CHIEF OF STAFF	Thomas R. Hardy
RESOURCE ADVISOR	Michael Hillier
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COUNTRY MANAGER	Stacey Chow
COUNTRY MANAGER	Diana Rossiter
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ASIA BUSINESS DEVELOPMENT MANAGER*	Greg Walters

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COUNTRY MANAGER	Scott Greenip
PROJECT ANALYST*	Dan Dondero

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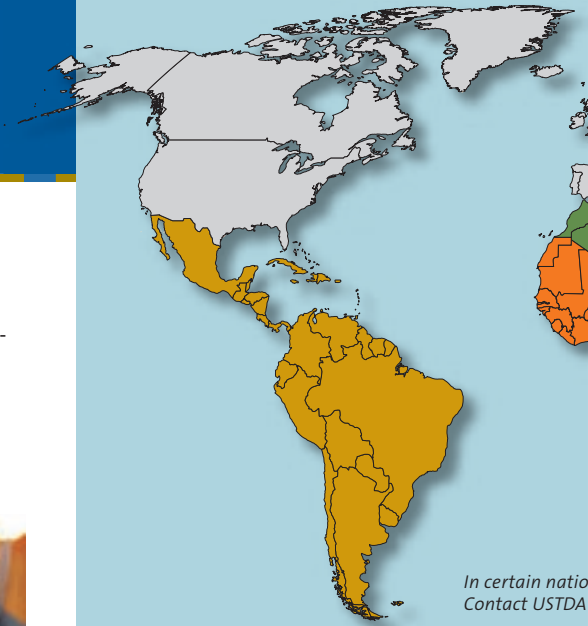
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INFORMATION RESOURCE ASSISTANT*	Don Gibson
FRONT DESK ASSOCIATE*	Jacquelyn Rushing

*Contractor working for USTDA

Regional Summaries



EUROPE AND EURASIA:

Advancing Foreign Policy Priorities in Europe and Eurasia

USTDA activities in Europe and Eurasia in 2006 have focused on priority U.S. foreign policy initiatives. Foremost among these is the Central Asia Infrastructure Integration Initiative (CAIII), which promotes regional economic cooperation between the countries of Central Asia and Afghanistan, and the promotion of energy security.

Cooperation in the electric power sector is one of the key elements of CAIII, and USTDA highlighted this subject at a regional conference held in Istanbul in June. The conference brought together government officials, U.S. companies and international financial institutions to discuss the possibility of bringing power from energy rich Central Asia to energy deficient countries, primarily Afghanistan and Pakistan. At the conference, USTDA awarded a grant to the government of Tajikistan for early investment analysis on a power transmission project. A Memorandum of Understanding on regional energy cooperation was also signed by representatives of four of the countries attending the conference.

The importance of energy security became apparent in the Europe and Eurasia region earlier this year, when the Russian pipeline monopoly, Gazprom,

cut off gas supplies to Ukraine. This action limited gas shipments to Eastern and Western Europe. In response, USTDA is considering funding for a study on a proposed Trans-Caspian Gas Pipeline, which would contribute to the economic vitality of Kazakhstan, Azerbaijan, Georgia, and Turkey, while also providing Europe with another source of clean fuel.

USTDA's program is well-positioned to advance these and other priority foreign policy initiatives in the Europe and Eurasia region.



In Tajikistan, USTDA is funding investment analysis on developing Central Asia's electric power transmission and generation capacity to export power to Afghanistan and Pakistan. Pictured here at the grant signing at the agency's regional conference are (left to right): USTDA Regional Director for Europe and Eurasia Daniel D. Stein; Assistant Secretary of State for South and Central Asian Affairs Richard A. Boucher; His Excellency Mr. Yerov, Minister of Energy of Tajikistan; and His Excellency Mr. Assadullo Ghulomov, Deputy Prime Minister of Tajikistan.

LATIN AMERICA AND THE CARIBBEAN:

USTDA Helps to Develop the Mexican Venture Capital Market

In late 2005, Mexico enacted a new securities market law that will contribute significantly to the development of venture capital markets. The emergence of this sector is critical to economic growth, providing essential capital for small and medium-sized, and rapidly growing businesses.

The new law follows recommendations contained in a USTDA-funded study, which included an action plan on the development of the venture capital industry in Mexico. The study was a direct result of the priority placed on this sector in the bi-national Partnership for Prosperity initiative. In Mexico, Nacional Financiera, S.A. (NAFINSA), one of the country's premier development banks, spearheaded the effort to look for ways to strengthen the sector.

Building on the strength of its strong relationship with NAFINSA, USTDA funded a detailed study on the subject. Its specific recommendations were presented at a conference in Mexico City in 2004, which generated the momentum to pass the securities market law.

USTDA has built on its success in the Mexican financial sector through the award of two additional grants to NAFINSA. The first involves a study on a proposed energy efficiency program. The second relates to the development of an investment catalyst fund.

USTDA recognizes the importance of access to capital for economic growth and looks forward to seeing the impact of its activity in this critical sector on Mexico's development.

ASIA:

USTDA and China Launch Trade Cooperation Initiatives

USTDA took concrete steps this spring to promote bilateral cooperation in two areas of concern in the growing U.S.-China economic relationship, the development of commercial and industrial standards and the enforcement of intellectual property rights (IPR). Together, the two USTDA grants represent vital public-private partnerships that follow up on commitments made at the U.S.-China Joint Commission on Commerce and Trade meeting earlier this year.

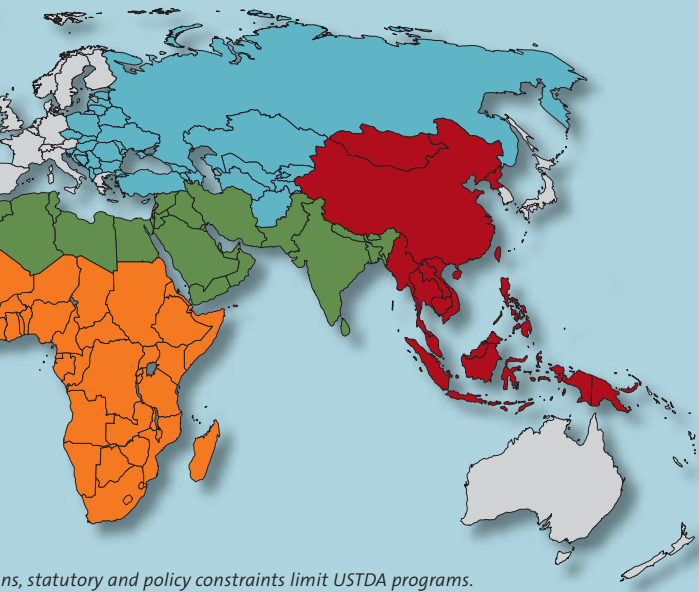


USTDA Regional Director for Asia Henry Steingass (seated far left) and USTDA Director Askey (seated second from left) are seen here at the grant signing ceremony for the IPR grant in China during a trip to China in May. Also seated at the table are GAC Vice Commissioner Sun Songpu (second from right) and Director General of the GAC WTO Affairs Office Yin Liqun (far right).

Recognizing the importance of transparent standards and conformity assessment to U.S. firms, USTDA is working with the American Chamber of Commerce in China to increase policy and technical exchanges in this area. This relationship was formalized with the award of a USTDA grant to launch the U.S.-China Standards and Conformity Assessment Cooperation Program. The program will enable U.S. industry and government representatives to engage their Chinese counterparts on specific industry sectors and trade-related standards of mutual interest. USTDA funding for the program will be matched by industry contributions.

Strengthening China's capacity to protect IPR is another priority for U.S. firms. In this area, USTDA is funding a training program for management and officers from the General Administration of Customs (GAC) on customs regulations, inspection and methods for improving enforcement capabilities. The training is designed to give U.S. companies opportunities to provide company- and product-specific information that will enable GAC officers to more effectively identify and interdict goods that violate IP protections.

Together, the standards and IPR initiatives will enable U.S. firms to compete in a wide range of sectors in the Chinese market.



ns, statutory and policy constraints limit USTDA programs directly to determine the availability of assistance.

MIDDLE EAST, NORTH AFRICA, AND SOUTH ASIA:

USTDA Promotes Partnerships at Regional Fora

USTDA continues to respond to the diverse developmental priorities of the Middle East, North Africa and South Asia (MENASA) region. Highlights this year include separate successful conferences on transportation and information and communications technology (ICT), and a focus on the energy and power sectors.



USTDA conferences provide opportunities for U.S. company representatives to meet directly with key decision-makers about near-term procurement opportunities. Here Motorola representatives Jadawy al-Riyami (center) and Youssef Nounou (right) meet with Mohammed Meliani, Advisor to the Prime Minister of Morocco, at USTDA's Making Connections in the Middle East and North Africa conference.

The goal of the conferences was to expand infrastructure to support the region's economic development. In South Asia, USTDA featured near-term port, airport, railway, intermodal connector and inland waterway projects. In the Middle East and North Africa, USTDA concentrated on telecommunications infrastructure expansion, new license offerings, and regional e-government and e-education initiatives. These events provided unique opportunities for MENASA decision makers to discuss priorities and cultivate partnerships with leading U.S. firms.

USTDA also recognizes the importance of energy and power to the region's growth. In the context of the U.S.-India Energy Dialogue, USTDA is providing technical assistance to develop India's coal bed and coal mine methane resources. In the refining sector, the modernization of India's industry will be the subject of an upcoming USTDA orientation visit, as well as early investment analysis on a major refinery expansion project. Elsewhere in the MENASA region, USTDA is supporting Morocco's liberalization of its electricity sector; an ongoing training program for the Iraqi Ministry of Oil; oil shale development in Jordan; and the exploration of energy and power projects in Pakistan and Sri Lanka.

Looking ahead, USTDA will continue to support infrastructure development in MENASA that will facilitate the region's economic development.



Nigeria's Minister of State for Agriculture and Rural Development, His Excellency Bamidele Dada, spoke about the impact of USTDA's program on his country's development following the award of three grants in Nigeria during the U.S.-Sub-Saharan Africa Trade and Economic Cooperation Forum.

SUB-SAHARAN AFRICA

USTDA Develops Infrastructure to Support Trade with Africa

In direct support of the Doha Development Round objectives at the World Trade Organization (WTO) and the African Growth and Opportunity Act (AGOA), USTDA carries out a dynamic program of support for infrastructure development, stronger U.S.-African trade relations, and the growth of open and competitive markets in Sub-Saharan Africa.

The priority that the agency places on the region was reflected in the award of seven grants totaling \$2.77 million as part of the fifth U.S.-Sub-Saharan Africa Trade and Economic Cooperation Forum in June. The grants target key sectors necessary to support broader economic growth in Africa, including electricity in Nigeria and South Africa; transportation in Nigeria, Senegal and the Common Market for Eastern and Southern Africa; and capital market development in West Africa.

"USTDA recognizes the importance of infrastructure and trade capacity to Africa's development," said USTDA Director Askey on the signing of the grant agreements. "We also understand that the benefits of trade cannot accrue where infrastructure is inadequate to support increased trade flows. As a result, our program seeks to establish the necessary foundation for the private sector to lead in Africa's development."

In Sub-Saharan Africa, infrastructure is also essential to the ability of countries to benefit from AGOA trade preferences. As a result, USTDA focuses on activities that support broader economic growth and closer U.S.-Sub-Saharan Africa trade relations.

Upcoming Events Lineup

India Oil and Gas Refinery Modernization Orientation Visit (OV)

A USTDA-sponsored OV will bring a delegation from the major oil refineries in India to the United States to support planned refinery upgrades and modernizations that will result in the production of cleaner fuels.

DATE: August 5–16, 2006
LOCATIONS: Houston, TX; Chicago, IL; Washington, DC
CONTACT: David Elliott (202) 429-5254
E-MAIL: mak@kealtd.com

Philippines Mining Sector OV

Philippine mining industry and government representatives will travel to the United States on a USTDA-sponsored OV to seek partnerships with U.S. firms and knowledge of modern mining operations.

DATES: September 2006
LOCATIONS: Arizona; Denver, CO; Washington, DC
CONTACT: Roy G. Tiley (410) 997-7778 x20
E-MAIL: rtiley@bcs-hq.com

Bulgaria and Turkey Solid and Hazardous Waste Management OV

USTDA is sponsoring an OV to familiarize Turkish and Bulgarian officials with U.S. technology, products, management practices, and public-private partnerships in the solid and hazardous waste treatment sector.

DATES: September 17–23, 2006
LOCATIONS: New Jersey; Charlotte, NC; Washington, DC
CONTACT: David Elliott (202) 429-5245
E-MAIL: mak@kealtd.com



James Wilderotter Joins USTDA as General Counsel

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more about the agency, it was also the enthusiasm and talent of the agency's staff that I mentioned that attracted me. I could see that this was an organization that understood its mission and how to achieve it.

UPDATE: How do you see the agency's role in carrying out its dual trade and development mission?

JIM: USTDA sees trade as a catalyst for development. In lawyer's terms, we would say that the two are "inextricably intertwined." Experience shows that trade opens new opportunities for the private sector in emerging markets to lead in development. For the private sector to take advantage of trade opportunities, it needs a wide range of infrastructure support. That is where USTDA plays a leading role. USTDA facilitates the establishment of the necessary infrastructure in developing countries for the private sector to compete in the global market.

In addition to promoting trade as a catalyst for development, USTDA is also a catalyst in attracting other capital for development projects. Many USTDA activities are designed to provide the necessary information that lenders need to back a project. Through its cost share program, the agency also attracts capital from U.S. firms or from project participants joining with us to sponsor a particular activity.

UPDATE: From your private sector experience, what role do you see for U.S. businesses in working with USTDA?

JIM: The sectors mentioned in the legislation that created USTDA — energy, transportation, telecommunications, and the environment — are clear priorities for the agency. U.S. firms are competitive in these areas and the agency works closely with a wide range of firms. In doing so, it is important that we listen to the U.S. business community because the private sector is typically the best source of ideas and innovation.

UPDATE: Do you have any particular goals for the Office of General Counsel?

JIM: USTDA takes pride in its ability to act quickly on emerging priorities. A large part of the agency's success is rooted in its nimbleness. The Office of General Counsel at USTDA has an excellent record of support for the agency's ability to respond rapidly to new opportunities. My goal is to continue this standard of excellence.

UPDATE: Thank you very much for your time. Best wishes to you at USTDA.

New IQC Mechanism Enhances USTDA's Technical Expertise

Earlier this year, USTDA instituted a new Indefinite Quantity Contract (IQC) designed to broaden the agency's sector-specific expertise and diversify its mechanisms for delivering foreign assistance. Through these private sector partners, USTDA has strengthened its ability to address the training requirements of overseas decision makers as they prepare to implement development projects.

In addition to the logistical role that the previous IQC played with respect to USTDA orientation visits, conferences and workshops, the new mechanism includes a provision that will enable contractors to coordinate and conduct training that covers a broad range of subject matter. Topics include trade capacity building, customs issues, telecommunications, health, energy, agribusiness, environmental protection, regulatory and policy trends, transportation security and safety issues, and new industry technologies, among others.

USTDA's IQC contains 35 firms with impressive logistics and technical capabilities, including significant experience coordinating global activities. We look forward to working with each company to strengthen the agency's ability to forge partnerships between U.S. firms and overseas project sponsors with positive developmental and commercial results.

USTDA congratulates all of its IQC members on their selection:

- Academy for Educational Development
- Advanced Engineering Associates International, Inc.
- Agland Investment Services, Inc.
- American Association of Airport Executives
- BCS, Inc.
- The Business Council for International Understanding, Inc.
- Computer Frontiers, Inc.

- Core International, Inc.
- The Cornell Group, Inc.
- Courtesy Associates, LLC
- Decision Analysis Partners
- Development and Training Services, Inc.
- Elan International, LLC
- Environmental Decisions, Inc.
- Energetics, Inc.
- Global Marketing & Communications, Inc.
- Institute of International Education, Inc.
- Koeppen, Elliott & Associates, Limited
- Labat-Anderson, Inc.
- The Louis Berger Group, Inc.
- Management Options, Inc.
- Mendez England & Associates
- Meridian International Center
- MFM Trade Meetings
- Millennium Science & Engineering
- ORC Macro International, Inc.
- Princeton Energy Resources International, LLC
- The Peoples Group, Ltd.
- The QED Group, LLC
- Sandler & Travis Trade Advisory Services, Inc.
- Susan Davis International, Ltd.
- Technical Resources International, Inc.
- TERA International Group, Inc.
- United States Energy Association
- United States Telecommunications Training Institute



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James A. Wilderotter Named USTDA General Counsel

USTDA welcomes James A. Wilderotter, who joined the agency in June as General Counsel. He comes to USTDA from the Washington office of the international law firm Jones Day, where he was a partner for almost 25 years. During his tenure with Jones Day, Jim specialized in federal regulatory matters, international trade and investment issues, government contracts and assistance programs, and administrative law. In 1991, Jim departed Jones Day to become Vice President and General Counsel of International Paper Company before returning in 1995.



James A. Wilderotter has joined USTDA as the agency's new General Counsel.

Prior to his time in the private sector, Jim's government service included executive appointments as General Counsel of the U.S. Energy Research and Development Administration, Associate Counsel to the President of the United States and Associate Deputy Attorney General, as well as senior staff positions at the U.S. Departments of Commerce and Housing and Urban Development.

Jim received his Juris Doctor degree from the University of Illinois, where he was Editor-in-Chief of the Law Review.

He also holds a Bachelor's degree from Georgetown University.

Recently, *Update* had an opportunity to talk with Jim about his background and initial impressions of USTDA.

UPDATE: Congratulations on your appointment as General Counsel. Although you recently arrived at USTDA, do you have some initial impressions?

JIM: Let me first start by saying how pleased I am to be here. Before I arrived, I had heard much about the

professionalism and dedication of USTDA's staff. In my short time here, I can say that I have already seen confirmation of the agency's extraordinary capabilities.

UPDATE: You have an impressive background in both the public and private sectors. What was attractive to you about USTDA?

JIM: Initially, it was the agency's mission and the way it utilizes private sector solutions to foster development. As I learned

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