



LIDA M. FITTS

Ms. Lida M. Fitts serves as the Country Manager for East Asia for the U.S Trade and Development Agency, where she manages the agency's largest portfolio, covering China and Mongolia.

Ms. Fitts has over 11 years of experience creating and managing international trade development programs. She has travelled and worked in over 60 countries and has managed international trade capacity building projects in Asia, Africa and the Middle East.

Prior to joining USTDA in January 2008, she led export promotion programs in Africa and the Middle East for International Executive Service Corps (IESC). As IESC Program Manager for Morocco, she developed export strategies for Moroccan companies that resulted in over \$74 million in increased exports. Previously, as Program Manager of The Crafts Center, she advised exporters in 81 countries on how to access new markets. Ms. Fitts also worked as a Business Development Volunteer for the U.S. Peace Corps in Cotonou, Benin, where she consulted small and medium businesses on developing new markets. Prior to her international development work, Ms. Fitts was an Account Executive at LobsenzStevens, a New York public relations firm, where she created market entry strategies for Asian and domestic technology firms.

Ms. Fitts holds a B.A. degree from Davidson College, speaks French and has written numerous articles on international trade.