



# USTDA Update

Volume 14, Issue 1 • Winter 2007

## IN THIS ISSUE:

- 1 Vietnam: 2006 Country of the Year
- 1 McKinney Named Regional Director for LAC
- 2 Director's Message
- 2 USTDA Staff Listing
- 3 Regional Summaries
- 4 Upcoming Events Lineup
- 5 Forecasting Water Emergencies in Romania
- 6 USTDA Launches Global Customs Initiative



USTDA's 2006 Annual Report is on the Web at [www.ustda.gov](http://www.ustda.gov)

A publication of the U.S. Trade and Development Agency  
1000 Wilson Boulevard  
Suite 1600  
Arlington, VA 22209-3901  
Tel: 703.875.4357  
Fax: 703.875.4009  
Email: [info@ustda.gov](mailto:info@ustda.gov)  
Web: [www.ustda.gov](http://www.ustda.gov)

## Vietnam: 2006 Country of the Year *Infrastructure to Support Economic Growth*

Reflecting its strong and growing partnership with the Agency, USTDA selected Vietnam as its Country of the Year. To confer the award, USTDA Director Thelma J. Askey presented a plaque to the Honorable Doan Manh Giao, Chairman of the Office of Government, who accepted it on behalf of the Vietnamese government. The presentation took place in Hanoi on the occasion of the Asia Pacific Economic Cooperation (APEC) Summit.

Vietnam is the fastest growing economy in Southeast Asia. Its recent accession to the World Trade Organization (WTO) and its successful efforts to obtain permanent normal trade relations with the United States reflect the country's shift to a market economy, ongoing adoption of modern governance practices, improved investment regulations, and liberalization of the financial services arena. USTDA has responded to Vietnam's emergence as an important economic participant in Southeast Asia by playing a significant role in strengthening the U.S.-Vietnam relationship.

Since USTDA's program was launched in Vietnam in 1996, the agency has funded 36 activities and 18 orientation visits designed to support priority development projects and procurement opportunities. To date, those activities and visits have been associated with \$210.5 million in U.S. exports in the transportation, energy, services, water and human resource sectors.

Two notable successes stem from agency activities that were funded in recent years. USTDA assistance supported the development of a waste treatment plant project in Ho Chi Minh City that resulted in the award of two construction contracts, amounting to \$55 million. Similarly, USTDA-funded training in quality and service management supported the sale of General Electric aircraft engines

and follow-on purchases with a market value of over \$125 million.

In 2006, the agency substantially expanded its Vietnam portfolio by providing assistance in support of the country's WTO commitments and APEC priorities. USTDA was also active in the aviation and financial services sectors in response to Vietnam's substantial growth and the government's desire to meet international standards,



USTDA Director Askey (left) presented the agency's Country of the Year honor to the Honorable Doan Manh Giao (right), Chairman of the Office of Government, who accepted it on behalf of the Vietnamese government.

promote market-oriented reform, and increase transparency.

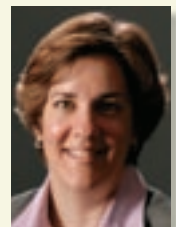
USTDA is pleased to partner with outstanding project sponsors in Vietnam in advancing key priorities in a broad range of sectors. The agency looks forward to maintaining a vibrant program there in 2007 with activities that will foster an environment ripe for trade, investment, and sustainable economic development.

## McKinney Named Regional Director for Latin America and the Caribbean

Anne McKinney, an 11-year veteran at USTDA, has been named Regional Director for Latin America and the Caribbean. During her tenure as a Country Manager, Anne took on increased responsibility for the agency's program development and policy initiatives in the region while also serving as USTDA's inter-agency liaison on environmental issues.

Having worked on projects throughout Latin America and the Caribbean, Anne has extensive experience with successful implementation

of USTDA's program. Most recently, Anne's regional responsibilities were focused on business development and project management in Brazil and the Southern Cone. As Regional Director, she now oversees the agency's entire regional portfolio.



Anne McKinney

Continued on page 5



THELMA J. ASKEY

## Director's Message

At the end of 2006, I had the great honor of traveling to the Democratic Republic of the Congo (Congo) for the inauguration of Joseph Kabila, the first democratically elected President of that nation in four decades. The hope and opportunity of that moment was everywhere you looked and I was pleased to be there to offer USTDA assistance in the Congo's rebirth.

The success of our program in countries like the Congo is rooted in the agency's ability to forge public-private partnerships that bring marketable solutions to developmental challenges. In this regard, U.S. firms have a lot of to offer in terms of technology and experience. Our program presents numerous opportunities for firms in a wide range of sectors from the environment to transportation and from energy to information and telecommunications technology. Many USTDA activities are even reserved exclusively for small businesses.

There are several ways to become involved in USTDA's program. Some U.S. companies provide analysis to the agency related to the many funding requests that we receive each year. Others share their knowledge with overseas sponsors through USTDA-funded technical assistance and investment analysis programs.

Recently, USTDA implemented a change to make it even easier for businesses to participate in the agency's program. Firms can now receive information electronically with the requirements associated with specific contracting opportunities. Requests for electronic documents can be sent to USTDA through the link for each announcement on the agency's website at [www.ustda.gov](http://www.ustda.gov).

By making information about current business opportunities more accessible, we hope that this will enable additional companies to participate in USTDA's program. This effort is essential in bringing the greatest possible developmental benefits to the projects that USTDA supports. As USTDA responds to the priorities of overseas project sponsors in the Congo and elsewhere, the agency will continue to further projects that present viable commercial opportunities for U.S. firms.

### 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, 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 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

DIRECTOR	Thelma J. Askey
DEPUTY DIRECTOR	Leocadia I. Zak
GENERAL COUNSEL	James A. Wilderrotter
DIRECTOR FOR POLICY AND PROGRAM	Geoffrey Jackson
CHIEF OF STAFF	Thomas R. Hardy
RESOURCE ADVISOR	Micheal Hillier
ASSISTANT DIRECTOR FOR POLICY AND PROGRAM	Paul Marin
ASSISTANT TO THE DIRECTOR AND DEPUTY DIRECTOR	Cameron Arch

#### ASIA

REGIONAL DIRECTOR	Henry Steingass
COUNTRY MANAGER	Steven Winkates
COUNTRY MANAGER	Stacey Chow
COUNTRY MANAGER	Diana Rossiter
PROJECT ANALYST*	Jarrett Creasy
REGIONAL MANAGER FOR ASIA*	Gregory M. Walters

#### EUROPE AND EURASIA

REGIONAL DIRECTOR	Daniel D. Stein
COUNTRY MANAGER	Andrea Lupo
COUNTRY MANAGER	Scott Greenip
PRESIDENTIAL MANAGEMENT FELLOW	Barbora Jemelkova
PROJECT ANALYST*	Dan Dondero

#### LATIN AMERICA AND THE CARIBBEAN

REGIONAL DIRECTOR	Anne McKinney
COUNTRY MANAGER	Keith M. Eischeid
COUNTRY MANAGER	Kate Maloney
PROJECT ANALYST*	Jorge Esteban

#### MIDDLE EAST, NORTH AFRICA AND SOUTH ASIA

REGIONAL DIRECTOR	Carl B. Kress
COUNTRY MANAGER	Leila Aridi Afas
COUNTRY MANAGER	Marian Bassett
COUNTRY MANAGER	Jason Nagy
PROJECT ANALYST*	Tareq Bremer
REGIONAL MANAGER FOR ASIA*	Gregory M. Walters

#### SUB-SAHARAN AFRICA

REGIONAL DIRECTOR	Ned Cabot
COUNTRY MANAGER	Pierce Davis
COUNTRY MANAGER	Ursula Iszler
PROJECT ANALYST*	Melissa Schweinberg
AFRICA BUSINESS DEVELOPMENT MANAGER*	Doug Shuster

#### OFFICE OF THE GENERAL COUNSEL

ATTORNEY ADVISOR	David Hester
ATTORNEY ADVISOR	Enoh Ebong
ATTORNEY ADVISOR	Kendra Link
ATTORNEY ADVISOR	Richard Burns
GRANTS ADMINISTRATOR	Pat Daughette
GRANTS ASSISTANT	Megan Rouse

#### OFFICE OF EXTERNAL RELATIONS

COMMUNICATIONS POLICY ADVISOR	Donna Thiessen
CONGRESSIONAL RELATIONS ADVISOR	Amy Lorenzini
SPECIAL PROJECTS OFFICER*	Brenda Heggs

#### OFFICE OF EVALUATIONS

EVALUATIONS OFFICER/ECONOMIST	David Denny
EVALUATIONS ANALYST	Jamie Merriman
EVALUATIONS ANALYST*	Taraneh Bastani

#### OFFICE OF FINANCE

FINANCIAL MANAGER	Noreen St. Louis
FINANCIAL ANALYST	Michele Bivins
FINANCIAL SPECIALIST	Rosa Jackson
FINANCE SPECIALIST	Evelyn Gudger
FINANCE ASSISTANT*	David Whittle

#### OFFICE OF CONTRACTS

CONTRACTING OFFICER	Richard Sallee
CONTRACTS SPECIALIST	Lynda Kindrick
CONTRACTS SPECIALIST*	Wanda Chandler
PROCUREMENT IT*	Sonia Barnhill

#### OFFICE OF ADMINISTRATION

ADMINISTRATIVE OFFICER	Carolyn Hum
MANAGEMENT AND PROGRAM COORDINATOR	Amy Mellin
ADMINISTRATIVE ASSISTANT	Eatrice James
ADMINISTRATIVE ASSISTANT	Tyrone Johnson
ADMINISTRATIVE ASSISTANT	Silvia Ortiz
ADMINISTRATIVE ASSISTANT	Paul Cecchini
ADMINISTRATIVE ASSISTANT	Caitrin McCarron

#### OFFICE OF INFORMATION TECHNOLOGY

INFORMATION TECHNOLOGY PROGRAM MANAGER*	Ronny Robinson
LAN ADMINISTRATOR*	Alvin Reeder
HELP DESK TECHNICIAN*	Tiffany Carter
WEBMASTER*	David Kunkel

#### INFORMATION RESOURCE CENTER

INFORMATION RESOURCE CENTER MANAGER*	Angeleen Godbey
PROCUREMENT DATA MANAGER*	Evangela Kunene
PROJECT INFORMATION SPECIALIST*	Chris Sheldon
PROJECT INFORMATION SPECIALIST*	Afrin Khan
INFORMATION RESOURCE SPECIALIST*	Gwendolyn Harper
INFORMATION RESOURCE ASSISTANT*	Don Gibson
INFORMATION RESOURCE ASSOCIATE*	Michael DeRenzo
FRONT DESK ASSOCIATE*	Danielle Businger
FRONT DESK ASSOCIATE*	Katherine Miller

\*Contractor working for USTDA

# Regional Summaries

## SUB-SAHARAN AFRICA

### A Commitment to Development

USTDA's commitment to Africa's development is reflected by the increase in agency program activity in the region. Since 2004, agency funding for development priorities in Africa has grown from 12.1% of total agency obligations to 22.0% in 2006, making the region the largest recipient of USTDA funds last year.

The agency will continue to build on its record of success in Africa in 2007. Priorities include support for U.S. trade policy, building the infrastructure for development, and enhancing global energy security.

Three significant events highlight USTDA's commitment to promoting mutually beneficial partnerships in Africa. First, the agency is pleased to begin work with the Democratic Republic of Congo, following its first democratic presidential and parliamentary elections in 40 years. Director Askey attended President Kabila's inauguration as part of the official U.S. delegation where she announced the opening of USTDA's program in the Congo as well as her intention to support projects in the power and transportation sectors.

Second, in order to encourage the development of information and communications technology in the region, USTDA will host a conference in San Francisco in March. The event will feature current projects that offer commercial opportunities for U.S. companies.

Finally, as part of the agency's commitment to safety and security in the transportation sector, USTDA sponsored an orientation visit for representatives of the National Department of Transportation of South Africa in January. The visit focused on preparations for the 2010 FIFA World Cup by introducing the delegates to U.S. national intelligent transportation system architecture and other U.S. technologies.

Looking ahead, USTDA will continue to support activities that strengthen the role of the private sector in contributing to Africa's economic development.



USTDA Director Askey (second from left in back) traveled to the Democratic Republic of Congo for the inauguration of President Joseph Kabila (fourth from right) as part of the U.S. delegation led by Secretary of Labor Elaine Chao (fifth from left). During her visit, Director Askey announced the opening of USTDA's program there and plans to send two technical teams to identify projects for agency support.

## MIDDLE EAST, NORTH AFRICA, AND SOUTH ASIA:

### Fostering Development in Key Sectors for Growth

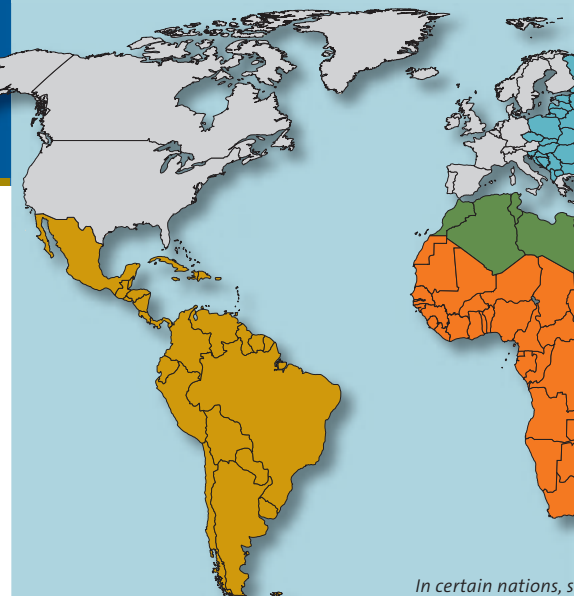
In 2007, USTDA will promote development in the Middle East, North Africa and South Asia (MENASA) by focusing on the region's transportation, trade facilitation, and energy supply and security priorities. Together, these sectors will provide an important foundation for the region's continued growth.

A highlight of the agency's program will be the U.S.-India Aviation Partnership Summit, which will take place in New Delhi in April. USTDA and the Federal Aviation Administration are organizing this event, in cooperation with the Indian Ministry of Civil Aviation and the Airports Authority of India. The summit will feature a bilateral policy dialogue, as well as specific project opportunities for the private sector. Other transportation components of the agency's MENASA program will include an orientation visit for Iraqi civil aviation officials, and possible port activities in Egypt, Jordan, Lebanon, and Morocco.

USTDA will expand its trade facilitation work in MENASA through several agricultural biotechnology and cold chain logistics and management workshops in support of the U.S.-India Agriculture Knowledge Initiative. Also, as a follow-up to last year's project forum on opportunities in the information and communications technology sector, USTDA is planning to fund an orientation visit to expose key regional officials to U.S. e-government technologies and services.

Energy supply and security is a high priority in MENASA and USTDA has responded by examining potential projects in Pakistan in power generation and coal resource development. Other priority markets for energy development and security include Egypt, India, Sri Lanka, and Yemen.

Overall, these activities reflect the way USTDA's program helps to establish the necessary infrastructure to support sustainable development.



In certain nations, s  
Contact USTDA dire

## EUROPE AND EURASIA:

### Promoting Growth in the Aviation Sector

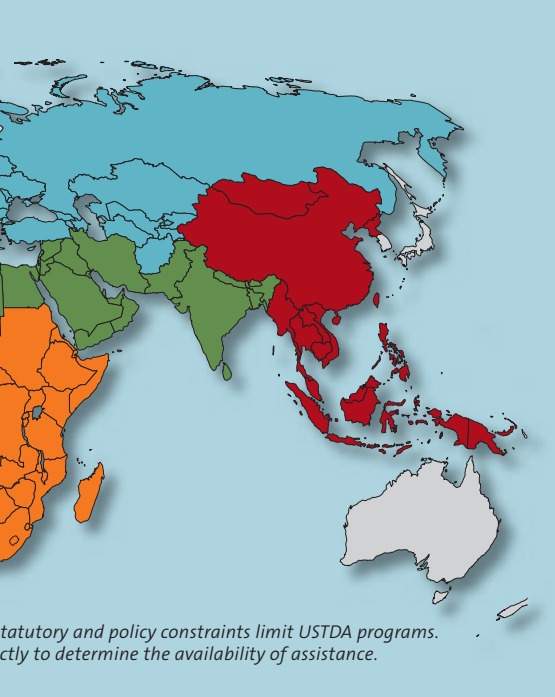
Aviation infrastructure is an essential foundation for development. Recognizing this importance, USTDA has prioritized activities that promote growth in this key sector.

In Europe and Eurasia, USTDA has realized several aviation successes. In October, the agency featured airport project opportunities in Central and Eastern Europe at the American Association of Airport Executives' conference in Dubrovnik, Croatia. More than 100 attendees at the event learned of airport modernizations, air traffic control upgrades and other projects from as diverse locales as Krasnoyarsk, Russia, to Dubrovnik.

Other USTDA aviation activities have recorded significant U.S. exports. For example, technical assistance in Poland on the International Civil Aviation Organization's safety guidelines helped the country regain its Category 1 flight status with the U.S. Federal Aviation Administration. This assistance played a role in an aircraft purchase by LOT Airlines that resulted in over \$400 million in U.S. exports. Likewise, USTDA-funded investment analysis on the use of American-made engines for the Russian-built KA-226 helicopter has produced U.S. exports totaling \$34 million.

Regional air traffic management (CNS/ATM) is another focus for USTDA in the aviation sector. A USTDA-funded report to encourage integration and cooperation among Ukraine, Moldova, Georgia, and Azerbaijan in air traffic management has been completed. A similar study in the Baltics has already resulted in \$11 million in U.S. exports, while a separate study in Central Asia is underway.

In 2007, USTDA will build on this success with activities designed to bring private sector solutions to the region's aviation challenges. Possible areas for agency involvement include the modernization of the Krasnoyarsk airport and technical assistance on aviation security in Ukraine.



statutory and policy constraints limit USTDA programs. tly to determine the availability of assistance.

**ASIA:**

**Supporting U.S. Policy Objectives**

In Asia, USTDA is undertaking an expanded program of support for key U.S. initiatives and policy objectives. This approach helps to increase the likelihood of success by affiliating USTDA activities with those undertaken by other U.S. government agencies.

In particular, USTDA has expanded its concentration in Asia on energy security and environmental initiatives, such as the Asia Pacific Partnership for Clean Development and Climate. Already, USTDA has committed funds to a new private sector clean coal power project in Vietnam, and is evaluating new proposals for alternative energy, natural gas and advanced coal combustion activities in Indonesia, the Philippines, and China.

U.S. strategic trade priorities and commercial diplomacy objectives will also be featured in new USTDA activities in Asia. For example, in the area of finance sector capacity, the agency has already committed funds to an investment analysis of a private potable water desalination project in the Philippines and expects to fund new sub-sovereign infrastructure financing assistance in Vietnam. At the same time, the agency expects to expand its innovative support for aviation safety and security in Vietnam and China. Information and communications technology will also continue to be a priority for USTDA with funds already committed to a unified identification document system for the Philippines and an e-government transparency initiative in China.

The Asia region anticipates that its trade capacity and policy focus will continue to show not only development results, but commercial results for U.S. companies as well. In these and other areas, USTDA will continue to build on its strategic investments to utilize private sector expertise and cost-sharing in delivering its assistance.



*Pictured here at the Philippines desalination plant grant signing ceremony are (left to right) Senior Commercial Officer Kenneth Reidbord; USTDA Deputy Regional Manager for Asia Rachaneekorn Sriswasdi; Commercial Affairs Counselor Judy Reinke; Association of Manila Bay Developers Chairman Delfin J. Wenceslao, Jr.; and Philippine Reclamation Authority General Manager Silvestre Bello, III.*

**LATIN AMERICA AND THE CARIBBEAN:  
Fueling Development**

Reliable and cost-effective sources of energy are essential inputs for sustained economic growth in countries around the world. In Latin America and the Caribbean, USTDA is developing new activities that respond to the diverse energy security priorities of the region. In particular, the agency is targeting requests for renewable energy and alternative fuels projects, regional integration initiatives, expanded petroleum and natural gas production capacity, and the strengthening of regulatory agencies.

For example, USTDA is sending technical experts to Honduras to evaluate a request from the Municipality of Tegucigalpa for assistance with implementing plans to convert the city's bus fleet to biodiesel. In addition, several Caribbean countries are pursuing renewable energy projects and USTDA expects to invite a delegation of senior energy officials from the region to travel to the United States to become familiar with the U.S. experience and expertise in this area.

USTDA is also developing plans for a regional Central American energy technical symposium that will strengthen regional integration and further the development of a regional energy market. In Peru, USTDA is providing additional support to PERUPETRO S.A. in promoting responsible investment in hydrocarbon exploration and production through an orientation visit.

Utilizing private sector solutions and expertise, USTDA is helping dedicated project sponsors in Latin America and the Caribbean to develop the region's energy resources to meet growing demands and to foster economic growth.

**Upcoming Events Lineup**

**Sub-Saharan Africa Information and Communications Technology (ICT) Conference**

USTDA, with the support of the U.S. Department of State and the U.S. Agency for International Development, will hold a conference on the ICT sector in sub-Saharan Africa.

**DATES:** March 19–21, 2007  
**LOCATION:** San Francisco, CA  
**CONTACT:** W. Daniel A. Lamey or Christopher Schaffer (305) 667-4705 or (800) 636-4729  
**E-MAIL:** [ustdatelecom@trademeetings.com](mailto:ustdatelecom@trademeetings.com)  
**REGISTRATION:** [www.trademeetings.com](http://www.trademeetings.com)

**Central and South Asia Regional Telecommunications Policy and Regulatory Forum**

This USTDA-sponsored forum will bring together telecommunications sector officials, including regulators, wireline operators, and mobile operators, from Central and South Asia and Azerbaijan to discuss regional policy and international services.

**DATES:** April 3–5, 2007  
**LOCATION:** Almaty, Kazakhstan  
**CONTACT:** Sally Everett or Smita Malpani (703) 465-9388 or (802) 558-3613  
**REGISTRATION:** [www.onlinedts.com](http://www.onlinedts.com)

**U.S.-India Aviation Partnership Summit**

USTDA and the Federal Aviation Administration are organizing an event, in cooperation with the Indian Ministry of Civil Aviation and the Airports Authority of India, to provide a forum for a high-level U.S.-India policy dialogue and the presentation of near-term projects.

**DATES:** April 23–25, 2007  
**LOCATION:** New Delhi, India  
**CONTACT:** Spencer Dickerson (703) 824-0500  
**E-MAIL:** [sdickerson@aaae.org](mailto:sdickerson@aaae.org)

**Visit [www.fbo.gov](http://www.fbo.gov) for contracting opportunities with USTDA and our overseas partners.**

## McKinney Named Regional Director for Latin America and the Caribbean

(continued from page 1)

Recently, **Update** had an opportunity to talk with Anne about her experience at USTDA and the opportunities that she sees for the agency's program and U.S. firms in Latin America and the Caribbean.

**UPDATE:** Congratulations on your appointment as Regional Director. You bring to the position a wealth of experience with the agency's program. What do you think are its greatest strengths?

**ANNE:** One of the agency's greatest strengths is its flexibility to respond to the needs of each overseas partner. USTDA is able to support economic development from a variety of angles—working with the public sector at the national, state or local level, private companies, regional institutions, and multilateral and national development banks. We are active in many diverse sectors and can have a very narrow focus, such as funding investment analysis for a specific infrastructure project, or a broader perspective, such as technical assistance or training to support a more far-reaching development goal like modernizing the financial sector or standards development.

**UPDATE:** What is the key to the agency's success?

**ANNE:** The key to the agency's success is the emphasis on “win-win” or mutually beneficial projects. Every project must further the host country's economic development and respond to that country's priorities. An equally important consideration is how the project will further U.S. commercial interests.

**UPDATE:** Has anything about the agency's program surprised you over the years? Has the agency's program changed in any significant way?

**ANNE:** I am constantly surprised by the breadth of the agency's portfolio. The agency continues to innovate while remaining focused on its trade and development mission. In Latin America and the Caribbean, for example, we are building relationships with new partners such as national development banks in Mexico and Brazil. The broad range of our activities last year provides a good example of this diversity. USTDA supported a financial

literacy project in Mexico, IPR training in Brazil, a dry bulk terminal in Honduras, and the planning of renewable energy-powered air traffic control and weather monitoring facilities for remote areas in Colombia.

**UPDATE:** What trends do you see right now in Latin America and the Caribbean? What are USTDA's priorities in the region?

**ANNE:** Energy security is a priority throughout the region. Countries are pursuing alternative energy, renewable fuels and energy efficiency projects.

There is a renewed focus on regional integration and infrastructure projects. In addition to regional trade agreements with the United States, countries throughout the region are negotiating trade agreements with countries in Asia and Europe. Increased trade is driving a demand for transportation and communications infrastructure and customs modernization.

For example, the Latin America and Caribbean region, together with the Asia region, will be the focus of USTDA's recently launched Global Customs Initiative (see feature on back cover).

**UPDATE:** What advice do you have for U.S. companies interested in commercial opportunities associated with development projects in Latin America and the Caribbean?

**ANNE:** Focusing on a few key markets, a medium-to-long term horizon, and working with local partners are important. We regularly consult with U.S. companies doing business in the region and advise them on how to take advantage of USTDA's programs. In addition, there is a wide array of U.S. government resources available to U.S. companies as they pursue business opportunities in the region, ranging from market research to advocacy to financing. U.S. companies should familiarize themselves with these programs to determine how to effectively utilize them as part of their broader strategy.

**UPDATE:** Thank you very much for your time. Best wishes to you in your new position.

## Forecasting Water Emergencies in Romania

The December opening of the National Hydrological Forecast Center in Romania is a milestone in the implementation of an integrated decision and informational system to forecast severe hydrological events and reduce water emergencies. USTDA has been pleased to play a role in the development of the system, which seeks to mitigate the considerable losses both in human terms and economic damages that Romania suffers each year from floods.

USTDA-funded analysis on the project, conducted by Burgess & Niple, Limited, included testing of a variety of models used for flood control in small rivers and watersheds known for flash floods. Following its completion, USTDA sponsored a pilot program to test the large-scale application of the technology to complement the analysis completed in the initial study.

The favorable findings of the study and pilot program, as well as the conclusions of a parallel study by the U.S. Agency for International Development, led to the award of a contract to Lockheed Martin to upgrade and modernize Romania's meteorological and hydrological infrastructure. The approximate value of the contract, which received funding support from the Export-Import Bank of the United States, was \$40 million.

In conjunction with an operational readiness demonstration conducted in November 2006, Lockheed Martin and its suppliers, including Baron Services, Cisco Systems, Dell, Hach and the U.S. National Weather Service, installed approximately 60 hydrological sensor stations in the Arges-Vedea river basin. When the project is fully implemented nationwide, 625 hydrological sensor stations will be operational.

Building on this success, USTDA funded analysis on the development and deployment of an integrated water resources management system as part of an overall Water Resource Management (WATMAN) system. The system will integrate all of the information related to river basins in Romania and include all relevant stakeholders in a modern instrument for water management and disaster response.

Applying USTDA's targeted and results-oriented program has already produced results in terms of Romania's ability to protect lives and reduce the economic consequences of hydrological emergencies. With a tender expected to be released on WATMAN implementation in early 2008, Romania is expected to see these results materialize on a broader scale.



USTDA assistance has helped to strengthen Romania's ability to forecast water emergencies. Above are screens associated with the new system at Romania's National Hydrological Forecast Center, which opened in December.



## U.S. Trade and Development Agency

1000 Wilson Boulevard, Suite 1600

Arlington, Virginia 22209-3901

Phone: (703) 875-4357 • Fax: (703) 875-4009

Website: [www.ustda.gov](http://www.ustda.gov)

E-mail: [info@ustda.gov](mailto:info@ustda.gov)

PRE-SORTED  
FIRST-CLASS MAIL  
POSTAGE & FEES PAID  
U.S. TRADE &  
DEVELOPMENT  
AGENCY  
PERMIT NO. G-830

### INSIDE THIS ISSUE!

- Vietnam Receives Country of the Year Honors
- McKinney Named Regional Director for LAC
- Global Customs Initiative
- Forecasting Water Emergencies in Romania
- 2007 Regional Projections

## USTDA Launches Global Customs Initiative

Expanding trade among Asia Pacific Economic Cooperation (APEC) economies and reinvigorating global trade talks was the focus of the 17th APEC Forum Summit held in Hanoi, Vietnam in November. As a key initiative in the U.S. government's drive to expand global free and fair trade at the Summit, USTDA Director Thelma J. Askey, together with U.S. Trade Representative Susan Schwab, announced a new \$4 million Global Customs Initiative.

"APEC leaders have clearly articulated the priority of upgrading member economies' customs processes and systems to better integrate with the global trading system," stated Director Askey at the Joint Ministers Meeting at Hanoi's National Convention Center. "This initiative will address critical customs training requirements in developing and middle-income economies and incorporate proactive private sector-driven approaches to customs-related technical assistance."

Under the initiative, USTDA will initially organize a series of senior-level policy dialogues and training workshops, which will be followed by additional

project-specific technical assistance activities based on needs identified during these sessions. It is designed to be flexible and innovative, thereby maximizing its impact with private sector partners. Potential topics to be addressed include port and supply chain security, intellectual property rights licensing and enforcement, anti-counterfeiting and anti-piracy measures, customs valuation, rules of origin, and compliance with bilateral and multilateral trade agreements.

As this initiative is implemented, USTDA expects to encourage involvement from the U.S. private sector following the agency's signature partnership approach.

