

Our Mission

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.



Who We Are

USTDA is an independent federal agency that was created to promote U.S. private sector participation in international development projects.

What We Do

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.

The International Business Partnership Program

In support of the **National Export Initiative**, USTDA launched the **International Business Partnership Program** 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 American companies. Key activities include:

Reverse Trade Missions: CONNECTING U.S. FIRMS WITH FOREIGN BUYERS

USTDA hosts **reverse trade missions** to bring foreign buyers to the United States, pending upcoming procurements, in order to observe the design, manufacture, and operation of U.S. products and services that can help them 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.

During FY 2010, USTDA-funded reverse trade missions and conferences connected more than 3,000 foreign buyers from 35+ countries with over 1,000 U.S. company representatives.

Conferences and Workshops:

MAKING CONNECTIONS

USTDA organizes **conferences and workshops worldwide** to connect U.S. firms with foreign project sponsors. These sector or region-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 and other potential customers.

Training:

LEVELING THE PLAYING FIELD FOR U.S. FIRMS

In support of U.S. businesses, USTDA 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 a host country and 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 U.S. Businesses: THE ENGINE OF OUR ECONOMY

USTDA draws extensively on the expertise of small consulting and engineering firms to provide a variety of services related to project definition and evaluation.

Many small businesses have expanded their markets through the international contacts made while working with USTDA. To further enhance its outreach to the small business community, USTDA partnered with the Small Business Administration (SBA). This increased engagement is raising the profile

of small businesses with international buyers who may not have been familiar with the unique technologies and services small U.S. companies can provide.

More than 90% of contracts awarded by USTDA are performed by small businesses. Furthermore, over 40% of grants awarded to overseas project sponsors directly lead to contracts with U.S. small businesses.

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. The Agency targets priority development projects that are most likely to utilize U.S. exports. While USTDA projects span a variety of sectors, many focus on clean energy and energy efficiency, transportation, information and communication technology, and the environment. Key activities include:

Feasibility Studies and Pilot Projects:

GETTING IT RIGHT FROM THE START

USTDA-funded and U.S.-led **feasibility studies** link foreign project sponsors with U.S. businesses at the critical early stage of project development when technology

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options and requirements are being defined. These studies evaluate the technical, financial, environmental, legal, and other critical aspects of infrastructure development projects.

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 in location.

USTDA evaluates project proposals based upon the following criteria:

- *Significant export opportunities for U.S. manufactured products and services*
- *Developmental priority in the host country*
- *Strong likelihood of success securing implementation financing*

Technical Assistance:

PROVIDING NEEDED KNOW-HOW

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.

Tell Me More About...

- **CONTRACT OPPORTUNITIES WITH USTDA:**
Review procurement opportunities to work directly with the Agency at: www.ustda.gov/businessopps/ustdaopps.asp
- **WORKING WITH GRANT RECIPIENTS:**
Opportunities to work with overseas project sponsors on USTDA-funded activities are listed at: www.ustda.gov/businessopps/index.asp or the Federal Business Opportunities website at: www.fbo.gov
- **OPPORTUNITIES FOR SMALL BUSINESSES:**
Register on-line with the Agency's consultant database to be considered for small business designated solicitations: www.ustda.gov/consultantdb
Small businesses should also sign up with the U.S. Government's Central Contractor Registration website at: www.ccr.gov
- **USTDA'S EVENTS:** Check out our calendar to find an event in your sector or region of interest: www.ustda.gov/news/index.asp

USTDA NEWS & INFORMATION: Sign up to receive USTDA's bi-weekly e-newsletter, which is the best source for information on upcoming procurements and events: www.ustda.gov/pubs/news_information.asp

- **CONTACTING USTDA'S PROGRAM STAFF:**
If you already know where you would like to do business, contact USTDA's regional teams:
 - » East Asia and Eurasia:
East_Asia_Eurasia@ustda.gov
 - » Latin America and the Caribbean:
LAC@ustda.gov
 - » Middle East, North Africa and Europe:
MENA_Europe@ustda.gov
 - » South and Southeast Asia:
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AN INTRODUCTION TO THE U.S. TRADE AND DEVELOPMENT AGENCY



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