

U.S. Trade and Development Agency



Middle East, North Africa and Europe

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. 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.

USTDA Programs

USTDA promotes economic growth in emerging economies by facilitating the participation of U.S. businesses in the planning and execution of priority development projects in host countries. The Agency's objectives are to help build the infrastructure for trade, match U.S. technological expertise with overseas development needs, and help create lasting business partnerships between the United States and emerging market economies.

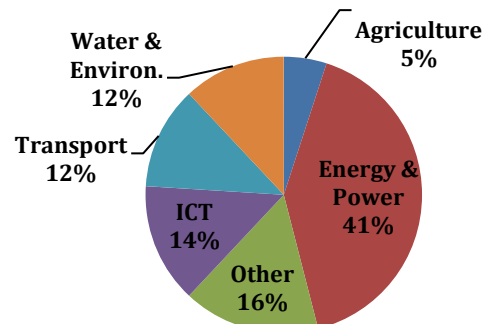
USTDA advances these objectives through its two key programs, the *International Business Partnership Program* and the *Project Development Program*.

USTDA's reverse trade missions (RTM) are the mainstay of its *International Business Partnership Program (IBPP)*. Created in 2010 in response to President Obama's National Export Initiative, the *IBPP* is USTDA's signature program for linking the U.S. private sector to foreign buyers. These visits are carefully planned to enable foreign decision-makers to meet with U.S. businesses and to observe the manufacture, and demonstration of U.S. goods and services that can help them achieve their development goals. These RTMs also include meetings with financial institutions to observe financing options and technical and regulatory bodies that can assist with strengthening the project sponsor's technical capacity.

Through feasibility studies, technical assistance and pilot projects, USTDA's *Project Development Program* helps overseas project sponsors identify technological solutions and various sources of financing for priority infrastructure projects.

Through these programs, USTDA focuses its activities in the Middle East, North Africa and Europe Region in three primary sectors: Information and Communication Technology (ICT), Transportation, and Clean Energy.

USTDA Investments in MENA/Europe
FY 2008 - 2011



Clean Energy

USTDA has developed a robust clean energy portfolio in the MENA/Europe Region, with key investments in solar and geothermal power generation, alongside energy efficiency and smart grid development. One of USTDA's notable successes is the 47.4-megawatt Germencik Geothermal Plant in Turkey, which became operational in 2009 based on the results of a USTDA-funded feasibility study and generated \$25 million in U.S. exports. USTDA has continued to build a successful portfolio of clean energy projects in Turkey with recent support for the Alaşehir Geothermal Power Plant, a feasibility study to introduce smart grid applications into power distribution, and technical assistance to provide energy audits and analyze the power plant expansion plans for companies in the Izmir Ataturk Organized Industrial Zone as part of the Department of Energy's "Near Zero Zone" project.



In North Africa, USTDA has targeted its approach to capitalize on rapid developments in the clean energy sector. USTDA has partnered with the Moroccan Agency for Solar Energy (MASEN) to support their ambitious plans to develop concentrated solar power resources in Morocco. In addition, USTDA is supporting the development of a solar power pilot project in Essaouira, as well as a hybrid solar/wind pilot project in six fishing villages along Morocco's coast. In Egypt, USTDA has partnered with TAQA Arabia to determine the feasibility of a concentrated solar power plant with estimated output of 100-255 MW. USTDA is also supporting efficiency gains, improved customer service, and the reduction of non-technical energy losses through a feasibility study to introduce smart meters into Egypt's distribution network.

Information and Communication Technology

Recognizing the rapid growth of the ICT sector in the MENA/Europe Region, USTDA provides strategic support for technology advancements to help the agency's priority countries achieve their development goals. USTDA has focused its investments on key ICT infrastructure projects that promote efficiency, support the transition to a knowledge-based economy, improve emergency management capabilities and create a faster, more-dependable, and better-connected telecommunications infrastructure.

In Jordan, USTDA has partnered with Electronic Health Solutions to conduct a comprehensive review of the Hakeem e-health records program and support efforts to develop safer and more efficient healthcare delivery system. Two USTDA grants in Romania are funding feasibility studies to evaluate appropriate ICT technologies and to develop a next generation network for use in emergency management operations. In addition, USTDA is supporting the development of an integrated ICT-based solution to improve the accuracy of voting in Romania. In the West Bank, USTDA is providing technical assistance to develop the ICT infrastructure necessary for the planned Rawabi New City to become an ICT-enabled, investor-friendly commercial hub.

Transportation

In the MENA/Europe Region, USTDA's investment in transportation infrastructure is designed to catalyze economic growth and develop local host-country capacity to operate as a regional gateway and commercial trading hub. The success of the recently-completed National Freight Information and Transportation Hub (NAFITH) pilot and feasibility study in Jordan demonstrates how strategic improvements in transportation and logistics networks can promote trade efficiency, security and global competitiveness.

In the ports sector, USTDA has supported improvements in communication and security infrastructure through Vessel Traffic Management and Integrated Port Information projects in both Jordan and Morocco. In the aviation sector, USTDA partnered with EgyptAir Maintenance & Engineering to upgrade its ICT infrastructure in order to provide state of the art service to international carrier customers. USTDA is also providing a feasibility study for Royal Air Maroc to develop an operations optimization program supporting the establishment of an operations hub at Casablanca's Mohammed V Airport.



Contact us for more information!

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MENA/Europe by the Numbers

\$7.5 billion

USTDA has helped to generate more than \$7.5 billion in U.S. exports of goods and services to MENA/Europe since 1981.

\$7.7 million

USTDA invested \$7.7 million in activities in MENA/Europe during fiscal year 2011.

7

USTDA hosted 7 delegations from MENA/Europe in 2011 in support of the National Export Initiative.



USTDA supports NEI's mission as a member of the President's Export Promotion Cabinet.