



# MAKING GLOBAL LOCAL

U.S. TRADE AND DEVELOPMENT AGENCY

*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.*

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## OVERVIEW

**Making Global Local** is an initiative designed to connect towns and cities across the country with USTDA's programs. By building strategic partnerships, USTDA and local business organizations can support the creation of high-paying jobs through the growth of U.S. exports.

If you are committed to this goal and have local market knowledge, we want to partner with you. By understanding the Agency's programs, partner organizations can help companies in their communities maximize the benefits of working with USTDA.

Over the past year, U.S. companies have increasingly targeted emerging economies as export destinations. Given its unique role, USTDA is perfectly positioned to support U.S. businesses interested in entering or expanding their presence in developing and middle-income countries.

The Agency's signature International Business Partnership Program brings foreign delegates on reverse trade missions to the United States pending upcoming procurements. While in the U.S., the delegations observe the design, manufacture and operation of U.S. products and services that can help them achieve their development goals. Last year alone, USTDA supported 50 reverse trade missions that connected more than 600 foreign delegates with over 1,000 U.S. company representatives across the country.



Foreign buyers explore U.S. equipment on a USTDA-sponsored reverse trade mission.

## PARTNER ORGANIZATIONS

Examples of partner organizations include:

- State, county, and city governmental entities
- Local non-profit economic development organizations
- Small Business Development Centers
- District Export Councils
- World Trade Centers
- Academic institutions

Benefits of becoming a Making Global Local partner organization include:

- Recognition as a Making Global Local partner organization on USTDA's website
- Direct delivery of USTDA news & events
- Access to a network of regional and industry experts to speak at events
- Opportunity to co-host USTDA roundtables
- Support for joint marketing and outreach campaigns

## JOIN US!

Interested in becoming a Making Global Local partner organization? Contact us to learn how USTDA's programs can expand export sales in your community. We look forward to working with you!

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VISIT US ON THE WEB: [WWW.USTDA.GOV](http://WWW.USTDA.GOV)



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

