

U.S. TRADE AND DEVELOPMENT AGENCY

# U.S. Business Guide to USTDA



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## OUR MISSION

“Cultures must preserve their unique values. Yet, everywhere — East and West, North and South — there is a model of successful development, a market economy trading with the world that respects human rights and the rule of law.

Every nation that adopts this vision will find in America a trading partner, an investor, and a friend.”

**PRESIDENT GEORGE W. BUSH**  
**OCTOBER 29, 2001**



Thelma J. Askey, Director  
U.S. Trade and Development Agency

**T**he 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, feasibility studies, 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 investment 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.



# What is USTDA?

USTDA is an independent U.S. Government agency, funded by the U.S. Congress, and a part of the U.S. Government's foreign assistance team.

## What are USTDA's objectives?

Our aim is a win-win scenario: promoting economic growth in developing and middle-income countries, while simultaneously helping American businesses to export their products, thereby creating jobs. In addition, USTDA supports U.S. policy objectives related to development and capacity building activities. Since 1981, USTDA has been associated with more than \$21 billion in exports—or over \$35 in exports for every dollar invested in our activities.

## What types of projects does USTDA support?

USTDA provides grant funding for the planning of projects that support the development of a modern infrastructure and an open trading system.

While USTDA projects span a wide variety of sectors, many focus on energy and power, transportation, mining and minerals development, telecommunications, information technology, environmental infrastructure and services, and health care.

## What are the requirements for USTDA funding?

USTDA evaluates projects primarily based on:

- Their priority to the project sponsors and the countries where they are located and their likelihood of receiving implementation financing;
- Whether they offer mutual economic benefit for the host country and the United States, including opportunities for commercial cooperation with U.S. firms; and
- Whether there is competition from foreign companies that may receive subsidies and other support from their governments.

## With whom does USTDA work?

USTDA provides grants directly to overseas project sponsors who, in turn, select U.S. companies to perform USTDA-funded activities.

An overseas project sponsor is the local entity with the decision-making authority and ability to implement a project. The sponsor may be a government institution at the national, state/provincial, or local level, or it may be a local private sector company.

USTDA is open for business in more than one hundred countries around the world. In certain nations, statutory, resource and policy constraints limit the availability of USTDA programs.

## What types of activities does USTDA support?

USTDA accomplishes its mission by funding: 1) trade capacity building and sector development; and 2) project identification and investment analysis.

Trade capacity building and sector development assistance supports the establishment of industry standards, rules and regulations, trade agreements, market liberalization and other policy reform. Project identification and investment analysis involves activities that support large capital investments related to overseas development.

## Trade Capacity Building and Sector Development

### SECTOR DEVELOPMENT TECHNICAL ASSISTANCE

USTDA provides technical assistance to help with the development of sector strategies, industry standards, and legal and regulatory regimes. This assistance helps to create a favorable business and trade environment. Transportation safety and security are particularly important sectors for USTDA's technical assistance work.

### TRADE AGREEMENT SUPPORT

USTDA trade capacity building technical assistance is normally associated with the negotiation of trade agreements, and compliance with important international market access requirements. Areas of assistance may include customs processing and valuation, intellectual property rights, government procurement, technical barriers to trade, and trade in services.

### TRAINING

USTDA provides training for foreign decision-makers in economic sectors where there are opportunities for the sale of U.S. equipment and services. The training is normally focused on technology or regulatory issues and is designed to give project sponsors a better understanding of U.S. experience and capabilities. Training can be conducted in the United States and/or in the host country.

### TRADE AND INDUSTRY ADVISORS

Foreign government entities may obtain USTDA grants for trade and industry advisors. These advisors are typically located in ministries or municipalities, where they can help with capacity building activities relevant to trade regulations, standards or the import of technology and additional expertise.

## Project Definition and Investment Analysis

### FEASIBILITY STUDIES

USTDA provides grants for overseas infrastructure project planning assistance, such as

feasibility studies. These studies evaluate the technical, financial, environmental, legal, and other critical aspects of infrastructure development projects that are of interest to potential lenders and investors.

### ORIENTATION VISITS

Orientation visits bring foreign project sponsors to the United States to observe the design, manufacture, demonstration and operation of U.S. products and services that can potentially help them to achieve their development goals.

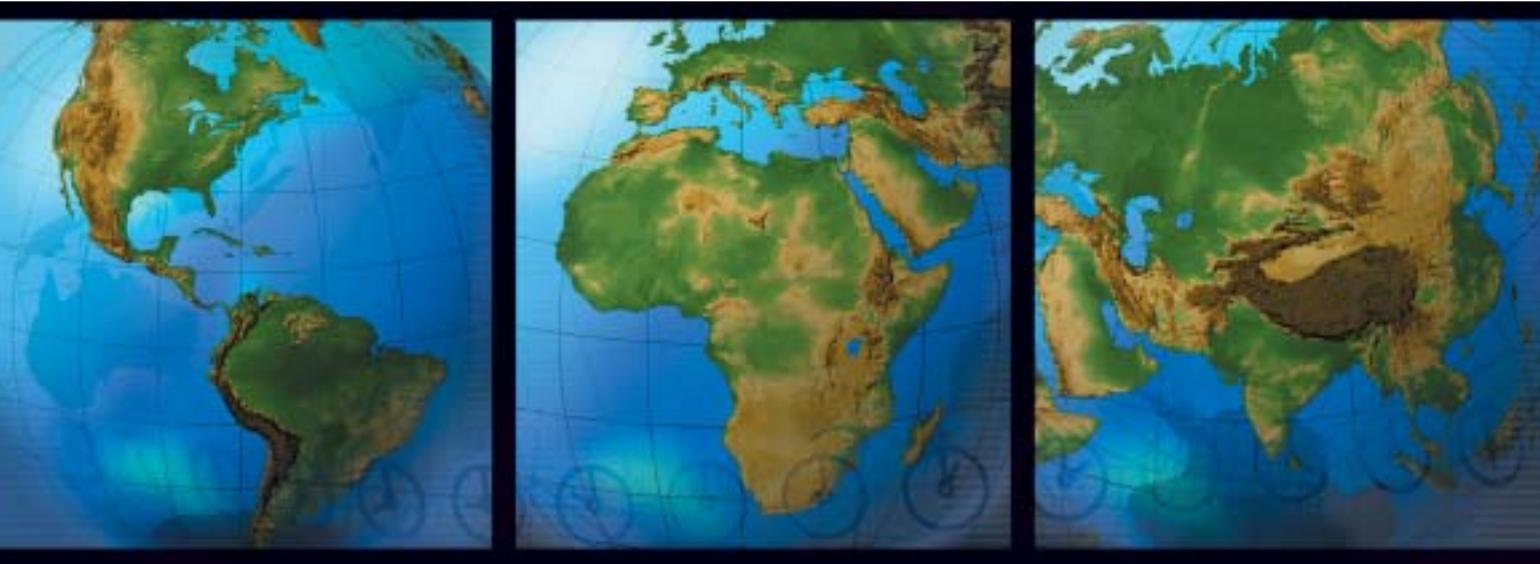
### WORKSHOPS AND CONFERENCES

USTDA organizes workshops, conferences and technical symposia worldwide. These events are sector or project oriented and connect overseas project sponsors with U.S. firms and entities that supply project finance, technology and industry expertise that may be useful in project implementation.

### PROCUREMENT ASSISTANCE

To promote project transparency and integrity, USTDA provides grants to assist in the establishment and oversight of international project





procurement activities. Support can take the form of developing appropriate bidding procedures, assisting in the evaluation of technical proposals, and identifying potential suppliers or bidders.

### How is a project brought to USTDA for consideration?

If you are developing a project or initiative that you would like USTDA to consider for possible grant funding, you should begin by:

1. Contacting the appropriate USTDA Regional Director or Country Manager for your region (see staff listing); or,
2. Communicating with the commercial or economic officer, or USTDA representative, at the U.S. Embassy in the country where the project is located.

To formally initiate USTDA consideration of a proposal, the host country project sponsor should direct a request to USTDA. In cases where a specific U.S. company has been identified as a partner or preferred supplier on the project, the U.S. company submits a separate, detailed proposal to USTDA. There is no set deadline for proposals to be considered.

### How does the approval process work?

USTDA's due diligence review of a proposal involves two steps. First, USTDA staff conducts an internal review to determine whether the proposal represents an appropriate opportunity for USTDA support. Second, proposals that satisfy this internal analysis are independently assessed by USTDA-funded definitional mission (DM) and desk study (DS) consultants.

A DM provides a detailed evaluation of a particular proposal, involving travel and to the designated region. A DS provides quick analysis of a proposal and is produced within the United States. Both DMs and DSs are carried out exclusively by small U.S. firms.

Because of the high demand for USTDA funding, not all proposals that meet USTDA funding criteria can be supported.

### How does the grant process work?

If USTDA approves funding, it signs a Grant Agreement with the foreign project sponsor. The grant recipient then signs a contract with the U.S. company it selects to carry out the USTDA-

funded activity. Both the Grant Agreement and the contract contain the terms of reference that outline the parameters of the activity.

### Is there any cost-sharing or reimbursement required?

In cases where an overseas project sponsor would like to sole source a USTDA-funded activity to a specific U.S. firm, USTDA only partially covers the cost. The remainder of the cost is paid by the U.S. company that will carry out the activity and/or the grant recipient. USTDA's contribution varies according to a number of factors, including the size of the firm, the costs the firm has incurred in developing the project, and the risks associated with the project. In addition, USTDA may require the U.S. firm to reimburse part or all of USTDA's funding if the project is implemented and the firm receives substantial economic benefit. These commitments are included in a letter agreement between USTDA and the company.

### How much money is available?

Each year, USTDA funds approximately 125 grant activities. The average USTDA grant is \$400,000.

On average, contracts to perform desk studies range from \$2,500–\$5,000 and definitional missions range from \$25,000–\$35,000.

### How can small businesses learn about opportunities from USTDA?

Competitive opportunities to perform USTDA grant funded activities are posted on the Federal Business Opportunities (FedBizOpps) website at [www.eps.gov](http://www.eps.gov).

Procurement notices for definitional missions can also be accessed through FedBizOpps. U.S. firms that wish to be considered for desk study solicitations should register on-line with USTDA's consultant database at [www.ustda.gov](http://www.ustda.gov). All firms interested in potential direct contracting opportunities with USTDA should register with the U.S. Government's Central Contractor Registration website at [www.ccr.gov](http://www.ccr.gov).

In addition, the *USTDA Pipeline*, a biweekly publication, is your best source to learn about USTDA activities and upcoming events. The *Pipeline* is available on our website at [www.ustda.gov](http://www.ustda.gov).

### What is USTDA's relationship with International Financing Institutions and Multilateral Development Banks?

USTDA maintains trust funds at four multilateral development banks (MDBs): the International Finance Corporation; the European Bank for Reconstruction and Development; the Inter-American Development Bank; and its private sector arm, the Inter-American Investment Corporation. These funds



can be used by the banks for technical assistance or feasibility studies. USTDA also works closely with the World Bank, the African Development Bank and the Asian Development Bank.

Since MDBs finance many of the capital projects in the developing world, USTDA's close relationship with them is advantageous for the U.S. business community. In addition to the valuable project information that is gained through the MDBs, working on bank projects ensures that a potential funding source has been identified.

### How does USTDA work with other Trade Promotion and Commercial Development Agencies?

As a member of the inter-agency Trade Promotion Coordinating Committee, USTDA works with a wide variety of other U.S. Government agencies to support opportunities for U.S. commercial involvement overseas. USTDA learns of many viable projects from the Commerce Department's Commercial Service and the State Department's economic and commercial officers. USTDA works closely with these agencies to identify projects and gauge the likelihood of their implementation.

### How do I contact USTDA?

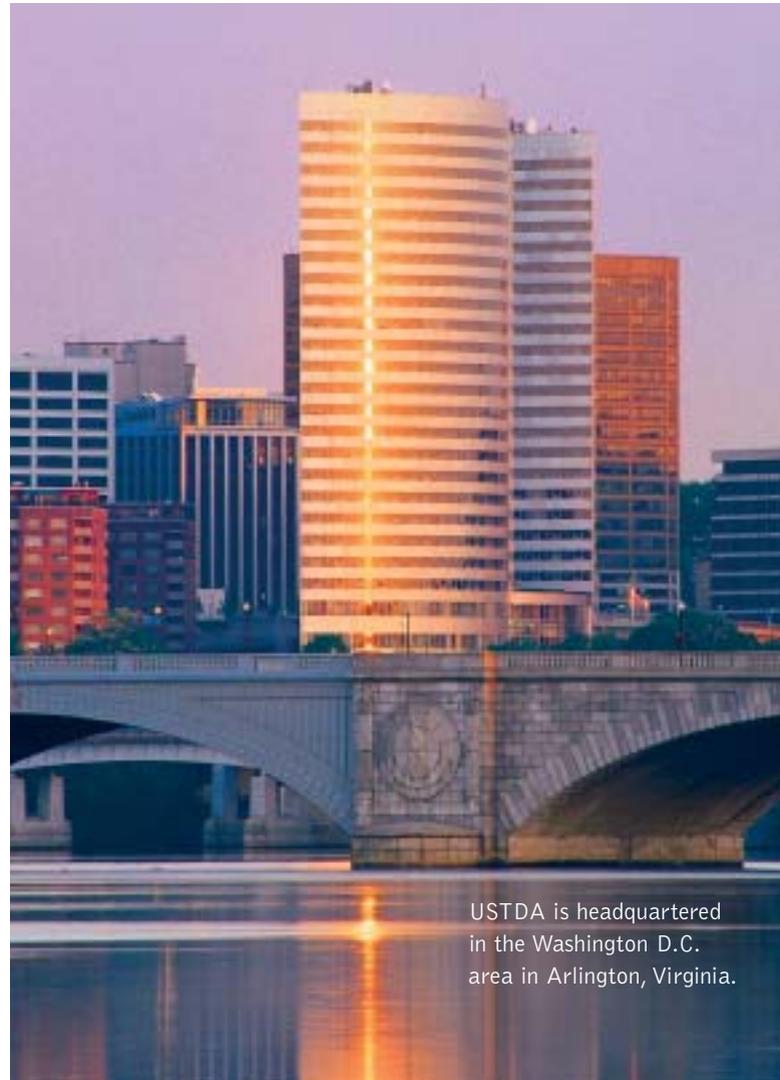
To contact the appropriate Regional Director or Country Manager at USTDA, you can call 703-875-4357, fax 703-875-4009, or e-mail [info@ustda.gov](mailto:info@ustda.gov). Our current staff listing is available on our website at [www.ustda.gov](http://www.ustda.gov).

### Where is USTDA located?

USTDA is active in every region of the world. The agency is headquartered in the Washington, D.C. area in Arlington, Virginia. In addition, USTDA has representatives in Turkey, South Africa and Thailand to promote the Agency's program throughout Europe and Eurasia, Sub-Saharan Africa and Asia.

### What other U.S. Government Trade Partners can I contact?

- Overseas Private Investment Corporation  
[www.opic.gov](http://www.opic.gov)
- Export-Import Bank of the United States  
[www.exim.gov](http://www.exim.gov)
- Office of the U.S. Trade Representative  
[www.ustr.gov](http://www.ustr.gov)
- U.S. & Foreign Commercial Service  
[www.usatrade.gov](http://www.usatrade.gov)
- U.S. Department of Commerce, International Trade Administration  
[www.ita.doc.gov](http://www.ita.doc.gov)



USTDA is headquartered in the Washington D.C. area in Arlington, Virginia.

## USTDA STAFF

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\*Contractor working for USTDA

“Open trade fuels the engine of economic growth... creates new jobs and new income in the United States and around the world...

America will lead— toward freer trade, toward wider and more lasting prosperity for ourselves and for the world.”

**PRESIDENT GEORGE W. BUSH**