

U.S. TRADE AND DEVELOPMENT AGENCY

U.S. Business Guide to USTDA



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

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, 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: We help American businesses export their products, thereby creating jobs, while simultaneously promoting economic growth in developing and middle-income countries. In addition, USTDA supports U.S. policy objectives related to development and capacity activities. Since 1981, USTDA has been associated with more than \$19 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 a fair and open trading system. USTDA-funded studies help determine the technical, economic, and financial feasibility of a project. They also help to promote environmentally sound project development at an early stage. USTDA also provides grants for technical

assistance necessary to complete a project, to open markets in various sectors, or to conclude and implement agreements reducing trade barriers.

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?

For funding consideration, projects must:

- Be likely to receive implementation financing and have a procurement process that provides “equal access” to U.S. firms;
- Represent an opportunity for sales of U.S. goods and services that is many times greater than the initial investment of USTDA assistance;
- Be a development priority of the project sponsor and of the country where the project is located; and
- Involve 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. Contact USTDA directly to determine the status of possible assistance in your area of interest.

What types of activities does USTDA support?

USTDA accomplishes its mission by supporting early project planning activities, including technical assistance, feasibility studies, project definitional missions and desk studies, and the organization of orientation visits and workshops/conferences.

TECHNICAL ASSISTANCE & TRAINING

USTDA funds technical assistance related to the evaluation or implementation of projects. In some instances, USTDA technical assistance supports tender preparation, the negotiation and implementation of trade agreements, and the establishment of industry standards and regulations.

Sometimes U.S. companies need an added boost to secure major contracts in highly competitive procurement situations overseas. In such situations, USTDA can provide a grant for training if an overseas project sponsor awards a procurement contract to a U.S. firm.

FEASIBILITY STUDIES

Feasibility studies evaluate the technical, financial, legal, and economic aspects of a development project and are the “nuts and bolts” of infrastructure project planning. This information is required to assess the credit worthiness of a project before it can proceed. USTDA-funded feasibility studies also advise project sponsors of specific U.S. equipment and services. This information may lead to U.S. exports.

DEFINITIONAL MISSIONS & DESK STUDIES

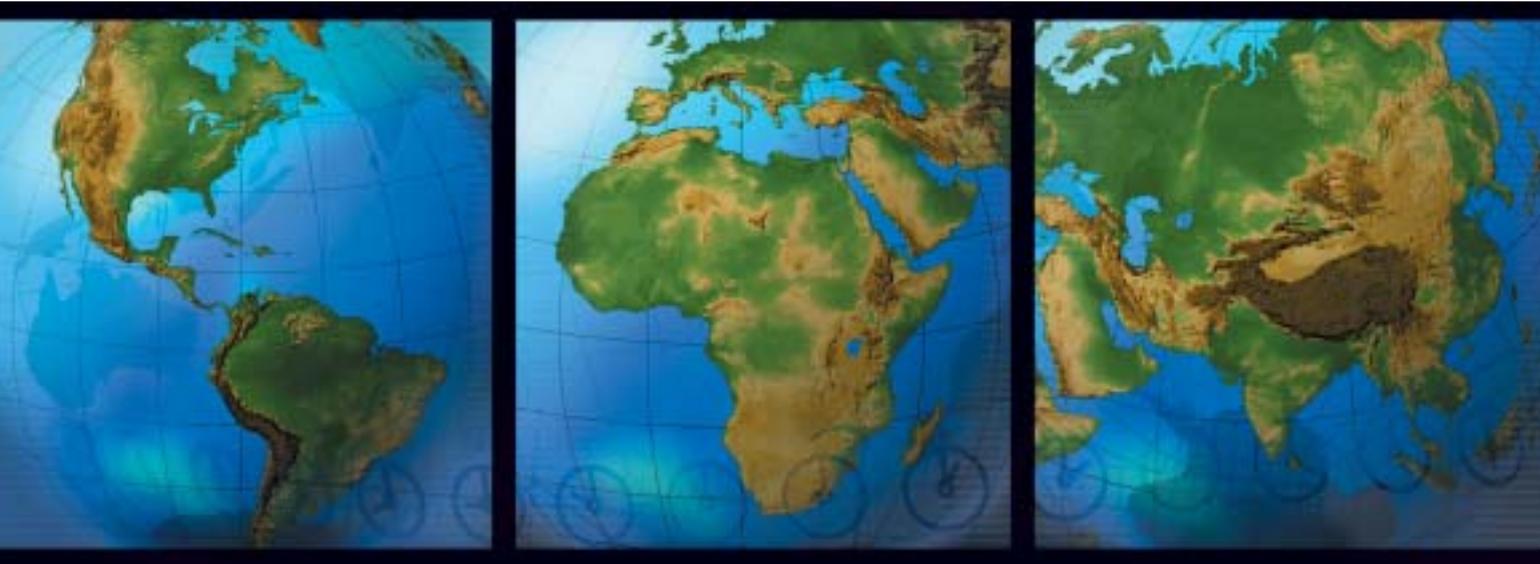
Before USTDA provides project specific grant assistance, it requires independent evaluation of

the proposal. Teams of technical specialists, all of whom are small U.S. businesses, are hired by USTDA to gather additional information on a project and provide these reports. Desk studies provide quick analysis and are conducted in the United States. By contrast, definitional missions provide a more detailed evaluation and involve traveling to the region in question.

ORIENTATION VISITS

USTDA-sponsored orientation visits, sometimes referred to as reverse trade missions, offer U.S. suppliers an opportunity to showcase their products to foreign procurement officials interested in purchasing American goods and services for specific projects.





WORKSHOPS / CONFERENCES

USTDA conferences provide U.S. firms with face-to-face contact with key procurement officials and decision makers. These results-driven events build business relationships by familiarizing project sponsors with U.S. goods and services, and informing U.S. companies about specific upcoming export opportunities.

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.

What is the average timeline for USTDA approval of a feasibility study grant?

It depends on the complexity of the project and quality of the supporting documentation. If the project has merit, USTDA moves as quickly as possible to launch a Desk Study or Definitional Mission. These evaluations typically take several weeks to several months

to complete. USTDA reviews a report immediately upon its completion and a decision is rendered on whether to move forward.

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 satisfies basic requirements. Second, proposals that satisfy this internal analysis are then reviewed by U.S. technical specialists whom USTDA hires to conduct an independent assessment.

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

How does the grant process work?

If USTDA approves funding for a study, it signs a Grant Agreement with the foreign project sponsor (the Grantee). The Grantee then signs a contract with the U.S. company it selects to conduct the study. Both the Grant Agreement and the contract contain the Terms of Reference that outline the parameters of the study.

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 project, the host country project sponsor should direct its 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 projects to be considered.

Is there any cost-sharing or reimbursement required?

In cases where an overseas project sponsor would like to sole source a USTDA-funded study to a specific U.S. firm, USTDA only partially covers the cost of the study. The remainder of the cost is paid by the U.S. company that will perform the study. USTDA's contribution varies according to a number of factors, including the size of the company, the costs the company 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 it receives substantial economic benefit. These commitments are included in a letter agreement between USTDA and the company.

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 Eurasia, Africa and Asia.

How can small businesses learn about opportunities from USTDA?

In addition to FedBizOpps (www.fedbizopps.gov), the *USTDA Pipeline*, a biweekly publication, is your best source to learn about USTDA activities including conferences, definitional missions, feasibility studies, and orientation visits. The *Pipeline* is available on our website at www.tda.gov. USTDA also has a 24-hour hotline that lists Definitional Mission opportunities (703-875-7447).



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@tda.gov. Our current staff listing is available on our website at www.tda.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.

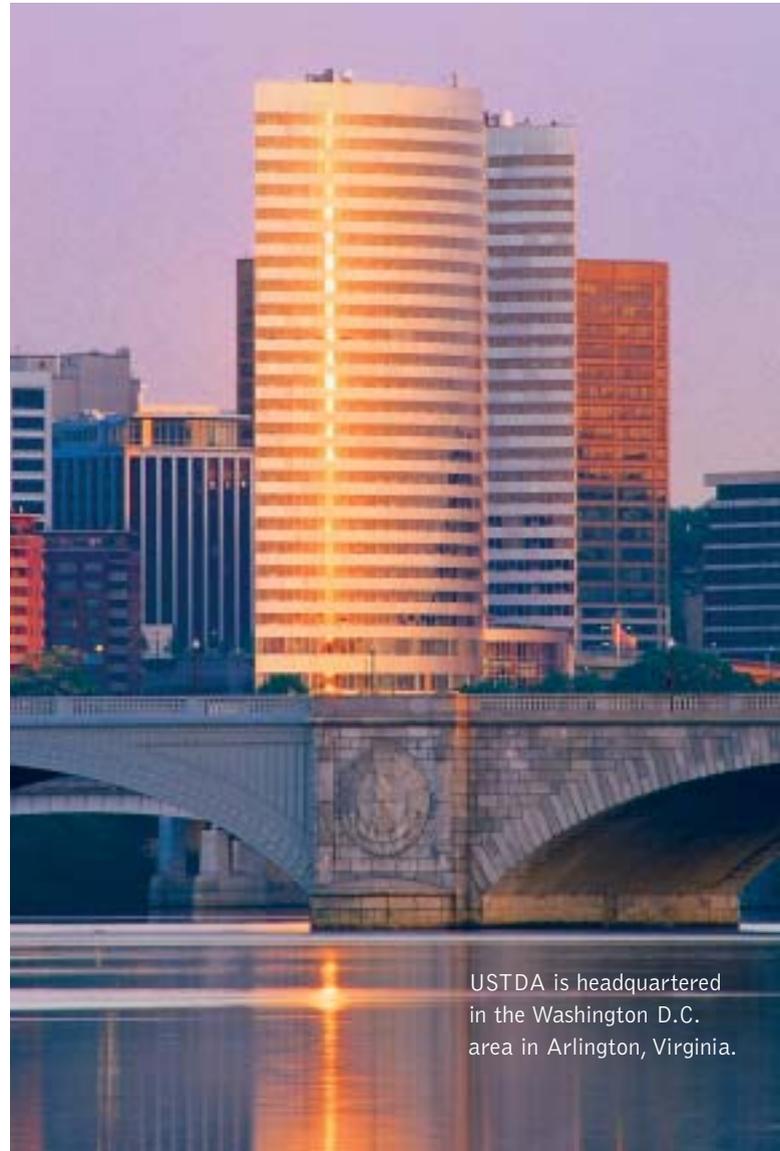
Since MDBs finance many of the capital projects in the developing world, USTDA's close relationship with them is advantageous for the U.S. business community. In addition to the valuable project information that is gained through the MDBs, working on bank projects ensures that a potential funding source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

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

- Overseas Private Investment Corporation
www.opic.gov
- Export-Import Bank of the United States
www.exim.gov
- U.S. & Foreign Commercial Service
www.usatrade.gov
- U.S. Department of Commerce, International Trade Administration
www.ita.doc.gov



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

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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



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