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U.S. TRADE AND DEVELOPMENT AGENCY

# Project Sponsor Information





**R**ecognizing that trade and private sector growth are catalysts for development, the U.S. Trade and Development Agency (USTDA) helps project sponsors in developing and middle-income countries to establish the infrastructure and environment necessary for economic growth to occur. By providing access to U.S. expertise in the planning and development of priority projects and capacity-building activities, USTDA facilitates partnerships between project sponsors and U.S. firms that contribute to the achievement of important development goals.



# What is USTDA?

USTDA is an independent U.S. Government foreign assistance agency that is funded by the U.S. Congress.

## What are USTDA's objectives?

Our aim is to advance economic development in developing and middle-income countries by providing foreign project sponsors with access to U.S. technology and expertise.

## What types of projects does USTDA support?

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

While USTDA activities span a wide variety of sectors, many focus on clean energy and power, transportation, information and communications technology, environmental infrastructure and services, and healthcare.

## On what eligibility factors are USTDA grants based?

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 or, in the case of USTDA's trade capacity building work, advancing trade liberalization efforts; and
- Whether they offer mutual economic benefit for the host country and the United States, including opportunities for commercial cooperation with U.S. firms, thereby supporting U.S. jobs.

## With whom does USTDA work?

USTDA provides grants directly to foreign project sponsors.

A foreign 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 100 nations around the world.

## What types of activities does USTDA support?

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

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

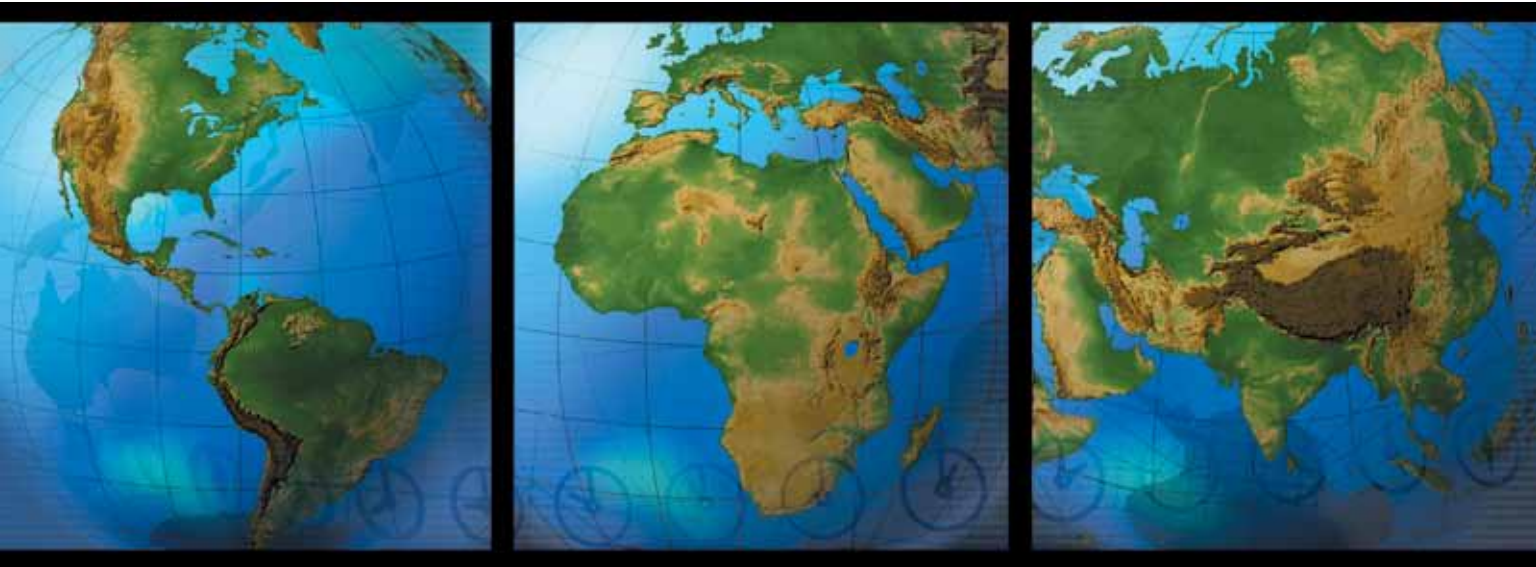
## Trade Capacity Building and Sector Development

### 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.

### 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 *How Do I Contact USTDA?*); or,
2. Communicating with the commercial or economic officer, or USTDA representative, at the U.S. Embassy in your country.

To formally initiate USTDA consideration of a project, a 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 projects 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 then independently assessed by USTDA-funded definitional mission and desk study consultants. 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 Grantee). The Grantee then signs a contract with the U.S. company it has selected, usually on a competitive basis, 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.

## What are the responsibilities of the Grantee?

The Grantee is responsible for managing the USTDA-funded activity, including the review of invoices, and providing some limited administrative support.

## Who pays the U.S. contractor?

The Grant Agreement is signed by USTDA and the Grantee. The U.S. contractor works under its contract with the Grantee and submits its invoices to the Grantee. Once the Grantee is satisfied with the work product, the invoices are approved and forwarded to USTDA, which then pays the contractor directly.

## Do USTDA Grants have to be repaid?

USTDA funds are grants, not loans. Grantees are not required to repay USTDA for the grants they receive.

## How much money is available?

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



This 47.5 megawatt power plant was constructed in the Aydin-Germencik geothermal field in Turkey by the Gurmat Energy Investment and Trade Company, a private Turkish company, following the findings of a USTDA-funded feasibility study. The plant, which became operational in May 2009, is providing an important renewable energy source to further Turkey's economic growth.

## 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 South Africa and Thailand to promote the agency's program throughout Sub-Saharan Africa and Asia.

## What other U.S. Government Agencies can I contact?

- U.S. & Foreign Commercial Service  
[www.usatrade.gov](http://www.usatrade.gov)
- U.S. Department of State  
[www.state.gov](http://www.state.gov)
- Office of the U.S. Trade Representative  
[www.ustr.gov](http://www.ustr.gov)
- 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)
- U.S. Agency for International Development  
[www.usaid.gov](http://www.usaid.gov)
- Millennium Challenge Corporation  
[www.mcc.gov](http://www.mcc.gov)



## HOW DO I CONTACT USTDA?

More information about USTDA is available at [www.ustda.gov](http://www.ustda.gov). General inquiries about USTDA's program can be made by calling (703) 875-4357, sending a fax to (703) 875-4009 or an e-mail to [info@ustda.gov](mailto:info@ustda.gov), or completing the Contact Form on USTDA's website.

To contact USTDA's program staff, send an e-mail to your region of interest:

- East Asia:  
[East\\_Asia@ustda.gov](mailto:East_Asia@ustda.gov)
- Europe and Eurasia:  
[Europe\\_Eurasia@ustda.gov](mailto:Europe_Eurasia@ustda.gov)
- Latin America and the Caribbean:  
[LAC@ustda.gov](mailto:LAC@ustda.gov)
- Middle East and North Africa:  
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- South and Southeast Asia:  
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