



The U.S. Trade and Development Agency helps companies create U.S. jobs through the export of U.S. goods and services for priority Information and Communication Technology (ICT) development projects in emerging economies. USTDA links U.S. businesses to export opportunities by funding project preparation and partnership building activities that develop sustainable infrastructure and foster economic growth in partner countries.

USTDA's Impact on the ICT Sector



372

Projects funded



237

U.S. companies benefited



51

Countries supported



\$2.4 billion

U.S. exports generated

USTDA is Preparing Bankable Projects

Feasibility Studies: Getting It Right from the Start

USTDA's feasibility studies, which are performed by U.S. firms, provide comprehensive analysis at the early stages when a project's technology options and requirements are being defined. These studies cover several areas including technical, financial, legal, environmental, and life-cycle cost analysis.

Pilot Projects: Showcasing Technologies

The Agency pilots innovative U.S. equipment and technologies in an overseas setting to highlight the effectiveness of U.S. solutions, provide the analysis and empirical data required to move a project forward, and identify opportunities for scalability and replicability throughout a market.

Technical Assistance: Filling the Gaps

USTDA-funded technical assistance offers assessments, recommendations, and technical support to meet industry requirements and to seek implementation financing. This form of support can cover several areas including execution details, tender documents, and technical design packages.



Sharing Best Practices, Making Connections

Reverse trade missions bring overseas decision-makers to the United States to introduce them to the design, manufacture, and operation of U.S. goods and services. Delegations participate in site visits and meetings with U.S. industry in advance of major procurements. The itinerary is designed to introduce them to industry best practices, as well as cutting-edge U.S. solutions that can advance their development goals.



South and East Africa Submarine Cable System (SEACOM)

USTDA invested in the early stages of the SEACOM undersea fiber-optic cable project, which was operationalized in 2009 using \$450 million in U.S. goods and services. Today, SEACOM is providing affordable, reliable high-speed connections from the southern tip of Africa to the northern parts of East Africa to markets across Europe and Asia. USTDA's support of SEACOM helped improve bandwidth capacity in the region by 850%, thereby enhancing business growth and spurring innovation and productivity in the region.

Cape Town Digital Inclusion

In 2013, USTDA helped the City of Cape Town develop a digital inclusion strategy for townships outside of the city. Today, Cape Town has used technology from over 10 U.S. companies to extend its fiber optic backbone to the townships, providing over 60 individual building connections and over 1,500 Wi-Fi hotspots. This project has already connected 410,000 residents to wireless internet at speeds 3,000 times faster than what was previously available. In addition to the expansion of affordable and reliable internet, the project also provided employment and training for local residents – spurring economic growth in the area.



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Data Center Technologies

In 2012, USTDA hosted a delegation from Brazil focused on the development of data centers. As a result of this reverse trade mission, key Brazilian stakeholders were introduced to U.S. products and services that were used in the implementation and modernization of data centers in the country. Following the visit, the delegates have procured U.S. hardware and software to be used in five data centers across Brazil to enhance capacity for data processing and communication services, resulting in over \$68 million in U.S. exports.