



U.S. Trade and Development Agency

Linking U.S. businesses to global infrastructure opportunities

NEWS RELEASE

February 09, 2015

MEDIA INQUIRIES:

Anna Humphrey | (703) 875-4357

USTDA WELCOMES NEW *MAKING GLOBAL LOCAL* PARTNER TO PROMOTE U.S. EXPORTS

SACRAMENTO, Calif. – Today, the U.S. Trade & Development Agency announced its partnership with the [Northern California World Trade Center](#) (NorCalWTC) through the Agency's *Making Global Local* program.

“Northern California has a wealth of extremely innovative companies that could catalyze greater infrastructure development in emerging markets around the world,” said Renée Taylor, President and CEO of NorCalWTC. “Our partnership with USTDA will be instrumental in expanding the impact of the region’s innovations while strengthening our local economy.”

“USTDA is pleased to expand our program in California, one of the Agency’s highest-exporting states, through this new partnership with NorCalWTC,” said Leila Aridi Afas, USTDA’s Director of Export Promotion.

Ms. Afas will participate in a roundtable discussion with NorCalWTC member companies today in Sacramento. She will also meet with the [California Chamber of Commerce](#), another *Making Global Local* partner, to discuss opportunities for continued collaboration.

Tomorrow, Ms. Afas will present at the [Discover Global Markets: Sustainable Solutions conference](#), which the U.S. Department of Commerce is hosting in Santa Clara.

Making Global Local connects companies across the country to USTDA’s export promotion programs through strategic partnerships between the Agency and local economic development organizations. By understanding USTDA’s programs and priorities, NorCalWTC can help California companies identify sales opportunities in emerging markets.

For more information on the initiative, or to learn more about becoming a partner organization, please visit www.ustda.gov/makinggloballocal.

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The U.S. Trade and Development Agency 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.