



Sponsored Events
and Conferences Report

Fiscal Year 2020

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USTDA-Sponsored Events and Conferences Report

MESSAGE FROM THE ACTING DIRECTOR, USTDA

It is my pleasure to provide the U.S. Trade and Development Agency's report of the events and conferences sponsored by the Agency in Fiscal Year 2020.



Sarah E. Fandell

Acting Director

U.S. Trade and Development Agency

U.S. Trade and Development Agency-Sponsored Events and Conferences in Fiscal Year 2020

Introduction

The Office of Management and Budget (OMB) Memorandum M-17-08, amending M-12-12, Promoting Efficient Spending to Support Agency Operations, directs agencies to report conference expenses for the previous Fiscal Year (FY) on their public website. In response to M-17-08, the U.S. Trade and Development Agency (USTDA) is pleased to provide this report on USTDA-sponsored conferences and events for Fiscal Year (FY) 2020 with expenses in excess of \$100,000.

USTDA's mission is to help companies create U.S. jobs through the export of American goods and services for priority development projects in emerging economies. USTDA uses two approaches to fulfill its mission. The first is project preparation through the funding of U.S.-led feasibility studies, pilot projects, and technical assistance to link foreign project sponsors with U.S. businesses at the critical early stage of a project when technology options and project requirements are being defined. The second approach, and the subject of this report, is through partnership building activities that are designed to connect buyers from developing and middle-income countries with U.S. manufacturers and service providers in order to open new export markets and commercial opportunities around the world for American companies.

In FY 2020, USTDA supported 12 partnership building activities, including reverse trade missions (RTMs)¹, conferences, and workshops, disbursing a total of \$3,474,837.20 in event expenses. Detailed descriptions of these events may be found in this report.

M-17-08 also requires that agencies publish the rationale and approval to incur expenses exceeding \$500,000 on a single conference. USTDA sponsored one conference, the Indo-Pacific Business Forum, that exceeded this threshold during FY 2020. Approval documentation for that event can be found at the end of this report.

¹ USTDA reverse trade missions bring foreign project sponsors to the United States to observe the innovative design, manufacture and operation of American products and services to support their infrastructure development goals.

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Key Details of FY 2020 Events and Conferences

Agribusiness Reverse Trade Mission Series – Nigeria Agribusiness Reverse Trade Mission

Dates: October 5 – 19, 2019

Locations: Various cities in Iowa, Nebraska and California

Event expenses paid through FY 2020: \$256,289.71

Number of participants and speakers whose event expenses were paid by USTDA: 15

Number of USTDA employees whose event expenses were paid by USTDA: 3

Number of non-USTDA U.S. government employees whose event expenses were paid by USTDA: 0

Number of contractor personnel whose event expenses were paid by USTDA: 6

Number of interpreters whose event expenses were paid by USTDA: 0

The Nigeria Agribusiness RTM, part of the Agribusiness RTM series focused on Africa, familiarized agribusiness representatives from Nigeria with the latest U.S. technologies, services and best practices to encourage the implementation of large-scale agribusiness projects utilizing state-of-the-art U.S. equipment.

South Africa Connectivity Standards Workshop

Dates: October 8, 2019

Locations: Johannesburg, South Africa

Event expenses paid through FY 2020: \$162,299.58

Number of participants and speakers whose event expenses were paid by USTDA: 0

Number of USTDA employees whose event expenses were paid by USTDA: 1

Number of non-USTDA U.S. government employees whose event expenses were paid by USTDA: 0

Number of contractor personnel whose event expenses were paid by USTDA: 2

Number of interpreters whose event expenses were paid by USTDA: 0

The South Africa Connectivity Standards Workshop brought together U.S. and South African experts who exchanged technical information about the current state of information and communications technology (ICT) and the future of connectivity. The workshop promoted private sector investment and usage of U.S. technologies, while familiarizing participants with ICT sector standards and regulatory practices.

Tupras Refining and Petrochemicals Reverse Trade Mission

Dates: October 13 – 25, 2019

Location: San Antonio, TX; Houston, TX; New Orleans, LA; Chicago, IL

Event expenses paid through FY 2020: \$305,840.82

Number of participants and speakers whose event expenses were paid by USTDA: 14

Number of USTDA employees whose event expenses were paid by USTDA: 2

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Number of non-USTDA U.S. government employees whose event expenses were paid by USTDA: 2

Number of contractor personnel whose event expenses were paid by USTDA: 3

Number of interpreters whose event expenses were paid by USTDA: 2

USTDA organized this RTM to introduce delegates from the Turkish oil refinery Tupras to the latest U.S. refining and petrochemicals technologies. Tupras delegates participated in extensive meetings and site visits. The delegates also attended selected sessions of the 2019 American Fuel and Petrochemical Manufacturers Operations & Process Technology Summit, in addition to visiting company booths and exhibits on the conference exhibition floor.

Egypt Ministry of Petroleum and Gas Sector Executive Management and Leadership Training

Dates: October 26 – November 10, 2019

Locations: Houston, TX; Washington, DC

Event expenses paid through FY 2020: \$187,339.28

Number of participants and speakers whose event expenses were paid by USTDA: 19

Number of USTDA employees whose event expenses were paid by USTDA: 2

Number of non-USTDA U.S. government employees whose event expenses were paid by USTDA: 2

Number of contractor personnel whose event expenses were paid by USTDA: 3

Number of interpreters whose event expenses were paid by USTDA: 0

USTDA hosted nineteen Egyptian government officials, senior executives and mid-level managers from the Ministry of Petroleum and Mineral Resources and its subsidiaries to participate in this training program, which focused on enhancing the technical, executive and management capacity of Egypt's oil and gas sector leaders. The multi-city training program also provided a common framework for its trainees, in advance of their planned secondments to U.S. petroleum companies as part of a larger effort to revitalize Egypt's oil and gas sector.

2019 Indo-Pacific Business Forum

Dates: November 4, 2019

Locations: Bangkok, Thailand

Event expenses paid through FY 2020: \$554,885.43

Number of participants and speakers whose meal expenses were paid by USTDA: 1,003

Number of USTDA employees whose event expenses were paid by USTDA: 9

Number of non-USTDA U.S. government employees whose meal expenses were paid by USTDA: 152

Number of contractor personnel whose event expenses were paid by USTDA: 5

Number of interpreters whose event expenses were paid by USTDA: 0

USTDA hosted the 2nd Indo-Pacific Business Forum in November 2019. The Forum was a joint effort among the U.S. government, U.S. Chamber of Commerce, U.S.-ASEAN Business Council,

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the Thai Chamber of Commerce and the Government of Thailand. This event provided a high-profile platform to roll out the U.S. government's U.S.-Indo-Pacific Strategy achievements and programs, U.S. business-to-government engagement, bilateral and regional deal signings, a Commerce-led trade mission and engagement with likeminded countries.

National Medical Products Administration Training

Dates: November 10 – 23, 2019

Location: San Francisco, CA; Washington, DC

Event expenses paid through FY 2020: \$346,394.75

Number of participants and speakers whose event expenses were paid by USTDA: 18

Number of USTDA employees whose event expenses were paid by USTDA: 0

Number of non-USTDA U.S. government employees whose event expenses were paid by USTDA: 1

Number of contractor personnel whose event expenses were paid by USTDA: 2

Number of interpreters whose event expenses were paid by USTDA: 2

USTDA supported the China Medical Devices Training Program to help U.S. exporters gain access to China's growing healthcare market. USTDA's training program provided China's National Medical Products Administration officials with training on policies and procedures related to the regulatory review and approval of medical devices. The training program also helped U.S. healthcare companies build closer relationships with their Chinese counterparts and showcase their medical devices and healthcare solutions.

Haiti Natural Gas Opportunities Reverse Trade Mission

Dates: November 13 – 23, 2019

Location: Washington, DC; Houston, TX

Event expenses paid through FY 2020: \$225,628.08

Number of participants and speakers whose event expenses were paid by USTDA: 9

Number of USTDA employees whose event expenses were paid by USTDA: 1

Number of non-USTDA U.S. government employees whose event expenses were paid by USTDA: 2

Number of contractor personnel whose event expenses were paid by USTDA: 4

Number of interpreters whose event expenses were paid by USTDA: 2

USTDA sponsored the Haiti Natural Gas Opportunities RTM and Industry Roundtable to expose nine energy sector leaders in the Haitian government to the U.S. natural gas sector, including the U.S. liquefied natural gas industry.

Brazil Energy Sector Reverse Trade Mission Series – Brazil Energy Technology

Dates: December 1 – 7, 2019

Locations: Houston, TX; San Francisco, CA

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Event expenses paid through FY 2020: \$305,204.78

Number of participants and speakers whose event expenses were paid by USTDA: 10

Number of USTDA employees whose event expenses were paid by USTDA: 2

Number of non-USTDA U.S. government employees whose event expenses were paid by USTDA: 0

Number of contractor personnel whose event expenses were paid by USTDA: 4

Number of interpreters whose event expenses were paid by USTDA: 2

The Brazil Energy Technologies RTM for Smart Grid and Distribution Automation, the first in a series of five, included meetings with and site visits to U.S. sector-related companies, entities and installations in the Houston, TX, and San Francisco, CA, areas.

Advanced Technologies for Power Transmission Reverse Trade Mission

Dates: December 2 – 14, 2109

Locations: Washington, DC; Chicago, IL; San Francisco, CA

Event expenses paid through FY 2020: \$334,851.08

Number of participants and speakers whose event expenses were paid by USTDA: 15

Number of USTDA employees whose event expenses were paid by USTDA: 0

Number of non-USTDA U.S. government employees whose event expenses were paid by USTDA: 0

Number of contractor personnel whose event expenses were paid by USTDA: 3

Number of interpreters whose event expenses were paid by USTDA: 2

USTDA hosted the Advanced Technologies for Power Transmission RTM, which offered delegates from the Vietnam's National Power Transmission Corporation and related subsidiary transmission companies the opportunity to learn about the latest U.S. technologies, services, and best practices to ensure the efficiency and reliability of Vietnam's transmission system.

Hospitalization and Cancer Technologies Reverse Trade Mission

Dates: January 26, 2020 – February 06, 2020

Locations: Silicon Valley, CA; Washington, DC; Chicago, IL

Event expenses paid through FY 2020: \$286,817.13

Number of participants and speakers whose event expenses were paid by USTDA: 15

Number of USTDA employees whose event expenses were paid by USTDA: 1

Number of non-USTDA U.S. government employees whose event expenses were paid by USTDA: 1

Number of contractor personnel whose event expenses were paid by USTDA: 1

Number of interpreters whose event expenses were paid by USTDA: 2

This USTDA-funded RTM supported U.S. private sector participation in Turkey's hospital modernization efforts. Delegates met with U.S. companies that provide technologies and services related to hospital procurements in Turkey, such as cancer screening and treatment as well as the digital management of hospitals. Delegates had the opportunity to visit hospitals deploying these advanced solutions.

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Egypt Ministry of Petroleum Reverse Trade Mission Series – Advanced Technologies for Onshore Exploration and Production

Date: February 16 – 28, 2020

Location: Houston, TX; Silicon Valley, CA

Event expenses paid through FY 2020: \$279,639.13

Number of participants and speakers whose event expenses were paid by USTDA: 14

Number of USTDA employees whose event expenses were paid by USTDA: 1

Number of non-USTDA U.S. government employees whose event expenses were paid by USTDA: 1

Number of contractor personnel whose event expenses were paid by USTDA: 3

Number of interpreters whose event expenses were paid by USTDA: 0

The Egypt Advanced Technologies for Onshore Exploration and Production RTM, the first in a series of three, included meetings with and site visits to U.S. sector-related companies, entities, and installations in the Houston, TX, and San Francisco, CA, areas. The delegation included fourteen public and private sector leaders from Egypt's petroleum industry.

Subsea Fiber Optic Cable Technologies Reverse Trade Mission

Dates: March 1 – 10, 2020

Locations: Washington, DC; Baltimore, MD

Event expenses paid through FY 2020: \$229,647.43

Number of participants and speakers whose event expenses were paid by USTDA: 9

Number of USTDA employees whose event expenses were paid by USTDA: 1

Number of non-USTDA U.S. government employees whose event expenses were paid by USTDA: 1

Number of contractor personnel whose event expenses were paid by USTDA: 5

Number of interpreters whose event expenses were paid by USTDA: 2

USTDA organized this RTM to familiarize regional Latin America telecommunications sector representatives with U.S. subsea and land-based fiber optic cable technologies and related infrastructure solutions. Representatives attended meetings and site visits with U.S. telecommunications companies, hardware deployment firms, regulators and procurement officials.



U . S . T R A D E A N D D E V E L O P M E N T A G E N C Y

**Approval of Estimated Spending in Excess of \$500,000 on a Single Conference
Indo-Pacific Business Forum, Bangkok, Thailand, November 4, 2019**

As Director (Acting) of the U.S. Trade and Development Agency (“USTDA”), I hereby approve the estimated spending of \$575,000 for the Indo-Pacific Business Forum, which will take place in Bangkok, Thailand on November 4, 2019 (“IPBF”). This approval is made pursuant to the requirements of the November 25, 2016 Office of Management and Budget (OMB) Memorandum M-17-08, titled “Amending OMB Memorandum M-12-12, Promoting Efficient Spending to Support Agency Operations”, which requires an appropriate agency official to approve estimated spending in excess of \$500,000 on a single conference specifically noting the expense is the most cost-effective option to achieve a compelling purpose. The bases for this approval are further detailed below.

USTDA’s executive team approved the IPBF and its budget on June 28, 2019. The IPBF will showcase U.S. Indo-Pacific Strategy achievements and programs, bilateral and regional deal signings, and engagements with likeminded countries to improve market conditions for U.S. companies in a region that is critical to U.S. economic and national security interests. USTDA will be responsible for managing the critical logistics of the event. Approximately 1,000 business executives, representatives from the U.S. government, and governments from throughout South and Southeast Asia are expected to attend. This event provides a high-profile platform to roll out U.S. Indo-Pacific Strategy achievements and programs, U.S. business-to-government engagement, bilateral and regional deal signings, a Commerce-led trade mission, and engagement with likeminded countries (i.e., Japan, Australia, India, etc.). The IPBF will align with the key economic initiatives of the Indo-Pacific Strategy, including Asia Enhancing Development and Growth through Energy (“Asia EDGE”), the Digital Connectivity and Cybersecurity Partnership (“DCCP”), and the Infrastructure Transaction Advisory Network (“ITAN”). The program will include a keynote address by Wilbur Ross, Secretary of Commerce and panel discussions on expanding commercial opportunities, fostering a vibrant digital economy, energy sustainability, infrastructure development, partnerships, and financing.

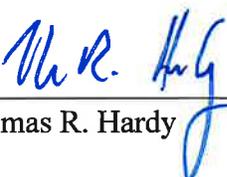
The IPBF program was developed in coordination with the National Security Council, U.S. Departments of State, Commerce, Energy, and Treasury, the U.S. Agency for International Development (“USAID”), Export-Import Bank (“EXIM”), and the Overseas Private Investment Corporation (“OPIC”), as well as with partners in the private sector including the U.S. Chamber of Commerce, the U.S.-ASEAN Business Council, the American Chamber of Commerce in Thailand, the Thai Chamber of Commerce, and the Thai Board of Trade. Further, the Royal Thai Government Ministry of Foreign Affairs has supported program development and provided funding for the venue. Other high-level U.S. government officials participating in the IPBF

include USAID Deputy Administrator Bonnie Glick, EXIM President and Chairman Kimberly Reed, State Department Under Secretary for Economic Growth, Energy, and the Environment Keith Krach, Department of Energy Principal Deputy Assistant Secretary Ken Humphreys, OPIC Executive Vice President David Bohigian, and Department of Treasury Acting Assistant Secretary for International Markets and Development Mitchell Silk. In addition, twelve U.S. Chiefs of Mission from across South and Southeast Asia will be traveling to the IPBF to engage with at the forum and lead delegations from their host countries. For the above reasons, this event is pivotal to furthering USTDA's mission and serves a compelling purpose.

In line with USTDA's financial controls, the agency's Chief of the Office of Acquisition Management carefully reviewed and approved the costs associated with the IPBF prior to its presentation to, and further examination and approval by, the agency's executive team. USTDA estimates the IPBF will cost \$575,000. USTDA selected the November 4th date and Bangkok, Thailand as the location for the IPBF in consultation with interagency partnerships seeking to leverage the business executives and regional leaders present for the East Asia Summit and the ASEAN Business and Investment Summit.

As part of USTDA's fiscal stewardship, every aspect of the planning, logistics, and implementation of the event has been carefully scrutinized and monitored to ensure all moneys are spent in the most cost-effective and efficient manner. Pursuant to Federal Acquisition Regulation procedures, USTDA has competitively selected an outside contractor to manage all logistics. As part of the contract, the agency will reimburse the contractor for actual event expenses, such as audio/visual equipment, program production, stage setup, and other direct costs. This approach allows USTDA to incur only actual event costs rather than guaranteeing the contractor a fixed payment for the entire cost of the event. These measures coupled with USTDA's stringent financial controls will ensure that the agency funds for the IPBF are spent in the most cost-effective manner.

In light of the high-level priorities and strategic goals advanced by the IBPF, coupled with USTDA's efforts to ensure expenditures are designed in the most cost-efficient manner, I conclude that the IPBF is the most cost-effective option to achieve a compelling purpose. On this basis, the costs associated with the IPBF are prudent. Therefore, in accordance with the requirements of OMB Memorandum M-17-08, I hereby approve the estimated spending in of \$575,000 on the IBPF.



Thomas R. Hardy



Date