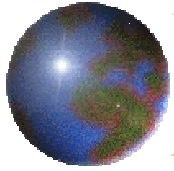


U.S. Trade and Development Agency (USTDA)



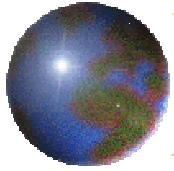
USAEE Annual Conference

Washington, DC, July 9, 2004



USTDA Mission

- ✦ Advance economic development and U.S. commercial interests in developing and middle-income countries.
- ✦ Support the development of a modern infrastructure and a fair and open trading environment.



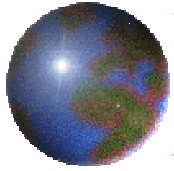
USTDA Mission – the “What”

Foreign Assistance Agency that Funds:

- ❑ Project Definition & Investment Analyses
- ❑ Trade Capacity Building & Sector Development Activities

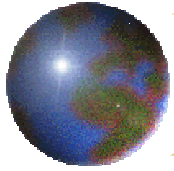
Through...

- ❑ Overseas Grants, Contracts with U.S. firms, & Trust Funds at Multilateral Development Banks
- ❑ Involve U.S. Companies to Deliver Assistance



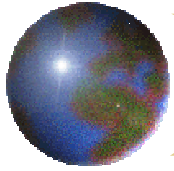
Recent Energy & Power Projects

- ✚ Sri Lanka 300 MW Coal-Fired Power Plant (TA for BOO project)
- ✚ Russia-Ulan-Ude District Heating (Feasibility Study for EBRD-financed project)
- ✚ Botswana Coal Bed Methane Development (Feas. Study/Field Testing for 300 MW BOO)
- ✚ Western Cape (S.Africa) Natural Gas Sector Development (TA for Fin./Econ. Modeling)



Recent Energy/Power Projects--2

- ❖ Afghanistan Hydrocarbon Resource Survey (Technical Assistance)
- ❖ Algeria Photovoltaic Water Pumping and Rural Electrification (Feasibility Study)
- ❖ Jordan Al-Ibrahymia Wind (Feasibility Study for privatization/expansion)
- ❖ Ghana Biomass/MSW BOO (Feas. Study)



USTDA Facts: General



Funded through Foreign Operations Appropriations.



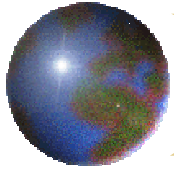
Since 1981, USTDA has helped stimulate over \$20 billion in U.S. exports to emerging markets.



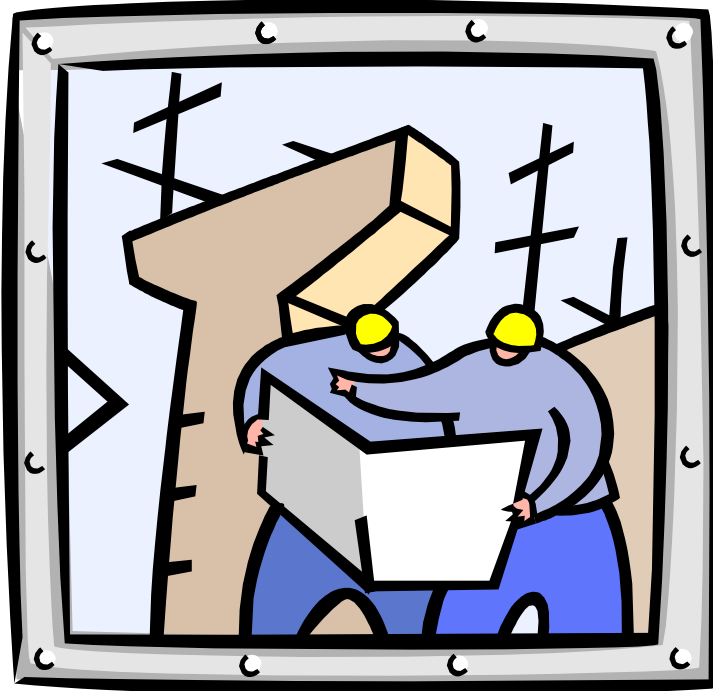
USTDA funds about 125 assistance projects and studies each year, in 5 regions.



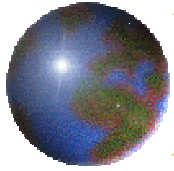
Average USTDA grant is \$400,000.



Targeted Sectors for USTDA Funding



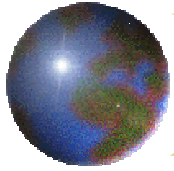
- Transportation
- **Power, Oil & Gas**
- Telecommunications
- Water/Waste Treatment
- Natural Resources
- Mineral Beneficiation
- Manufacturing
- Trade Capacity



Energy Sector Projects

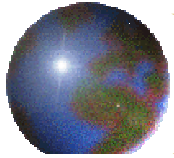


- ④ Includes electric power production, transmission and distribution, co-generation, district heating, energy efficiency, etc.
- ④ Includes oil and gas downstream development (pipelines, refineries) and petrochemicals.
- ④ Balance of competed and sole source.
 - **FY 02 58 projects**
 - **FY 03 59 projects**



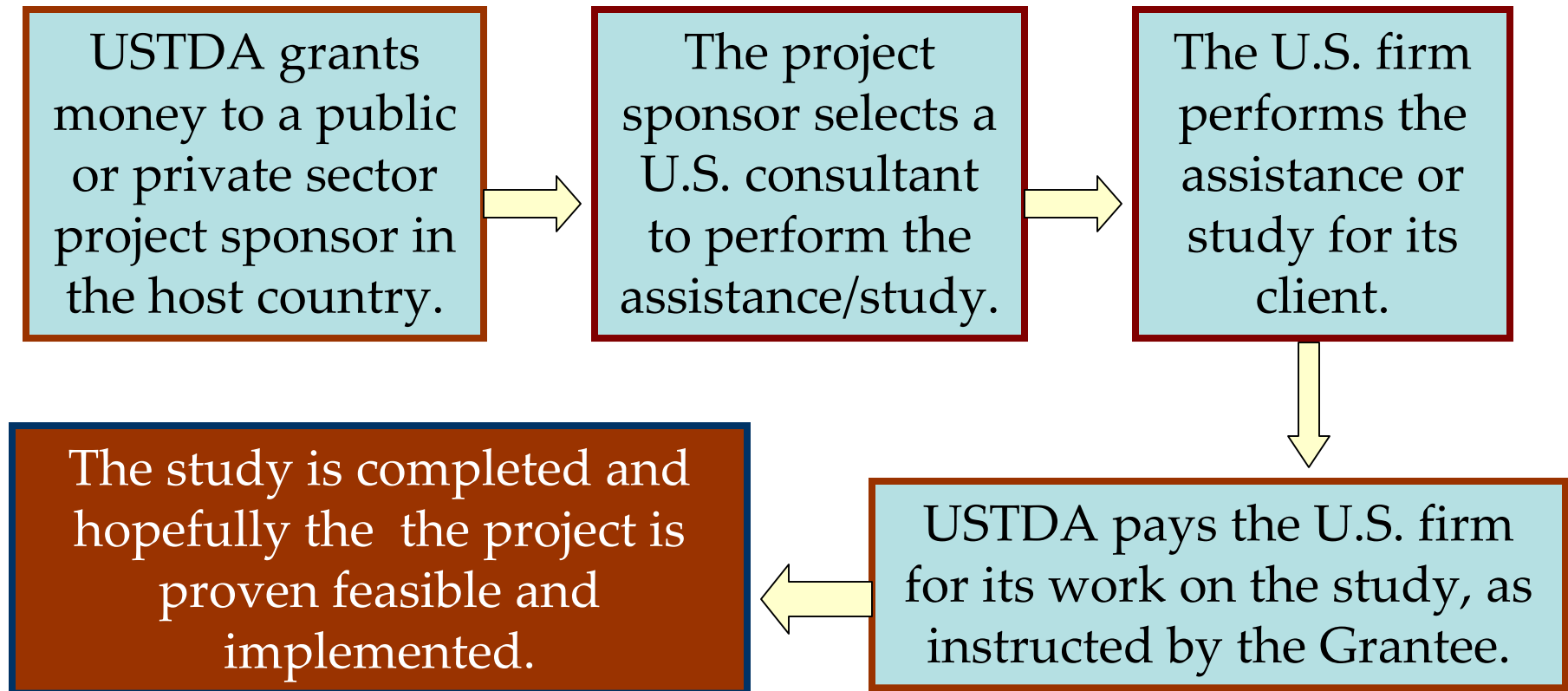
The USTDA Tool Chest

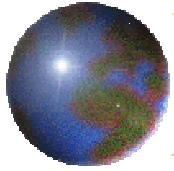
- ❖ Project Definition & Investment Analyses
 - ❑ Definitional Missions; Feasibility Studies; Orientation Visits; Conferences & Workshops; Procurement Assistance
- ❖ Trade Capacity Building & Sector Development Activities
 - ❑ Sector Development TA; Trade Agreement Support; Training; Trade & Industry Advisors



USTDA Grants for Project Planning

How they work:



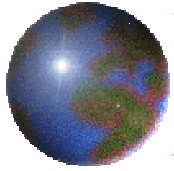


Why does USTDA Fund Feasibility Studies?



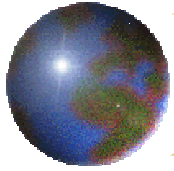
- ✘ Feasibility studies are the “nuts and bolts” of project planning.
- ✘ These business plans evaluate the technical, legal, economic, environmental and financial aspects of a project.
- ✘ Bankable documents are required by financial institutions to assess the credit-worthiness of a project.
- ✘ USTDA funds feasibility studies because development capital is often scarce at this stage of project development





Criteria for USTDA Funding

To be considered for USTDA funding a project must:	✓	Be a development priority of the host country
	✓	Be likely to attract implementation financing
	✓	Be at least \$10 million in total implementation scope
	✓	Represent a significant <i>opportunity</i> for sales of U.S. technology



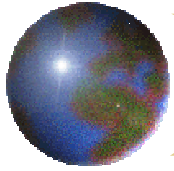
Technical Assistance, Training

Technical Assistance:

- ✿ Provides U.S. expertise that may not be available in the host country – e.g., for international tender preparation, customs facilitation, establishment of industry standards and regulations.
- ✿ Supports capacity-building initiatives and the implementation of trade agreements that may lead to increased U.S. exports.

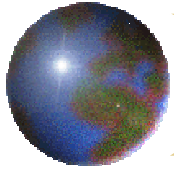
Training:

- ✿ USTDA's training enables the foreign project sponsors to receive necessary technical and managerial training to implement a project.



Technical Assistance and Energy

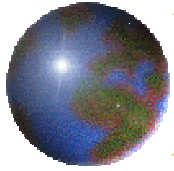
South Africa	China	East Africa
<ul style="list-style-type: none">✚ TA to PetroSA to provide investment model for natural gas industry development strategy	<ul style="list-style-type: none">✚ Partnership with industry to establish natural gas institute	<ul style="list-style-type: none">✚ TA to provide expertise in developing and negotiating geothermal project agreements



Orientation Visits



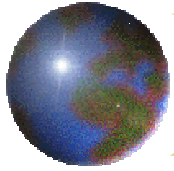
- Visits to U.S. by foreign officials interested in purchasing American goods and services for specific projects
- “Reverse trade mission”
- Show project sponsors U.S. technology and sampling of qualified firms for the project
- Offer U.S. suppliers opportunity to showcase their products to foreign procurement officials
- Business Briefings – mini-conferences, often in Washington, to meet interested U.S. businesses



Definitional Missions and Desk Studies

**DMs and DSs are USTDA due diligence tools:
small U.S. firms with technical expertise
evaluate grant proposals.**

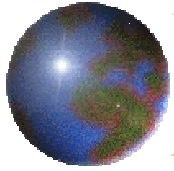
- Desk Studies provide quick analyses and are conducted in the U.S.
- Definitional Missions provide a more detailed evaluation and involve travel to the region.
- Desk Studies range from \$2,500-\$5,000.
- Definitional Missions range from \$25,000-\$45,000.



How to Get Started – U.S. Companies



- (1) Evaluate our proposal format online (www.ustda.gov).
- (2) Send the Country Manager a 2-3 page summary of how your project fits USTDA criteria.
- (3) Work with Country Manager to develop full proposal.



USTDA Washington DC, and Regional Contacts

Washington, DC:

Tel: 703-875-4357

Contact Regional Staff/Country Managers



Regional Offices:

Ankara, Bangkok, Johannesburg

In-Country:

US-FCS, State ECON

Website: www.ustda.gov