

Egypt: Forward

Transportation Sector Business Briefing

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North Africa and Europe**



Our Mission



- ❖ Helping companies create U.S. jobs through the export of U.S. goods and services for priority development projects in emerging economies
- ❖ Linking U.S. businesses to export opportunities while creating sustainable infrastructure and economic growth in partner countries



General USTDA Facts

- ◆ USTDA aids host country economic development through infrastructure projects, market-oriented reform, job creation, training, and the transfer of advanced technology.
- ◆ USTDA is an independent agency funded through an annual appropriation by the U.S. Congress.
- ◆ Since 1981, USTDA has helped generate:
 - ◆ over \$36 billion in U.S. exports to emerging markets, and
 - ◆ the implementation of hundreds of priority development projects around the world.

National Export Initiative

Doubling of U.S. exports over the next five years.

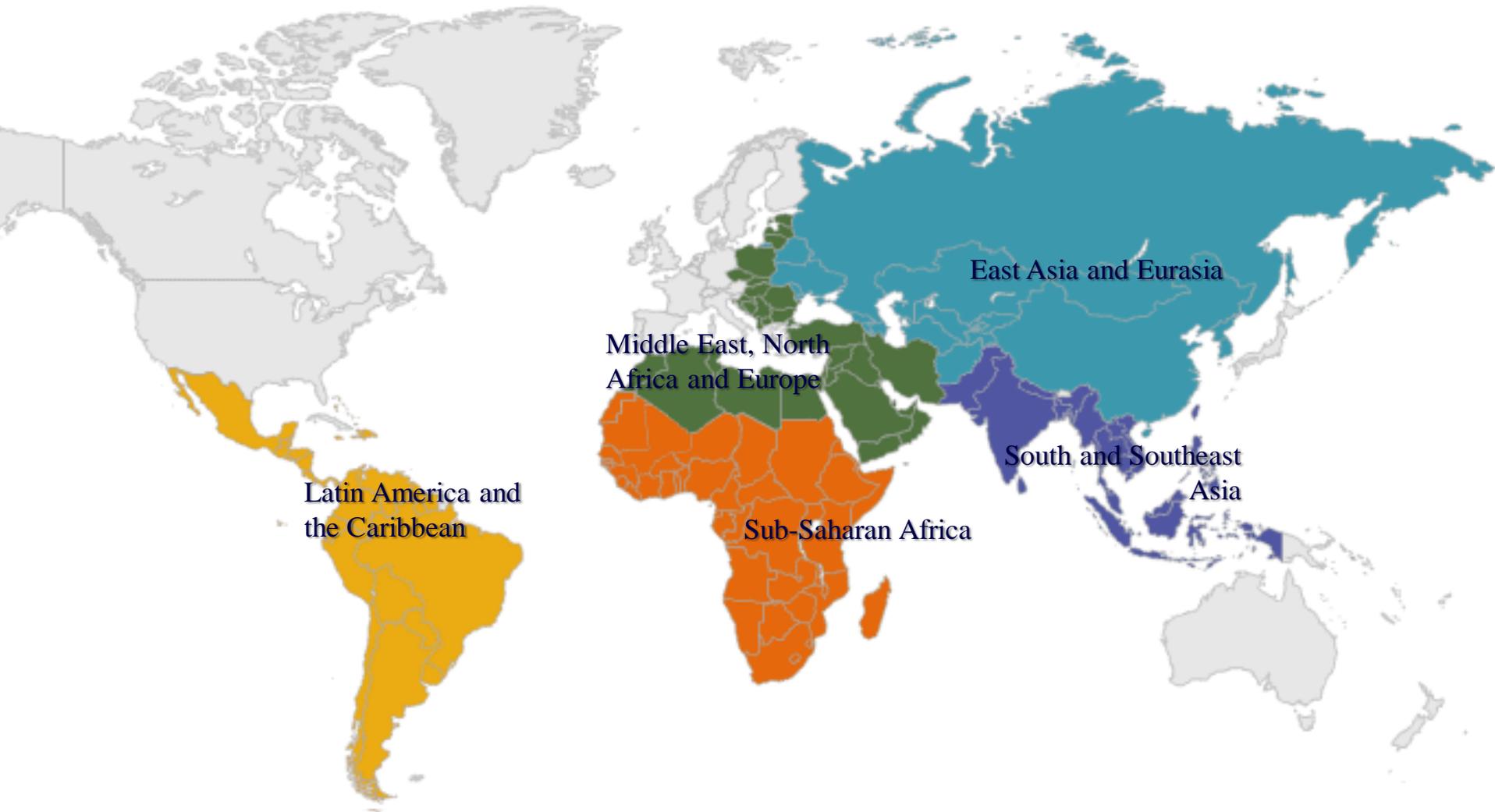
- Increasing Trade Advocacy
- Launched International Business Partnership Program



President Obama Announces Export Promotion Cabinet as part of National Export Initiative

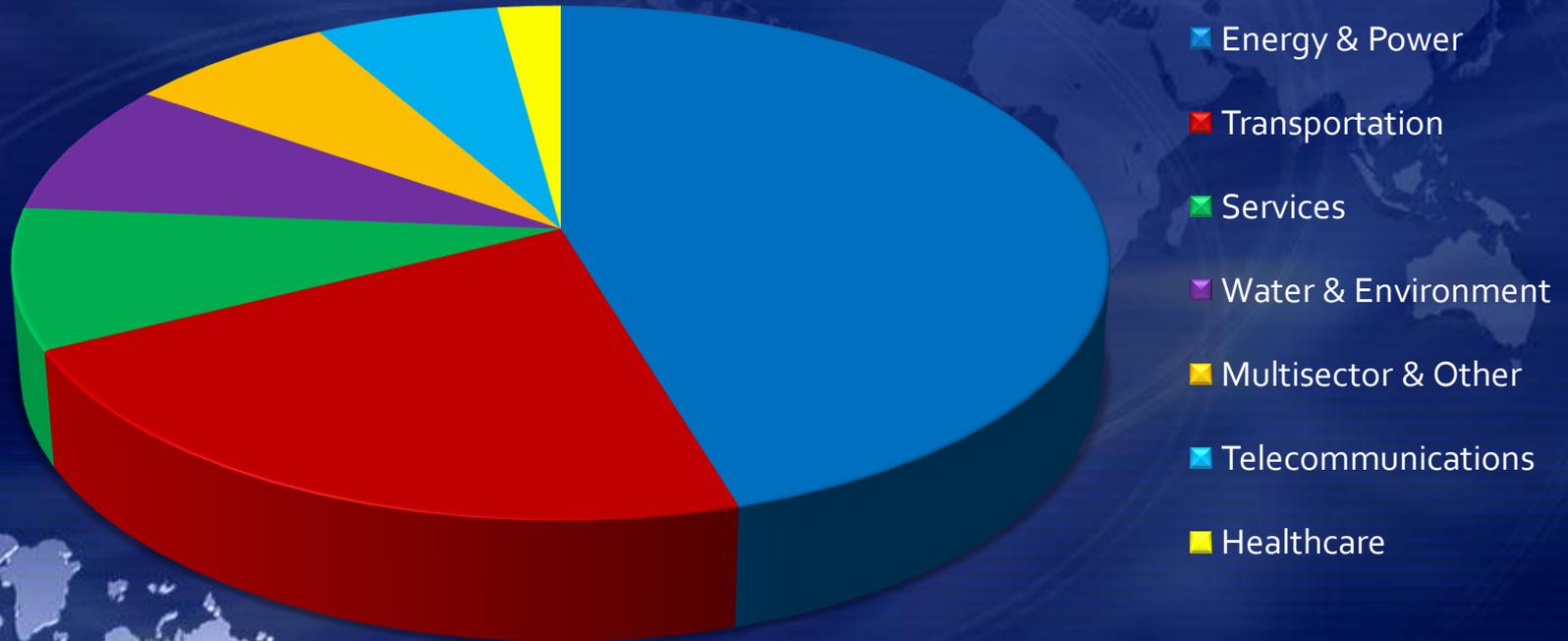


USTDA Regions



USTDA By Sector

(As a Percentage of USTDA's FY 2010 Program Budget)



U.S. Export Financing Agencies

U.S. Trade and Development Agency
(USTDA)



Overseas Private Investment
Corporation (OPIC)



Export-Import Bank (Ex-Im)



Foreign Commercial Service



Department of State



U.S. Export Financing Agencies

A few of the services offered by U.S. export financing agencies:

Summary of U.S. Government Support for RE&EE Exporters

		U.S. DEPARTMENT OF AGRICULTURE	U.S. DEPARTMENT OF STATE	U.S. TRADE REPRESENTATIVE	U.S. DEPARTMENT OF ENERGY	U.S. SMALL BUSINESS ADMINISTRATION	U.S. DEPARTMENT OF COMMERCE	U.S. TRADE AND DEVELOPMENT ADMINISTRATION	OVERSEAS PRIVATE INVESTMENT CORPORATION	EXPORT-IMPORT BANK	FEDERAL AGENCY
FEDERAL PROGRAM											
Policy and Capacity Building		•	•	•	•	•		•	•		
Trade Promotion and Market Development		•	•				•	•	•		
Project Development Support									•		
EXPORT FINANCING	Working Capital Loan Guarantees						•			•	
	Other Loan Guarantees	•					•			•	
	Direct Loans for Project/Structured Finance									•	
	Export Credit Insurance									•	
INVESTMENT FINANCING	Loans/Guarantees for Project Finance									•	•
	Political Risk Insurance										•

Interagency Cooperation

USTDA often coordinates with other agencies to carry out its program:

- ◆ **Trade Agencies:**
USTR, DOC
- ◆ **Technical Agencies:**
DOT, FAA, DOE, NTIS
- ◆ **Finance Agencies:**
EXIM, OPIC
- ◆ **Foreign Aid Agencies**
MCC, USAID, DOS

USTDA Program Activities

How We Accomplish Our Mission

International Business Partnership Program

- ❖ Reverse Trade Missions
- ❖ Conferences
- ❖ Training Grants

Project Development Program

- ❖ Feasibility Studies
- ❖ Pilot Projects
- ❖ Technical Assistance

USTDA Funding Criteria

USTDA evaluates projects based on the following criteria:

- ◆ Their priority to the project sponsor and host country, and their likelihood of receiving implementation financing.
- ◆ Whether they offer mutual benefit for the host country and the United States, including opportunities for commercial cooperation with U.S. firms.
- ◆ Whether there is competition from foreign companies that may receive subsidies and other support from their governments.

International Business Partnership Program: *Reverse Trade Missions*



U.S. Business Development Opportunities

**Indonesia Geothermal Power Deployment:
In-Country Training and U.S. Reverse Trade Mission**



- ❖ USTDA brings foreign project sponsors to the United States to gain exposure to U.S. products and services.



International Business Partnership Program: *Conferences and Workshops*

- ❖ Highlights near-term infrastructure development projects
- ❖ Introduces U.S. company representatives to senior officials responsible for project implementation



MENA Power 2010: a Middle East and North Africa Technology and Projects Forum

Project Development Program: *Feasibility Studies*

❖ Evaluation of Infrastructure Development Projects

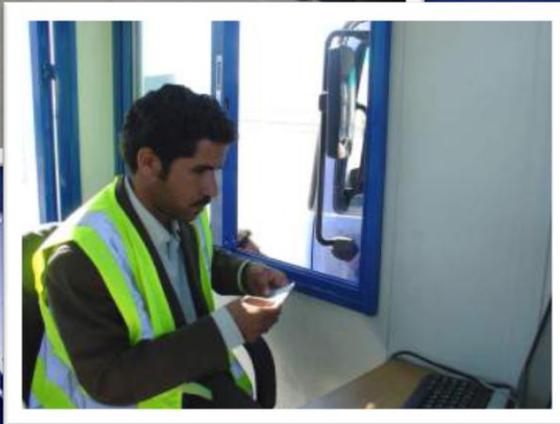
- Technical
- Financial
- Legal
- Environmental



Clean Energy at Germencik
Geothermal Facility

Project Development Program: *Pilot Projects*

Jordan National Freight Information and
Transportation Hub (NAFITH)



- ❖ Showcase U.S. capabilities and latest technologies through pilot demonstration
- ❖ Provide the analysis, evaluation and empirical data necessary to enable potential projects to move forward and secure implementation funding

Project Development Program: *Technical Assistance*

- Development of sector strategies, industry standards, and legal and regulatory regimes that are necessary for successful project implementation.
- Helps a country adopt market-opening policies and procedures that promote a favorable business and trade environment.



ICT Modernization of Egypt Air
M&E

Training Grants: Basics

- ◆ Flexible assistance that is tied to a procurement contract.
- ◆ A US company bidding on a contract that can show substantial competitive support from another gov't.
- ◆ Amount/content of training depends upon size of underlying contract and needs.
- ◆ Coordinate with DOC Advocacy Center.

Training Grants: Vietnam Aircraft Engines

- ◆ Vietnam Airlines procuring 4 engines in 2001.
- ◆ \$60 million contract. Both Pratt & Whitney & GE bid.
- ◆ Strong competition from Rolls Royce.
- ◆ USTDA offered \$300,000 training grant for safety, maintenance and repair procedures if US engines selected.
- ◆ Vietnam Airlines selected GE.

Transport Sector Priorities

- ◆ Aviation
- ◆ Maritime Ports
- ◆ Heavy Rail
- ◆ Transit/Roads

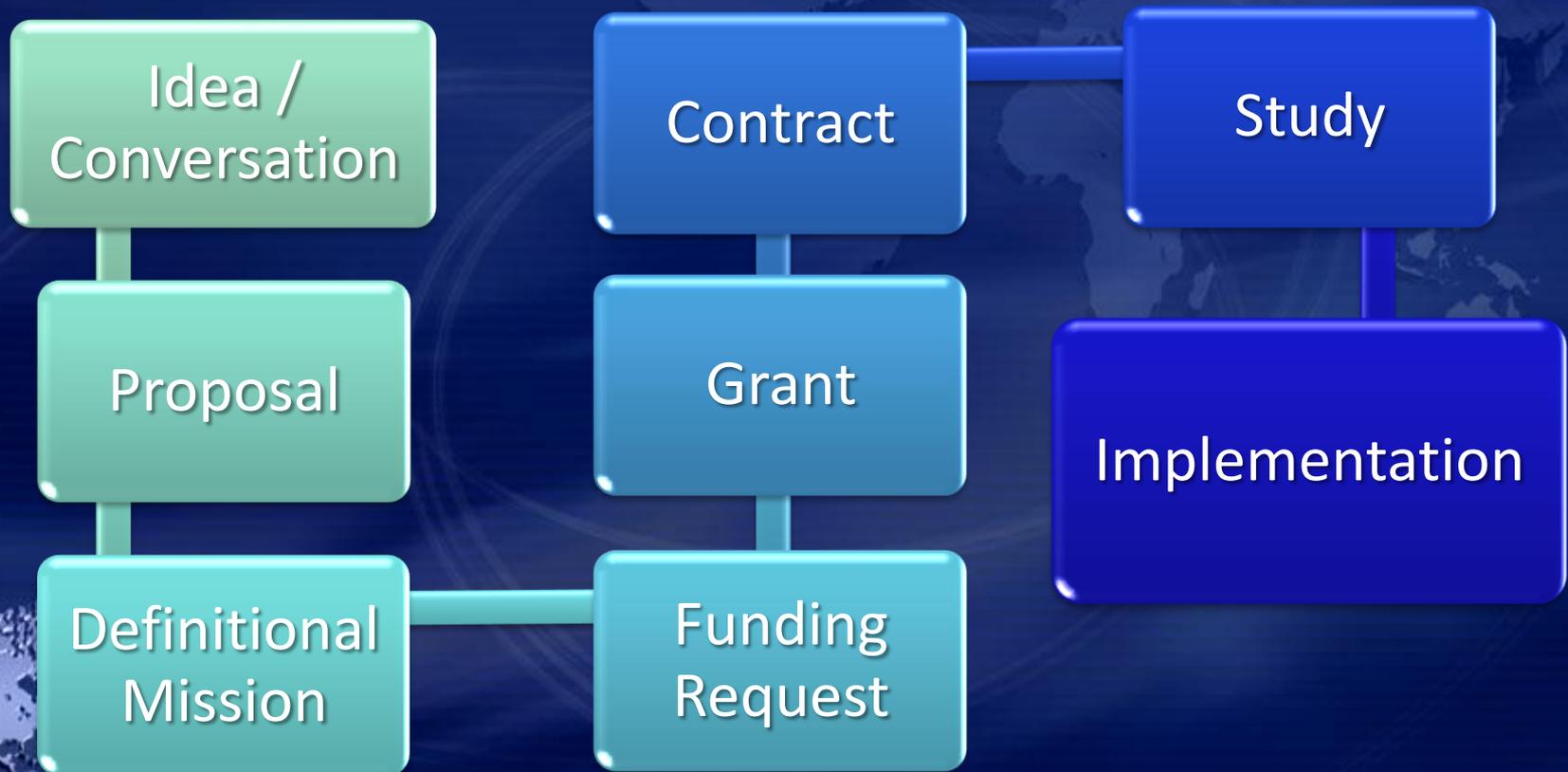
Requesting USTDA Funding

How to work with USTDA

- No formal application procedure. Guidelines can be found at www.ustda.gov
- Requests can be made year-round
- Requests must come from a local entity or a U.S. company working with a local partner
- Public and private overseas enterprises are eligible for assistance



Grant Process Flow Chart



How Can a Foreign Entity Benefit from USTDA Programs?

- Sponsor a study or pilot project with USTDA
- Benefit from another study
- Participate in a Reverse Trade Mission
- Attend a USTDA conference

USTDA Assists U.S. Exporters By:

- ◆ Supporting activities that inform project sponsors about U.S. products and U.S. companies about overseas procurement opportunities.
- ◆ Facilitating meetings between U.S. company representatives and project sponsors at USTDA-funded reverse trade missions and conferences.
- ◆ Publishing upcoming USTDA events and opportunities to meet and work with foreign project sponsors in the *USTDA Pipeline*. A free e-mail subscription is available by signing the USTDA Guestbook at www.ustda.gov.

Commercial Opportunities for **U.S. Consulting Companies:**

- 1. Feasibility Studies or Technical Assistance**
 - Contracts with Foreign Entities
- 2. Definitional Missions and Desk Studies**
 - Direct Contracts with USTDA

Contracting with USTDA

To be considered for a direct contract with USTDA:

- ◆ Register with USTDA's on-line consultant database at www.ustda.gov **AND** the Federal Government's Central Contractor Registration database at www.ccr.gov.
- ◆ Bidding opportunities are posted to the Federal Business Opportunities website at www.eps.gov.



U.S. TRADE & DEVELOPMENT AGENCY
www.ustda.gov



Egypt: FORWARD

PARTNERING FOR TRADE AND ECONOMIC GROWTH

LATE JUNE 2011 • WASHINGTON, DC

A two-day forum in Washington, DC followed by four simultaneous site visits across the United States focused on:

- Energy
- Information & Communication Technology
- Transportation
- Agribusiness



INTERNATIONAL
TRADE
ADMINISTRATION



American Chamber
of Commerce in Egypt

For more information, visit IESC at
www.iesc.org/egyptforward

Contact USTDA

Visit us at www.ustda.gov to:

- Check current business opportunities and upcoming events.
- Sign-up for our eNewsletter and RSS feeds.
- See examples of past projects.

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