

U.S. Trade and Development Agency



Success in South Africa

The U.S. Trade and Development Agency (USTDA) 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.

Brighter Sales in South Africa



In 2010, USTDA worked with representatives of the public and private sectors in South Africa to reduce energy consumption by investing in energy efficient technologies. This program included a training session in South Africa and a reverse trade mission that introduced delegates to energy efficient technologies, equipment, and best practices. Based on this experience and a relationship forged during the reverse trade mission to the United States, the General Manager of Store Development for Pick n Pay, a grocery chain in South Africa with over 700 stores, placed a breakthrough order for energy efficient skylights from Sunoptics (Sacramento, CA) to enhance natural lighting for its new flagship store that opened in October 2010. Use of these patented prismatic skylights is estimated to reduce energy costs by 70% to 80%. It is anticipated that the initial sales for Sunoptics will lead to future orders in South Africa.



Contact us for more information!

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USTDA supports the NEI's mission as a member of the President's Export Promotion Cabinet.