

U.S. Trade and Development Agency



East Asia

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.

USTDA Programs

USTDA promotes economic growth in emerging economies by facilitating the participation of U.S. businesses in the planning and execution of priority development projects in host countries. The Agency's objectives are to help build the infrastructure for trade, match U.S. technological expertise with overseas development needs, and help create lasting business partnerships between the United States and emerging market economies.

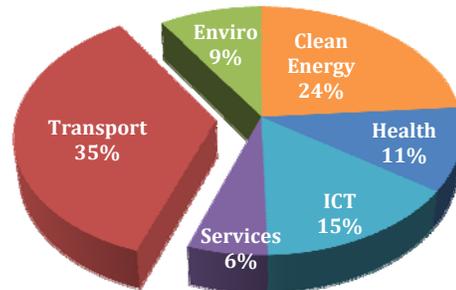
USTDA advances these objectives through its two key programs, the *International Business Partnership Program* and the *Project Development Program*.

USTDA's reverse trade missions (RTM) are the mainstay of its *International Business Partnership Program (IBPP)*. Created in 2010 in response to President Obama's National Export Initiative, the *IBPP* is USTDA's signature program for linking the U.S. private sector to foreign buyers. These visits are carefully planned to enable foreign decision-makers to meet with U.S. businesses and to observe the manufacture, and demonstration of U.S. goods and services that can help them achieve their development goals. These RTMs also include meetings with financial institutions to observe financing options and technical and regulatory bodies that can assist with strengthening the project sponsor's technical capacity.

Through feasibility studies, technical assistance and pilot projects, USTDA's *Project Development Program* helps overseas project sponsors identify technological solutions and various sources of financing for priority infrastructure projects.

Through these programs, USTDA focuses its activities in three primary sectors: Information and Communication Technology (ICT), Transportation, and Clean Energy.

FY 2011
East Asia Investments by Sector



Information & Communication Technology

Two information technology projects in 2011 supported China's emergency management capabilities. A grant to the Shandong Environmental Protection Bureau is funding a feasibility study on the development of an environmental early warning and emergency response command system for Shandong Province. The system will establish an advanced operations command center and data network that will improve real-time data monitoring and environmental incident response. Successful completion of this project could help to avert environmental disasters and serve as a model for the development of an environmental response network across China. A second grant to the Ministry of Water Resources is funding a technical plan and feasibility study on an emergency management system for dams and reservoirs. The build out of these emergency management systems present significant market opportunities for U.S. firms.

Clean Energy

USTDA invested approximately one fourth of its FY 2011 budget in clean energy and energy efficiency projects. The U.S.-China Energy Cooperation Program (ECP), pioneered by USTDA in 2009, completed another successful year with expanded membership of over 50 U.S. companies. ECP continues to promote the development and commercialization of clean energy solutions in China and increasing awareness of U.S. technology and services, product standards, and regulations through collaboration with Chinese government and private sector partners.

The development of smart grid systems remains a major priority for China to integrate a growing mix of renewable energy sources and electric vehicle infrastructure, improve the security of power supply and lower carbon emissions. In 2011, USTDA responded to this opportunity by providing over \$1.1 million in funding for two technical assistance projects that will support the development of a national smart grid implementation strategy and smart grid standards that are appropriate for China and harmonized with U.S. standards. USTDA also hosted a series of three reverse trade missions to familiarize officials from China's National Energy Administration and other industry leaders with U.S. clean energy and grid connectivity practices, technology and policies.

Transportation

In 2011, USTDA marked 10 years of cooperation with China in the aviation sector by providing over \$1.3 million in funding support for a seventh phase of the U.S.-China Aviation Cooperation Program (ACP). A hallmark of the ACP is an executive training program for China's aviation managers. Additionally, the ACP provides technical assistance to improve safety and increase capacity for airlines, airports and airspace in China. By supporting these capacity building activities, new business opportunities are made available to U.S. companies that can provide the specialized expertise needed to improve China's aviation infrastructure.

USTDA is partnering with MIAT Airlines, Mongolia's state-owned carrier, to develop a new strategic business plan and airline restructuring plan. This technical assistance supports MIAT's fleet expansion plans and Mongolia's efforts to broaden regional and international transportation links.

Healthcare

USTDA partnered with the Chinese Ministries of Commerce and Health and the U.S. Departments of Commerce and Health and Human Services to announce a new public-private partnership on Healthcare. The U.S.-China Healthcare Cooperation Program (HCP) will leverage business resources in both the U.S. and China to promote advanced technologies, collaboration and sustainable development in the healthcare sector. HCP initiatives are in strategic alignment with China's healthcare priorities and serve as a platform for U.S. industry to work together with both governments to facilitate technical collaboration, conduct personnel training, capacity building, and identify new market opportunities. To support the program's launch, USTDA funded a series of three exchange visits to the U.S. by Chinese healthcare officials to learn about U.S. technologies and best practices that can aid development of China's healthcare system.

Contact us for more information!

(703) 875-4357

East_Asia_Eurasia@ustda.gov

www.ustda.gov

Geoffrey Jackson, Regional Director

Lida Fitts, Country Manager

Wan Xiaolei, China Projects Coordinator (Beijing)

Brandon Megorden, Project Analyst, Contractor

USTDA: East Asia by the Numbers

\$6.42 million

Amount obligated by USTDA in fiscal year 2011 for activities in East Asia.

\$1.9 billion

New exports of U.S.-manufactured goods and services identified in 2011 as a result of USTDA-funded activities in East Asia.

8

Number of delegations from East Asia that USTDA hosted in 2011 in support of the National Export Initiative.



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