

# U.S. Trade and Development Agency



## Sub-Saharan 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.

### 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.

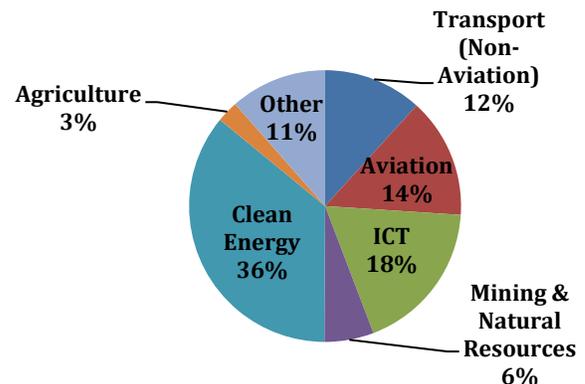
USTDA advances these objectives through its two key programs, the *International Business Partnership Program* and the *Project Development Program*.

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.

### USTDA Investments in Sub-Saharan Africa 2007-2011



### Information and Communication Technology

USTDA has a record of success facilitating the growth of Africa's ICT infrastructure. As a direct result of the Agency's support, African project managers utilized U.S. technologies and expertise to develop the SEACOM undersea fiber optic cable network, which has revolutionized communications by connecting Africa to the rest of the world. USTDA activities are helping Africa explore ways of benefiting from this newfound broadband capacity. In Rwanda, USTDA brought together public and private sector decision-makers from the East African Community (EAC) for a workshop to explore effective policies and technologies to facilitate the delivery of e-health solutions. Subsequently, USTDA hosted a delegation of senior Kenyan ICT decision makers to the United States, to learn about best practices and innovative cyber security technologies to protect Kenya's growing ICT infrastructure.

## Clean Energy

Under the *African Clean Energy Solutions (ACES) Initiative*, USTDA advances clean energy investments in the region, ranging from power generation derived from renewable resources to advanced electricity transmission and distribution systems and demand side management.

In South Africa, USTDA provided a technical assistance (TA) grant to eThekweni Electricity (TE) to establish a strategic plan for the implementation of an integrated IT system that will tie customer data with supply information in real time, resulting in cost-effective service and quicker responses to network and system problems. Building upon this success, USTDA is funding a feasibility study (FS) on the deployment of smart meters for TE in Durban, South Africa

USTDA is also active in increasing the efficiency of Nigeria's electricity distribution systems. The Agency provided funding to assist the National Power Training Institute of Nigeria and three of Nigeria's electricity distribution companies (Abuja, Eko, and Ikeja). The assistance will assess the companies' electricity distribution infrastructure, make recommendations on smart-grid and outage management technologies, and provide training to senior engineers and technicians.

A recent USTDA-funded TA to Geothermal Development Company (GDC) in Kenya will help expand private sector participation in Kenya's geothermal energy sector. The grant supports capacity training to GDC personnel, the development of feed-in tariffs supporting geothermal power generation, and the creation of evaluation criteria for private sector investment partners. USTDA also funded an RTM in Kenya's geothermal sector to introduce key decision makers to U.S. technologies that will lead to the effective management of geothermal resources.

## Transportation

To facilitate regional integration and multimodal transport, USTDA created the *African Trade Lanes Partnership* which aims to develop Africa's key trade lanes and transportation networks.

In East Africa, USTDA partially funded a study on the technical and financial feasibility of upgrading the 1,000 kilometer rail link from Dar es Salaam to Isaka, Tanzania. The goal of the study is to improve rail service in Tanzania, promote the extension of rail service into land-locked Rwanda, and promote regional transportation integration.

In Ghana, USTDA's support for the aviation sector is enhancing the country's economic development and commercial goals. USTDA became involved in Ghana's aviation sector a decade ago by supporting the Ghana Civil Aviation Agency in developing investment plans for three of the country's airports. This support led to the development of a master plan and subsequent USTDA funding for follow-on activities related to the rehabilitation of the Kotoka International Airport Terminal, the development of a new Air Traffic Control Center in Accra, and the expansion of the Ghana Meteorological Agency's weather forecasting services and capabilities.

**Contact us for more information!**

**(703) 875-4357**

**[Africa@ustda.gov](mailto:Africa@ustda.gov)**

**[www.ustda.gov](http://www.ustda.gov)**

**Paul Marin**, Regional Director

**Michael DeRenzo**, Country Manager, Southern Africa

**Nathan Gazzetta**, Country Manager, West Africa

**Jamie Merriman**, Country Manager, East & Central Africa

**Lisa Bonnikson**, Project Analyst, Contractor

**Jason Nagy**, Africa Business Development Manager  
(Johannesburg)

**Ryan Blumenow**, Trade and Business Development  
Specialist (Johannesburg)

## USTDA: Africa by the Numbers

**84%**

84% of USTDA's projects in 2011 focused on sectors essential to Africa's growth: ICT, Transportation, and Clean Energy.

**79%**

79% of USTDA-funded ICT projects have catalyzed successful business partnerships by linking the U.S. private sector to foreign buyers in sub-Saharan Africa.

**9**

In 2011, USTDA supported 9 business partnership activities under NEI that will help match U.S. technological expertise with sub-Saharan Africa's infrastructure needs



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