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## U.S. TRADE AND DEVELOPMENT AGENCY

**FOR IMMEDIATE RELEASE:**

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### **ACTING DIRECTOR ZAK TO JOIN VIETNAM TRADE MISSION**

WASHINGTON, D.C. – (October 22, 2007) USTDA Acting Director Leocadia I. Zak will join the upcoming Business Development Mission to Vietnam led by U.S. Commerce Secretary Carlos M. Guitierrez. The mission will take place November 4-8, 2007 and will include stops in Hanoi and Ho Chi Minh City.

Also participating in the mission will be approximately 23 top executives from American companies interested in expanding their business into Vietnam. The visit will include high-level briefings on the opportunities, challenges, and key issues of doing business in Vietnam.

USTDA has played an important role in promoting U.S. business interests in Vietnam. Based on the strength of the partnerships that the agency has forged there in carrying out its program, USTDA named Vietnam as its Country of the Year in 2006.

Since USTDA's program was launched in Vietnam in 1996, the agency has funded 41 activities and 19 orientation visits designed to support priority development projects and procurement opportunities in Vietnam. To date, those activities and visits have been associated with \$238.8 million in U.S. exports in the transportation, energy, services, water and human resource sectors.

The U.S. Trade and Development Agency advances economic development and U.S. commercial interests in developing and middle-income countries. The agency funds various forms of technical assistance, early investment analysis, training, orientation visits and business workshops that support the development of a modern infrastructure and a fair and open trading environment. USTDA's strategic use of foreign assistance funds to support sound investment policy and decision-making in host countries creates an enabling environment for trade, investment and sustainable economic development. In carrying out its mission, USTDA gives emphasis to economic sectors that may benefit from U.S. exports of goods and services.