

FROM IDEA TO IMPLEMENTATION

The Agency's Toolkit

THE U.S. TRADE AND DEVELOPMENT AGENCY deploys a variety of tools that help its overseas clients identify innovative U.S. solutions that can advance their development goals. The Agency's customized assistance moves infrastructure projects from idea to implementation, while opening high-growth emerging markets for the export of U.S.-manufactured goods and services.



BUILDING BUSINESS PARTNERSHIPS

Making connections

USTDA's **reverse trade missions** bring overseas decision-makers to the United States to introduce them to the design, manufacture and operation of U.S. goods and services. These delegations travel across the country to identify potential U.S. solutions they can integrate into their major infrastructure investments. This year, the Agency sponsored visits that introduced 493 U.S. companies to overseas stakeholders during events in 62 U.S. cities.



JOIN A CHINESE DELEGATION AS THEY VISIT A FACTORY IN THE MIDWEST

Supporting Jobs in South Dakota

<http://bit.ly/2gC7rL1>

Identifying opportunities

The Agency's **conferences and workshops** convene government and industry leaders to discuss business opportunities in emerging economies, particularly in the energy, transportation and telecommunications sectors. These events help U.S. and overseas stakeholders build commercial partnerships by providing a platform to share knowledge on innovative options for technology and financing.

Producing win-win results

USTDA's **cooperation programs** bring together the public and private sectors from the U.S. and partner countries to promote technical, policy and commercial collaboration. These programs foster personal connections that lay the foundation for future engagement between U.S. industry and rising leaders from the world's fastest-growing markets. By sharing values, demonstrating solutions and achieving goals, these partnerships help U.S. companies expand their business while helping emerging markets strengthen their infrastructure.

USTDA's partnership building tools establish connections between U.S. companies and leading decision makers from high-growth markets.

SPOTLIGHT

Making Global Local

The Agency connects its overseas partners to U.S. companies of all sizes through its **Making Global Local** initiative, which has grown into the largest domestic outreach campaign in USTDA's history. By establishing partnerships with 85 export promotion organizations in 32 states and the District of Columbia, USTDA is now connecting more U.S. businesses with its export promotion programs and supporting the creation of higher-paying jobs in more American communities.

PREPARING BANKABLE PROJECTS

Getting it right from the start

The Agency's **feasibility studies**, which are performed by U.S. firms, provide comprehensive analysis at the critical early stages when a project's technology options and requirements are defined.

- Technical
- Financial
- Legal
- Environmental
- Life-cycle cost analysis

Filling the gaps

USTDA-funded **technical assistance** offers assessments, recommendations and technical support to meet industry requirements and to seek implementation financing.

- Budgets
- Contracts
- Execution details
- Tender documents
- Technical design packages

Showcasing U.S. capabilities

The Agency frequently **pilots** U.S. equipment or technology in an overseas setting to:

- Highlight the effectiveness of U.S. solutions
- Provide the analysis and empirical data required to move a project forward
- Identify opportunities for scalability and replicability throughout a market

Attracting financing, reaching implementation

USTDA's project preparation assistance helps its overseas partners make the business case to financial institutions to invest in their projects. The Agency's **implementation manager** ensures projects reach commercial operation by monitoring their progress and identifying opportunities where USTDA intervention can help overcome obstacles.

The Agency's project preparation tools enable priority infrastructure projects to attract financing and reach commercial operation.



SPOTLIGHT

Leveling the playing field

The **Global Procurement Initiative: Understanding Best Value (GPI)** helps public procurement officials evaluate the total cost of ownership of the goods and services they acquire for their infrastructure projects.

The GPI program teaches these officials how to integrate tools like life-cycle cost analysis and best-value determinations into their procurement processes in a fair, transparent manner. This helps them acquire high-quality, long-lasting technologies — including those made in the United States — while building smart, sustainable infrastructure with overall savings to their government. Moreover, the GPI helps level the playing field for competition, which opens up markets for U.S. exports.

This year, USTDA responded to increased demand for the GPI by expanding the program to five new countries. The Agency also signed a partnership agreement with the World Bank to help the Bank implement its recently revised procurement policies, which better incorporate the concepts of value for money and life-cycle cost analysis.

Since the initiative's launch in 2013, USTDA has developed its customized GPI activities with its partners from the Government Procurement Law Program at George Washington University Law School. The Agency also works with technical specialists in the energy, transportation and ICT sectors who provide in-depth training on conducting life-cycle cost analyses.



8

PARTNER COUNTRIES

USTDA has established GPI partnerships with 8 markets committed to fair, transparent international competition.



775

OFFICIALS TRAINED

The GPI provides public procurement officials access to world-class experts during workshops and study tours.



\$180B

IN PROCUREMENT

Together, the eight GPI partner countries spend \$180 billion annually on public procurement.



TO LEARN MORE ABOUT THE GPI, SEE USTDA'S VIDEO

GPI Helps Emerging Economies Understand Best Value

<http://bit.ly/2hiwrGR>

