



# USTDA

United States Trade and Development Agency



# GENERATING EXPORTS

## CALIFORNIA

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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.

### Supporting Jobs in California

Over the last 10 years, USTDA identified \$19.7 billion in U.S. exports to emerging markets that were directly attributable to its programs, supporting an estimated 100,000 U.S. jobs. During that same period, for every \$1 programmed by USTDA, the Agency identified over \$63 in exports of U.S.-manufactured goods and services.

In California, USTDA's program has been a catalyst for opening new markets for companies, large and small, looking to expand sales overseas. By introducing foreign buyers to U.S. goods and services, USTDA helped level the playing field from foreign competition that ultimately led to significant export sales for firms located throughout the state.



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

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## Success Stories

### Expanding Renewable Energy in Turkey

The largest privately-owned geothermal facility in Turkey is now online based on the results of USTDA funded Feasibility study. The 47.4 megawatt plant was developed in the Aydin-Germencik geothermal field by the Gurmat Energy Investment and Trade Company. Since the plant began commercial operation in May of 2009, it has provided Turkey with an important renewable energy source and led to the creation of more than 200 local jobs. Critical to the success of the project were U.S.-manufactured goods and services that were utilized from California-based companies during construction. This included design services from Geologica in Berkley and equipment from ThermoChem in Santa Rosa.

### Upgrading India's Telecommunications Network

USTDA provided a training grant to Reliance Infocom, a private Indian firm, in support of a U.S. bid to assist the company in expanding and upgrading India's digital network. This training was offered to combat financial support from foreign competition in order to level the playing field for U.S. firms. As a result of this successful support, Alcatel-Lucent (Murray Hill, NJ) secured a contract for over \$400 million in sales of U.S. manufactured telecommunications equipment. Other U.S. firms also benefitted from this USTDA-funded training grant including 3Com Corporation (Marlborough, MA), AFL Telecommunications (Alpharetta, GA), Cisco Systems (San Jose, CA), Compaq (Houston, TX), Hewlett-Packard (Palo Alto, CA), Motorola (Arlington Heights, IL), Sun Microsystems (Palo Alto, CA), and Trane Company (La Crosse, WI).

### Improving Water Services in the Philippines

In order to improve water services for the Local Water Utilities in the Philippines, USTDA supported a pilot project to test the application of Nobel Systems' (San Bernardino) solutions, which are designed to support the reduction of water losses, or non-revenue water. As a result of this activity, Nobel Systems realized exports of its IT systems.



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## Contact us for more information:

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