



USTDA

U.S. TRADE AND DEVELOPMENT AGENCY

Making Global Local

Building Partnerships, Supporting
U.S. Jobs, Growing U.S. Exports

www.ustda.gov/makinggloballocal

The U.S. Trade and Development Agency 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 preparation and partnership building activities that develop sustainable infrastructure and foster economic growth in partner countries.

Overview

To thrive in today's global economy, U.S. companies must increasingly look abroad to expand their sales. Currently, 95 percent of the world's population – and 80 percent of the world's purchasing power – lies outside the United States' borders.

In response to this trend, USTDA launched Making Global Local on World Trade Day in 2012. This initiative supports the creation of U.S. jobs by connecting cities and towns across the country with USTDA's export-promotion programs. Through MGL, the Agency forges innovative partnerships with state, city, and local business development and trade promotion organizations.

Making Global Local has since grown into the largest domestic outreach campaign in USTDA's history.

The hallmark of USTDA's assistance is connecting U.S. companies with overseas project sponsors to generate new U.S. exports, while advancing infrastructure development in emerging markets. The Agency's project preparation tools allow partner countries to identify U.S. technologies and services that can help them attract financing and develop sustainable infrastructure. This partnership fosters economic growth and facilitates local, regional and global trade.



MAKING GLOBAL LOCAL

U.S. TRADE AND DEVELOPMENT AGENCY

USTDA's activities also help inform U.S. companies about partner countries' development goals and upcoming procurements.

One tool the Agency uses is reverse trade missions, which bring foreign buyers to the United States to meet with U.S. sellers. Through site visits and meetings, delegates observe the design, manufacture and operation of U.S. products and services.

In FY17, USTDA hosted **22 reverse trade missions** on visits to **47 U.S. cities**, where delegates met with **265 U.S. companies**.

Additionally, USTDA and its partner organizations have co-hosted conferences, industry roundtables, business briefings and webinars to connect U.S. companies with new export opportunities.

We look forward to continuing our successful collaboration with our partners in the federal, state and local governments, the U.S. business community and overseas stakeholders through Making Global Local.

95:1

For every \$1 USTDA invests in its programs, the Agency generates nearly \$95 in exports of U.S. manufactured goods and services.



USTDA

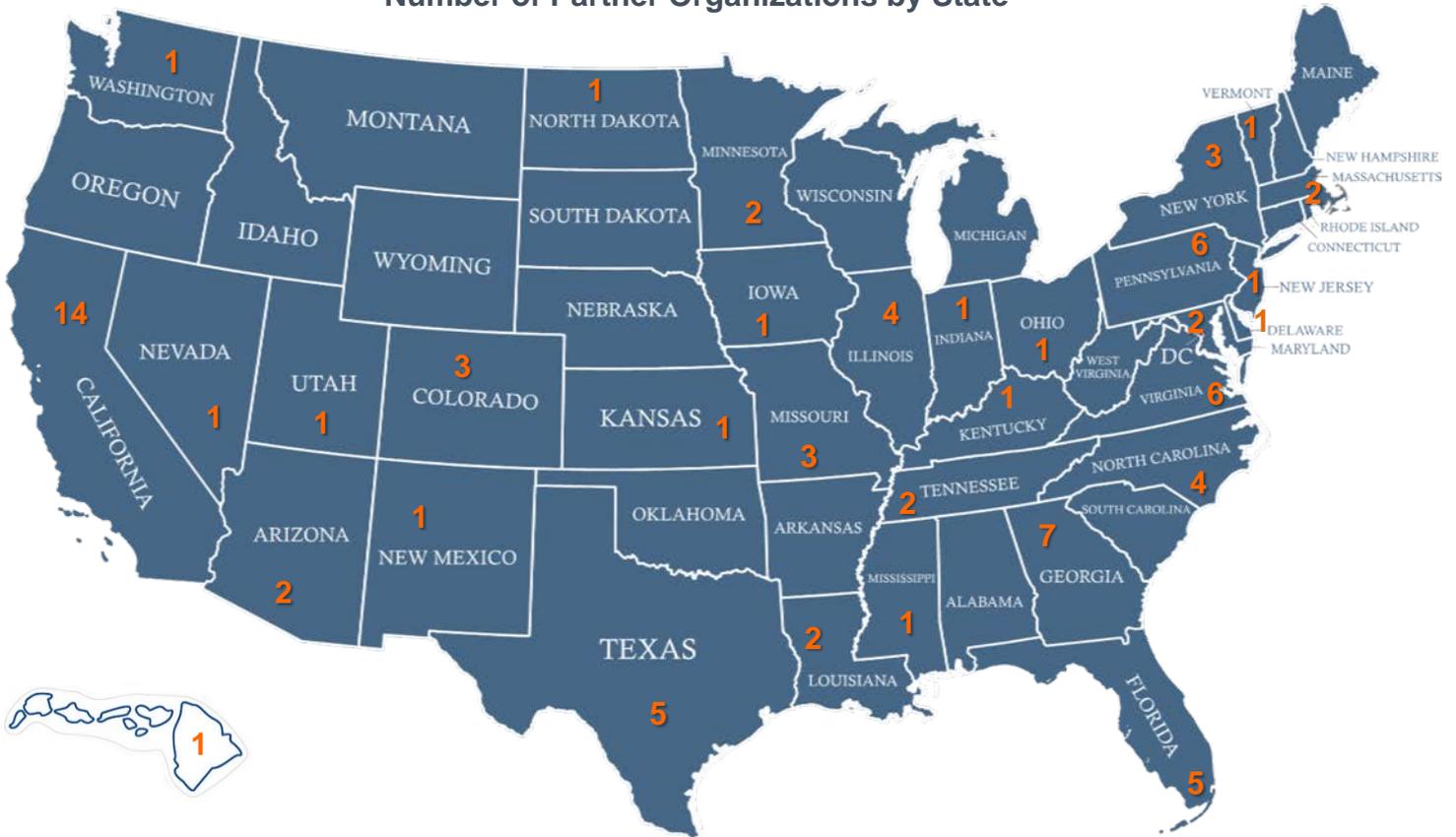
U.S. TRADE AND DEVELOPMENT AGENCY

Making Global Local

Building Partnerships, Supporting U.S. Jobs, Growing U.S. Exports

www.ustda.gov/makinggloballocal

Number of Partner Organizations by State



Partner Organizations Include:

- State, county and city governmental entities
- Small business development centers
- Local non-profit economic development organizations
- District export councils
- Chambers of commerce
- World trade centers

Benefits of Joining:

- Access to a network of regional and industry experts
- Opportunity to co-host USTDA roundtables and speak at events
- Recognition as a Making Global Local partner on USTDA's website
- Direct delivery of USTDA news and events

Join us!

If you are looking to expand your business to emerging markets, we want to partner with you!

Connect and Engage:

USTDA utilizes various social media platforms to share events, business opportunities, news, features and success stories.

Twitter: twitter.com/USTDA

Facebook: facebook.com/USTDA

YouTube: youtube.com/USTDAvideo

LinkedIn: linkedin.com/u.s.-trade-and-development-agency

Contact:

For more information visit:
www.ustda.gov/makinggloballocal

Allison Getty
Public Affairs
U.S. Trade and Development Agency
agetty@ustda.gov