



# USTDA

U.S. Trade and Development Agency

## U.S.-ASEAN Connectivity Cooperation Initiative

Promoting economic development and commercial development

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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.

### The Initiative

USTDA launched the U.S.-ASEAN Connectivity Cooperation Initiative in conjunction with the ASEAN-U.S. Leaders Meeting held in Indonesia in November 2011. Leveraging U.S. private sector resources and expertise, USTDA will work with U.S. companies and its Southeast Asian partners to support activities such as reverse trade missions, feasibility studies, technical assistance and workshops that foster effective new partnerships between public and private sector entities to increase connectivity and investment in the energy, transportation, and information and communications technology (ICT) sectors. The Connectivity Initiative is designed to support ASEAN's goal of fostering greater connectivity to achieve an economically integrated ASEAN Community by 2015.



President Obama participated in the ASEAN-U.S. Summit in Jakarta.



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

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### USTDA Activities under the Connectivity Cooperation Initiative

#### U.S.-ASEAN Emergency Preparedness Workshop

In response to ASEAN's desire for greater regional disaster management cooperation and the transnational quality of natural disasters, USTDA planned the U.S.-ASEAN Emergency Preparedness Workshop as the inaugural activity of the U.S.-ASEAN Connectivity Cooperation Initiative. This workshop was held in Bangkok, Thailand, from May 30- June 1, 2012, and promoted best practices and the use of U.S. disaster management, response and mitigation technologies in Southeast Asian countries.

#### U.S.-ASEAN Smart Grid Workshop and Reverse Trade Mission

Given the burgeoning electricity demand across all ASEAN economies and their desire for increased energy connectivity and security, USTDA hosted a workshop and reverse trade mission to promote the interconnectivity of transmission systems, technologies and best practices for transmission and distribution in Southeast Asian economies.

The workshop was held November 13-14, 2012, in Hanoi, Vietnam, and the reverse trade mission will take place in early 2013. The workshop provided a venue for governments and relevant industries to discuss technological tools for promoting energy efficiency and improving power transmission systems in the region. It also connected Southeast Asian project sponsors in the power generation and transmission sector with U.S. providers of advanced smart grid and transmission systems and services.

#### ASEAN Connectivity through Rail Workshop

USTDA will sponsor and organize an ASEAN Connectivity through Rail Workshop in Jakarta, Indonesia in mid-2013, to bring together U.S. rail sector leaders with prospective partners in Southeast Asia. Countries across ASEAN are making upgrades to increase freight and passenger rail capacity, extending and rehabilitating existing rail infrastructure, developing mass transit lines in urban areas, and also pursuing cross-border rail and transport linkages. This workshop will especially highlight the United States' experience and best practices in the areas of signaling systems for safety and capacity; locomotive operations, procurement, maintenance, and rehabilitation; track maintenance; transportation planning and project management; and financing strategies, including leasing.

### Contact us for more information

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