



USTDA

U.S. TRADE AND DEVELOPMENT AGENCY

East Asia

Linking U.S. Businesses to
Global Infrastructure Opportunities

www.ustda.gov

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.

USTDA in China

USTDA's program in China focuses on trade capacity building initiatives, technical assistance, and pilot projects in the transportation, energy, agriculture, and healthcare sectors. These efforts help create market access for U.S. companies looking to work in China.

The Agency's success in China is due in part to the public-private cooperation programs that USTDA supports in country. These programs provide a forum for government agencies and private companies from both countries to share technical, policy, and commercial knowledge to advance shared goals. USTDA has successfully established programs based on this model in the aviation, standards and conformity assessment, energy, agriculture and healthcare sectors.

By adapting to the evolving needs of China's market and closely coordinating with decision-makers, these public-private partnerships have achieved long-term success, providing continued trade opportunities.

Opening China's Market for U.S. Goods and Services

In July 2016, USTDA hosted a reverse trade mission for delegates from the State Grid Corporation of China (SGCC), the largest electric power transmission and distribution company in the world. The delegation visited Terex Utilities, a materials lifting and handling company in Watertown, South Dakota. Terex builds aerial booms that lift electrical linemen up to the electrified live power lines for maintenance. SGCC was interested in purchasing Terex equipment to meet evolving safety standards.

The SGCC delegation toured Terex's factory and met with other U.S. suppliers of safety equipment for electrical line workers. For Terex and other U.S. companies, the visit established and enhanced relationships with prospective overseas customers. Shortly after the RTM, Terex was awarded a contract with SGCC for aerial booms. The growing demand for energy in China is helping to support jobs in Watertown, SD.





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Leveraging Partnerships for Win-Win Results

U.S.-China Aviation Cooperation Program

The U.S.-China Aviation Cooperation Program (ACP) was created by the United States and Chinese governments and U.S. industry partners in 2003 to promote collaboration in aviation. Working with the U.S. Federal Aviation Administration and the Civil Aviation Administration of China, the ACP designs programs that promote technical, policy and commercial cooperation.

The ACP also helps Chinese aviation experts develop and operate safe, efficient aviation infrastructure. USTDA partners with the ACP in several key areas including training executive leaders, reducing flight delays, promoting general aviation, and improving the environmental footprint of the aviation sector.

U.S.-China Energy Cooperation Program

The U.S.-China Energy Cooperation Program (ECP) was established in 2009 to promote the development and commercialization of clean energy and energy efficiency solutions. USTDA has supported a number of projects under the ECP focused on developing technologies such as smart grid, natural gas, energy efficiency, fuel cells, and distributed energy combined heat and power.

U.S.-China Healthcare Cooperation Program

In 2011, USTDA, the U.S. Department of Health and Human Services and Department of Commerce joined with China's Ministries of Health and Commerce to create a public-private partnership focused on improving healthcare delivery. The U.S.-China Healthcare Cooperation Program (HCP) is a platform that connects private sector and government resources to promote health system development, cooperation and trade. USTDA partners with HCP member companies, as well as with U.S. universities and hospitals, to host executive training programs in the United States and workshops in China.

U.S.-China Agriculture & Food Partnership

The U.S.-China Agriculture & Food Partnership (AFP) is a public-private partnership that aims to enhance the bilateral agricultural relationship. USTDA supports workshops and reverse trade missions that connect business and government entities to enhance food safety, food security and sustainable agriculture.



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