USTDA:

Standards to Promote Interoperability

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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.
Conferences and workshops

USTDA organizes sector or region-specific events to connect U.S. firms with foreign buyers. They are designed to highlight upcoming projects overseas, as well as showcase U.S. goods and services.
Reverse trade missions

USTDA brings foreign project sponsors to the United States pending upcoming procurements to observe the design, manufacture and operation of U.S. products and services.
Feasibility studies

USTDA-funded and U.S.-led feasibility studies link foreign project sponsors with U.S. businesses at the critical early stage of project development. Analysis includes:

• Technical
• Financial
• Legal
• Environmental
• Lifecycle costing
Pilot projects

USTDA-funded pilot projects demonstrate the effectiveness of commercially proven U.S. technologies and equipment in the foreign buyer’s setting.
USTDA advances economic development in partner countries by funding technical assistance that:

- Supports legal and regulatory reform related to commercial activities and infrastructure development;
- Establishes key industry standards; and
- Opens other market activities.
USTDA Support for Power Africa

90 Activities supporting project preparation assistance

3,766 Megawatts of new power generation under development

7.1 Million African homes expected to be powered
<table>
<thead>
<tr>
<th>Sector</th>
<th>Share</th>
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<tbody>
<tr>
<td>Solar Power</td>
<td>22%</td>
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<tr>
<td>Gas-Fired Power</td>
<td>20%</td>
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<tr>
<td>Transmission/Distribution</td>
<td>16%</td>
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<tr>
<td>Other Renewables</td>
<td>11%</td>
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<tr>
<td>Small Hydropower</td>
<td>9%</td>
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<td>Minigrid</td>
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<tr>
<td>Energy Storage</td>
<td>7%</td>
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<td>Market Improvement</td>
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Financing

• Increase in financing options on the continent
  • OPIC, Ex-IM, DBSA, IDC, AfDB, etc.
• USTDA has developed a database of over 60 financiers

USTDA contractor Oorja Protonics raised more than $1 million through the 2017 Industry Growth Forum
USTDA evaluates projects based on:

- Partners
- Bankability
- Opportunity to lead to U.S. exports
- Risks (e.g., environmental, regulatory, social, etc.)
USTDA's Global Presence

USTDA HQ

Regional Offices

Los Angeles, California
Arlington, Virginia
Miami, Florida
Sao Paulo, Brazil
Johannesburg, South Africa
Beijing, China
New Delhi, India
Hanoi, Vietnam
Bangkok, Thailand

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