

# USTDA:

## Standards to Promote Interoperability

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# USTDA's mission

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

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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

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USTDA-funded pilot projects demonstrate the effectiveness of commercially proven U.S. technologies and equipment in the foreign buyer's setting.





# Technical assistance

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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**

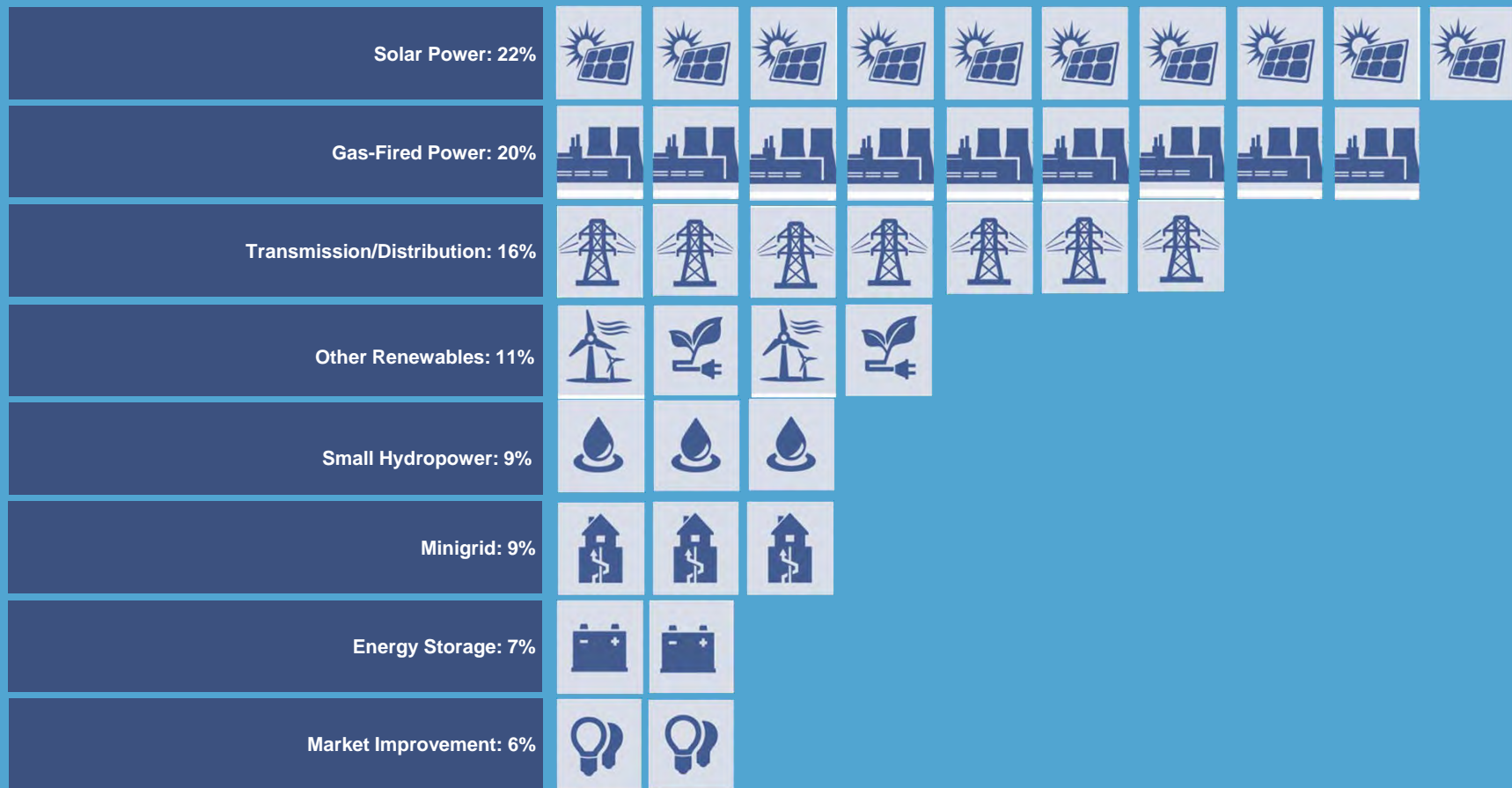
**Megawatts** of  
new power  
generation under  
development

**7.1 Million**

African homes  
expected to be  
powered



# Investment in Power Africa by Sector



# 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:

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

# USTDA's Global Presence

Los Angeles,  
California

**Arlington, Virginia**

Miami, Florida

Accra, Ghana

Sao Paulo, Brazil

Lagos, Nigeria

Johannesburg, South Africa

Beijing, China

New Delhi, India

Hanoi, Vietnam

Bangkok, Thailand

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