POWER AFRICA:
Opportunities for U.S. companies in Africa’s Energy Market

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U.S. Trade and Development Agency
Our mission
Support sustainable infrastructure development and economic growth in emerging markets.
Link U.S. businesses to global infrastructure opportunities.
Trade and Development

- Commerce
  - All Countries
  - All Exports

- USTDA
  - Economic Development
  - Infrastructure-related Exports

- USAID
  - Developing Countries
  - Development Broadly

www.ustda.gov
USTDA works exclusively in emerging markets
USTDA focuses on infrastructure sectors
Link project sponsors to technology and best practices
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.
Fund
project
preparation
assistance
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.
Market Intelligence

- Trade Leads
- Webinars
- Final reports
Emphasizing best value and lifecycle cost analysis in procurement
USTDA has provided critical project planning assistance for 37 Power Africa projects. These projects support the development of over 667 MW of new power generation. Combined, these projects are anticipated to supply electricity to an estimated 1.3 M homes.

Through Power Africa, USTDA nearly tripled its funding for power projects across the continent:

- **Projects**: 37
- **Megawatts**: 667
- **Homes**: 1M+

USTDA’s support will help unlock over $6.4 billion in financing.
USTDA’s funding criteria
USTDA evaluates projects based on:

- Development priority
- Financial viability
- Mutual benefit
USTDA’s Results in FY 2015

- **$11.8 B**
  - New U.S. exports identified

- **65,900**
  - Estimated U.S. jobs supported by USTDA exports

- **$53.4 B**
  - Total U.S. exports generated by USTDA programs

- **$74**
  - U.S. exports generated for each $1 invested
74:1
USTDA’s Global Presence

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