



**Global Cold Chain Alliance
Assembly of Committees
“World-Wide, World-Class”**

July 28th, 2008

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USTDA Support for Cold Chain/Cold Storage

- ❖ Middle East/North Africa Regional
 - ❖ Cold Chain Orientation Visit
- ❖ Morocco
 - ❖ Cold Storage Needs for Palm Dates Technical Assistance
- ❖ India
 - ❖ Cold Chain Training Program

Our Mission



- ❖ To advance host country economic development and U.S. commercial interests in developing and middle-income countries.
- ❖ Support the development of modern infrastructure and a fair and open trading environment.



USTDA Facts

- ❖ USTDA is an independent agency.
- ❖ USTDA has facilitated over \$28 billion in U.S. exports to emerging markets.
- ❖ USTDA generates \$39 in U.S. exports for every dollar it spends.



USTDA assistance led to this groundbreaking for a solid waste treatment complex in Vietnam.



Advancing Development Priorities

- ◆ USTDA obligates approximately \$55 million in grant and contract funding for 350 projects annually.
- ◆ The average grant is about \$400,000.
- ◆ Recent USTDA-funded activities include:
 - ◆ Panama Port/Maritime Monitoring and Control Center (\$331,000)
 - ◆ Mongolia Airline Expansion Plan (\$500,000)
 - ◆ Croatia Meteorological/Hydrological Service Modernization (\$495,000)
 - ◆ Senegal Corniche West Wastewater Collection Treatment System (\$418,000)

Public-Private Partnerships



Tsunami Response: Delivering potable water to 100,000 Sri Lankan citizens.

PPPs create lasting relationships

- ❖ USTDA opens export markets in developing countries.
- ❖ USTDA promotes shared ownership or management between U.S. companies and overseas project sponsors.

USTDA Regions



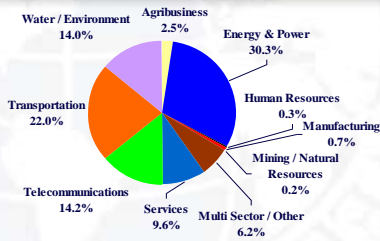
USTDA Program Activities

USTDA's foreign assistance offers commercial solutions to development challenges through funding for:

- ❖ Trade Capacity Building
- ❖ Investment Analysis
- ❖ Sector Development
- ❖ Project Definition

USTDA By Sector

(by value of obligations)



Trade Capacity Building



Modernizing Transportation Corridors is an Example of USTDA's TCB Assistance

- ❖ USTDA activities support the negotiation of and compliance with U.S. free trade agreements and multilateral trade agreements.

Sector Development

Technical Assistance:

- ❖ Development of sector strategies, industry standards, and legal and regulatory regimes.
- ❖ Adoption of market-opening policies and procedures that promote a favorable business and trade environment.



USTDA Has Applied Successful Technical Assistance Programs in Aviation Safety

Sector Development

Training:

- ❖ USTDA supports project-specific training that yields legislative, policy, regulatory, and/or commercial outcomes.



China Agricultural Biotechnology Training

Sector Development

Workshops and Conferences:

- ❖ USTDA organizes sector or project specific business conferences and workshops.
- ❖ Events connect overseas project sponsors with U.S. firms and entities.



South Asia Communications Infrastructure Conference

Investment Analysis



USTDA funded investment analysis associated with this isomerization project in the Philippines.

Potential Lender and Investor Analysis:

- ❖ Evaluation of Infrastructure Development Projects
 - Technical
 - Financial
 - Legal
 - Environmental

Investment Analysis

Orientation Visits:

- ❖ USTDA brings foreign project sponsors to the United States to observe the design, manufacture, and operation of U.S. products and services.



South Africa energy and power Orientation Visit

Investment Analysis

Procurement Assistance:

- ❖ Developing appropriate bidding procedures.
- ❖ Evaluation of technical proposals.
- ❖ Identifying potential suppliers and bidders.



Project Definition

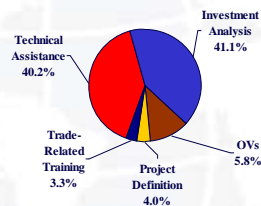
USTDA contracts with U.S. small businesses to enhance project definition, supply preliminary assessments, and provide due diligence for proposed projects.

Desk Studies (DS)
A DS provides a quick analysis and is produced within the United States.

Definitional Missions (DM)
A DM provides a detailed evaluation involving travel to a designated region.

USTDA Activities

(by value of obligations)



Objectives of USTDA Projects in Cold Chain/Cold Storage:

- ❖ Promote an understanding of the basic principles
- ❖ Facilitate trade ties
- ❖ Improve the environment for the competitiveness of U.S. perishables, U.S. Cold Chain Infrastructure and Equipment Suppliers

USTDA Cold Chain/Cold Storage Projects

India Cold Chain Training Program

- ❖ Support the U.S.-India Agriculture Knowledge Initiative
- ❖ A series of workshops in India to provide state-of-the-art training to stakeholders in the Indian cold chain
 - ❖ Chennai and Mumbai (November-December 2007), New Delhi and Calcutta (March 2008).
 - ❖ A select group brought to the United States to receive more specialized training (April 2008).
- ❖ Topics:
 - ❖ post-harvest handling
 - ❖ Transportation
 - ❖ Storage of fresh fruits and vegetables
 - ❖ Other perishable commodities.



Recently Approved USTDA Projects

Middle East/North Africa Regional: Cold Chain Orientation Visit

- ❖ 12 MENA business and government representatives to attend the Global Cold Chain Alliance/International Assoc. Refrigerated Warehouses/World Food Logistics Org. Annual Convention and Expo (2009)
- ❖ Will also include site visits to U.S. equipment manufacturers and cold storage facilities



Recently Approved USTDA Projects

Morocco: Cold Storage Needs for Palm Dates

- ❖ Technical Assistance grant to the Ministry of Agriculture
- ❖ Address the technical and financial feasibility of investing in a cold storage network, and identify the specific needs for cold storage infrastructure and facilities that would help reduce losses in Morocco's date palm production.
- ❖ A priority agricultural project as identified by Millennium Challenge Corporation (MCC) and the Ministry of Agriculture.
- ❖ It includes a training component targeting producers and producer associations on the importance of cold storage.

USTDA Funding Criteria

USTDA evaluates projects based on the following criteria:

- ◆ Developmental priority of the project.
- ◆ Likelihood of receiving implementation financing.
- ◆ Ability to generate measurable outcomes.
- ◆ Mutual benefits for the United States and host country.

Requesting USTDA Funding

- ❖ No formal application procedure. Model Proposal Format can be found at www.ustda.gov.
- ❖ Requests can be made year-round.
- ❖ Requests may come from a foreign entity or project sponsor, or from a U.S. firm interested in the project.
- ❖ Public and private overseas entities are eligible for assistance.



Grant Process Flow Chart



Using USTDA Resources

Visit our website at www.USTDA.gov:

- ❖ Check current business opportunities with USTDA and our grant recipients.
- ❖ Sign-up for our eNewsletter to learn about upcoming events.
- ❖ Order copies of USTDA reports.

Small Business Opportunities

- ❖ All current business opportunities on USTDA's website are open to small businesses.
- ❖ Desk Study and Definitional Mission contracts are reserved exclusively for small businesses.
- ❖ Register with the Online Consultant Database at www.ustda.gov AND Central Contractor Registration at www.ccr.gov.
- ❖ Discuss your interest with USTDA staff.



USTDA Contact Information



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