

# POWER AFRICA:

## Opportunities for U.S. companies in Africa's Energy Market

Brandon Megorden  
Country Manager, Sub-Saharan Africa

U.S. Trade and Development Agency



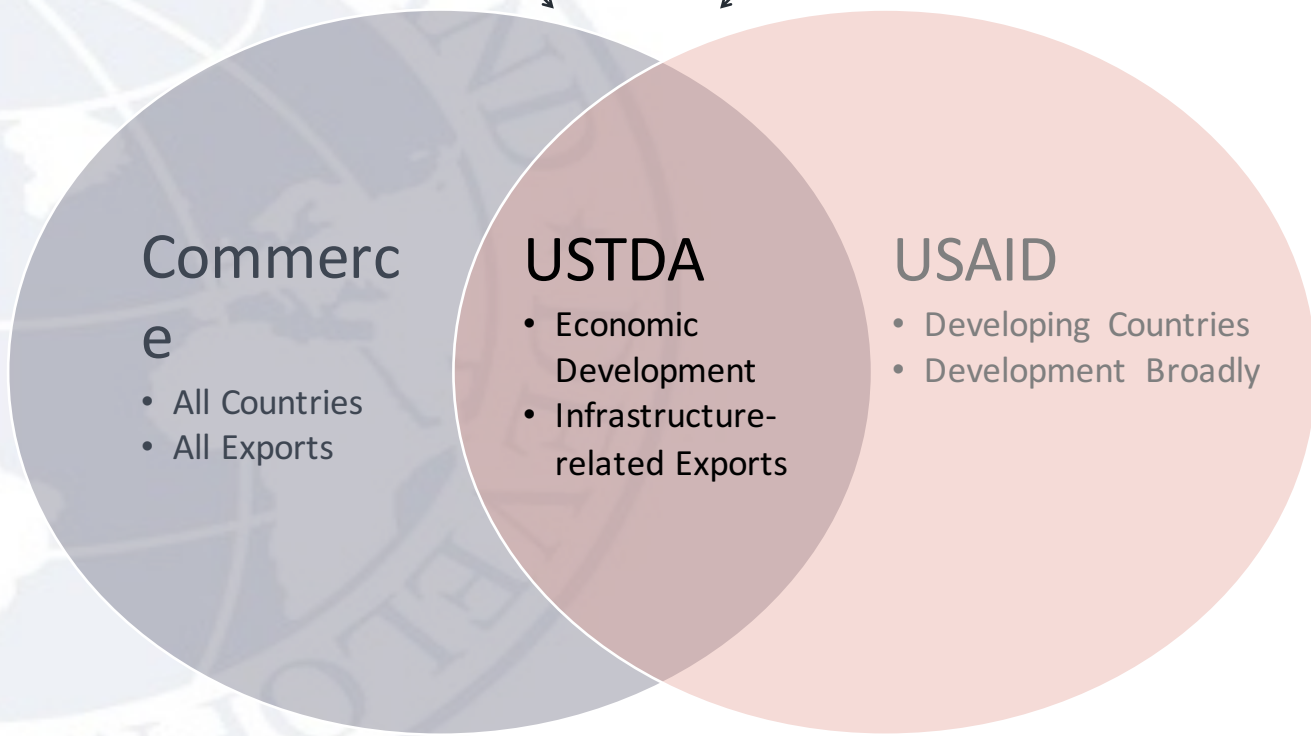


# Our mission

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](http://www.ustda.gov)



**USTDA works exclusively in  
emerging markets**

A white line-art illustration of a high-speed train on a bridge over a blue background. The train is moving towards the right, and the bridge has several support pillars. The text "USTDA focuses on infrastructure sectors" is overlaid in white.

**USTDA focuses on  
infrastructure sectors**



**Link  
project  
sponsors to  
technology  
and best  
practices**



# 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.





# Fund project preparation assistance



# Feasibility studies

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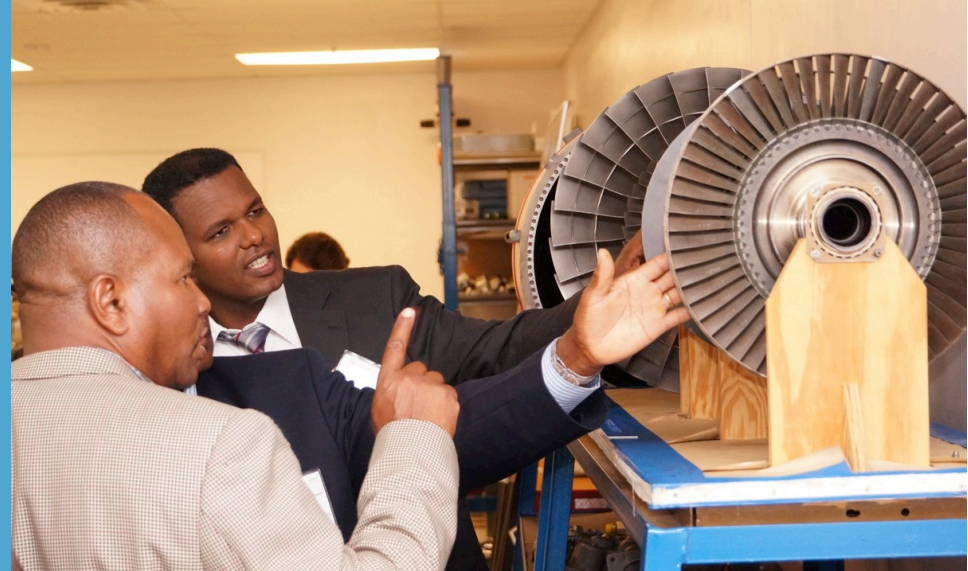
USTDA-funded and U.S.-led feasibility studies link foreign project sponsors with U.S. businesses at the critical early stage of project development. Analysis includes:

- 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.



# Market Intelligence

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- Trade Leads
- Webinars
- Final reports

# Emphasizing best value and lifecycle cost analysis in procurement



37

**Projects**

USTDA has provided critical project planning assistance for 37 Power Africa projects.

667

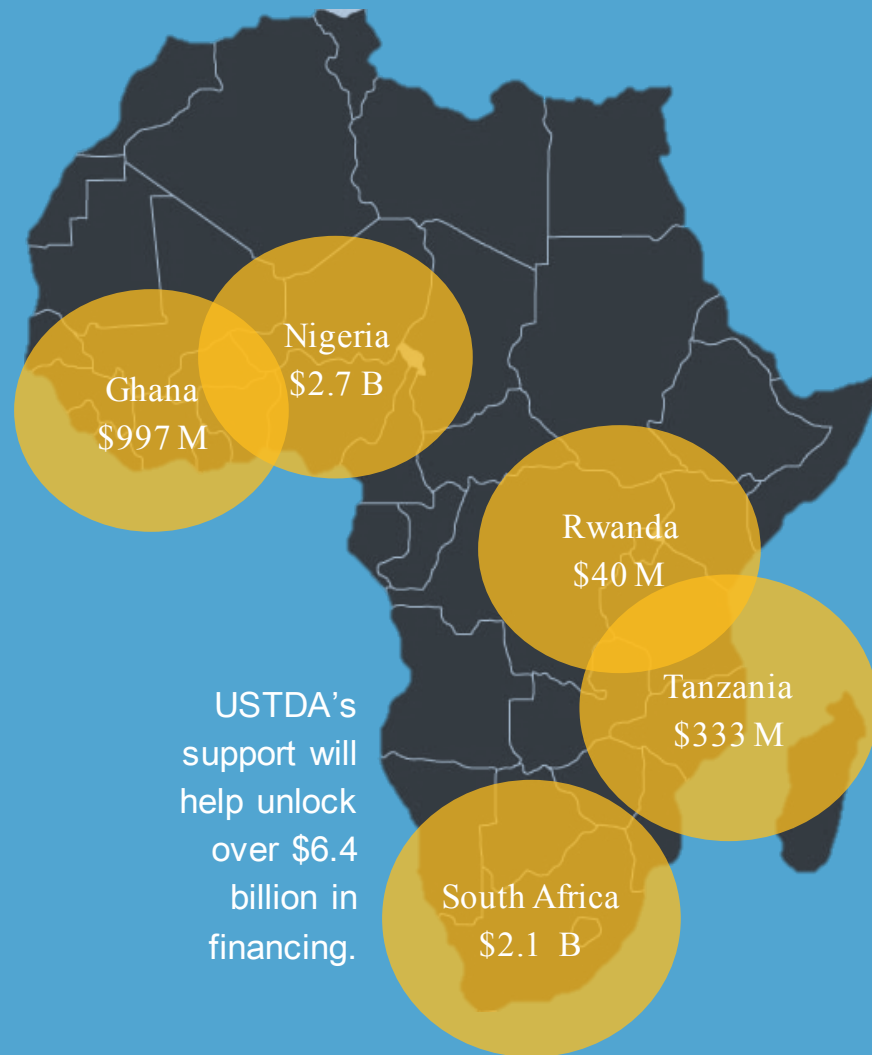
**Megawatts**

These projects support the development of over 667 MW of new power generation.

1M+

**Homes**

Combined, these projects are anticipated to supply electricity to an estimated 1.3 M homes.



USTDA's support will help unlock over \$6.4 billion in financing.

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



2012



2013



2014



# USTDA's funding criteria



# USTDA evaluates projects based on:

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- 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



Los Angeles,  
California

Arlington, Virginia

Miami, Florida

Beijing, China

New Delhi, India

Hanoi, Vietnam

Bangkok, Thailand

Lagos, Nigeria

Sao Paulo, Brazil

Johannesburg, South Africa

# Connect with us



**address:**

1000 Wilson Blvd  
Suite 1600  
Arlington, VA



**contact:**

[africa@ustda.gov](mailto:africa@ustda.gov)  
[www.ustda.gov](http://www.ustda.gov)



**phone:**

703-875-4357



**Twitter:**

[Twitter.com/USTDA](https://twitter.com/USTDA)



**Facebook:**

[facebook.com/USTDA](https://facebook.com/USTDA)