

# Asia-Pacific Rebalance and Infrastructure Initiative

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# The Asia-Pacific Region is Increasingly Important!

- The Administration made a strategic decision to rebalance and to deepen U.S. engagement with the world's fastest growing region – the Asia-Pacific.
- The Administration will continue to focus more of our resources on a region that includes
  - nearly 60 percent of global GDP,
  - the world's fastest-growing economies,
  - half of the world's population,
  - emerging middle class hungry for American products and services.

# What is Involved in an Asia-Pacific Rebalance

- We remain determined to build and expand partnerships across the region. We want to establish a stable security environment, and create an open and transparent economic environment. We want to ensure a liberal political environment that respects the universal rights and freedoms of all. -Secretary Penny Pritzker
- A rebalance is focused on four areas:
  - enhancing security,
  - expanding prosperity,
  - fostering democratic values
  - advancing human dignity.

# U.S. Advocacy Center

- Housed in the U.S. Department of Commerce, the *Advocacy Center* coordinates U.S. Government (USG) resources to level the playing field on behalf of U.S. business interests as they compete against foreign firms for government contracts or other U.S. export opportunities.
- USG Advocacy assistance involves the engagement of high-level USG officials with overseas governments or government-owned corporations.
- The Advocacy Center has liaisons to four Multilateral Development Banks to assist U.S. firms and to advocate on their behalf when they compete for Bank-funded tenders.
- Participants receive market briefings from local experts including law, finance, operations, and sales strategies. Market briefings may be followed by site visits to key projects or to gain an understanding of how to do business in the market.
- ***<http://export.gov/advocacy/>***

# Getting Local Assistance

- When trying to navigate the government process and access its assistance, utilize your local Export Assistance Center.
- <http://www.trade.gov/cs/states/csinyourstate.asp>
- Gold Key Service (GKS): Let U.S. Commerce arrange business meetings with pre-screened contacts representatives, distributors, professional associations, government contacts, and/or licensing or joint venture partners. Through the GKS program, Commercial Service staff will search for and arrange appointments with potential foreign partners in key markets.
- Single Company Promotion (SCP):. Commercial staff overseas assists a U.S. company in organizing a services launch, technical seminar, cocktail reception, or similar event in a well recognized location, such as a hotel or in some cases, the U.S. Ambassador's residence. A typical event might include a 3-hour program with an introduction by a U.S. Government official followed by detailed company presentation and question/answer session followed by a networking session. The SCP is an excellent opportunity to support your existing in-country representative by co-presenting to a targeted audience.

# Infrastructure Initiative

- <http://newsite.trade.gov/infrastructure/>
- Global need for Infrastructure is expected to reach more than \$53 trillion by 2030.
- U.S. companies are "best in class" in many services and are extremely competitive in many sectors. These companies, both large and small, are sought out for quality, innovation and standards that transcend a project's life cycle.

## India

- The new Government of India has identified Infrastructure as its number one priority. The U.S. Government (USG) and the Government of India (GOI) have just signed a Memorandum of Understanding creating a first ever USG-GOI Infrastructure Collaboration Platform.

## Mexico

- The new Mexican Government has recently announced its 2014-2018 National Infrastructure Plan. This plan encompasses over 743 programs totaling around \$590 billion.

## Philippines

- The Secretary of Commerce recently chaired an infrastructure roundtable with 5 Ministers from the Government of the Philippines. Working with the Asian Development Bank and with the Public Private Partnership Office of the Philippines and with various Ministries, we have developed a list of over 40 projects we are tracking.

# India

- The new Indian government led by Prime Minister Modi assumed office in June 2014 with an overwhelming mandate to focus on economic development
- Nationwide program to build 100 Smart Cities
- Infrastructure needs in India are estimated to be in the \$1.5 - \$2 trillion range.
- "Infrastructure Collaboration Platform" to identify projects and encourage US company participation in a strategic and structured way.
- The Government of India is encouraging the USG and US companies to take the lead in developing Smart City projects in three major urban areas:
  - 1. Ajmer in the state of Rajasthan
  - 2. Allahabad in the state of Uttar Pradesh
  - 3. Vishakhapatnam in the state of Andhra Pradesh

# The Philippines

- The Aquino Administration is pushing forward to meet the growing needs in Philippine infrastructure brought on by a growing population and the second highest growth rate in Asia next to China
- To accelerate infrastructure development, the Philippine Government, through its Public -Private Partnership (PPP) Center, has awarded eight contracts to private companies for public-private partnerships. An additional 40 projects are being developed [www.ppp.gov.ph](http://www.ppp.gov.ph).
- “Yolanda Comprehensive Rehabilitation and Recovery Plan” which was submitted to President Aquino in August 2014, details the \$3.9 billion major rehabilitation projects



# THANK YOU!

# QUESTIONS?

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