



USAID
FROM THE AMERICAN PEOPLE

REAL challenges

GLOBAL DEVELOPMENT ALLIANCES. Doing Business through Partnerships.

REAL solutions

alliances



MAKE SENSE

As companies look across borders to grow their business, they are often confronted with unanticipated barriers to success. U.S. Agency for International Development's (USAID) model of public-private partnership helps companies address these challenges by leveraging complementary assets from the public and private sector. By partnering with USAID, local and multinational businesses share risks, responsibilities, and rewards to provide innovative solutions that make sense.

alliances are

GOOD BUSINESS

Whether a business hopes to enlarge a work force, strengthen a supply chain, invest in long-term growth strategies, or develop a new consumer base, investing in emerging markets makes good business sense.

With opportunity, however, arises the challenge of navigating an emerging market. Many companies working in developing countries face problems attributed to the lack of information, infrastructure, and institutions which facilitate commerce.

USAID's Global Development Alliance model of partnership helps companies address these shortcomings in emerging markets by working at the intersection of business and development to create value for all.

Companies such as Microsoft, Starbucks, The Coca-Cola Company, and more than 1,700 other partners collaborate with USAID at this intersection to innovate solutions that advance business interests and contribute to the long-term social and economic growth of a country.

Alliances achieve this goal by contributing resources to develop a business-enabling environment and improve the quality and reliability of raw materials and other inputs, the health and skills of the workforce, the quality and infrastructure of trade facilities, the distribution and sales of products, and the securing of intellectual property rights.

USAID

The U.S. Agency for International Development (USAID) provides social and economic development and humanitarian assistance to people in developing countries around the world. USAID advances long-term, equitable development by supporting:

USAID country operations, called Missions, operate in 86 countries around the world. Missions coordinate with USAID Washington to implement partnerships and programs in a given country or region, and partners typically work directly with the Mission on partnership efforts.

- Agriculture
- Conflict prevention and humanitarian assistance
- Democracy and governance
- Economic growth and trade
- Education
- Health

about the GLOBAL DEVELOPMENT ALLIANCE

The Global Development Alliance (GDA) is a market-based business model for partnerships between the public and private sector to address jointly defined business and development objectives. Alliances are co-designed, co-funded, and co-managed by partners so that the risks, responsibilities, and rewards of partnership are equally shared.

why partner WITH USAID?

With more than forty years of experience, USAID is the global leader among development agencies in building sustainable, business-driven alliances. USAID brings the following resources to an alliance:

- Relationships with local and federal governments
- Funding
- Technical expertise across industries and sectors
- Network of local, regional and global partners
- Convening power
- Long-term country presence
- Credibility and goodwill

how can BUSINESS INVEST?

Global Development Alliances are based upon complementary contributions with each partner investing according to its strengths. This can include:

- Business-minded, market-driven approaches
- Funding
- Access to global supply chains and markets
- Skills, services, and products
- Communication and marketing
- Technology and intellectual property transfer
- Relationships with local business actors

what are the STEPS TO ALLIANCES?

1. Contact the USAID Global Development Alliance Office or local USAID Mission.
2. Assess where your interests and the Mission interests overlap to align priorities and to identify opportunities.
3. Jointly define partnership objectives, identify resources available for partnership, and review ongoing program activities for potential synergies.
4. Collaborate on the design of partnership program activities and determine means of project implementation.
5. Sign Memorandum of Understanding and begin project implementation.

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