**NEWS RELEASE MEDIA INQUIRIES:**

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**USTDA PARTNERS WITH NEVADA INDUSTRY EXCELLENCE TO CONNECT LOCAL FIRMS TO SALES OPPORTUNITIES BEYOND OUR BORDERS**

*ARLINGTON, Va. –* Today, in celebration of World Trade Month, the U.S. Trade and Development Agency (USTDA) announced a new partnership with Nevada Industry Excellence (NIE) through the Agency’s Making Global Local program. NIE works directly with Nevada companies to strengthen their global competitiveness by providing information, support and best business practices.

“USTDA is pleased to partner with Nevada Industry Excellence in order to increase exports of goods and services produced throughout the state to high-growth emerging markets,” stated USTDA Director Leocadia I. Zak. “There are multiple ways through which local businesses can benefit from this new partnership and we look forward to pursuing them with NIE.”

Making Global Local connects companies across the country to USTDA’s export promotion programs through strategic partnerships between the Agency and local economic development organizations. By understanding USTDA’s programs and priorities, Nevada Industry Excellence can help Nevada companies identify sales opportunities in emerging markets. Additionally, USTDA can incorporate local market intelligence gained through its partnership into the planning process for future events and activities.

“Nevada Industry Excellence looks forward to working with USTDA in assisting the success of the Making Global Local program in Nevada and furthering Nevada’s exports to emerging markets,” said Terry Culp, Deputy Director. “We like our U.S. manufacturers to make it here and sell it everywhere.”

USTDA was introduced to NIE through Senator Dean Heller (R-NV). As part of the Senator’s statewide outreach effort, his office spent nine months laying the groundwork and consulting with various community organizations and agencies to have USTDA’s network and resources open up for Nevada’s companies through the Making Global Local Program.

“This alliance will help grow the Nevada economy, and our state’s farmers, ranchers, manufacturers, and consumers will benefit for years to come. We have worked hard to connect the USTDA and Nevada Industry Excellence, and I am thrilled they have solidified their partnership. This is truly tremendous, especially in celebration of World Trade Month,” said **Senator Dean Heller**.

USTDA’s Regional Director for Latin America and the Caribbean, Nathan Younge, recently spoke about export opportunities in the region at an event hosted by the University of Las Vegas, Lee School of Business. The school’s Director of International Initiatives, Dr. Mel Jameson, authored an article on the international contract opportunities available through USTDA’s programs, which was featured in Vegas Inc. <http://vegasinc.com/business/2015/apr/12/ripple-effects-trade-reach-across-oceans/>

For more information on Making Global Local, or to learn more about becoming a partner organization, please visit [www.ustda.gov/makinggloballocal](http://www.ustda.gov/makinggloballocal).

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*The U.S. Trade and Development Agency helps companies create U.S. jobs through the export of U.S. goods and services for priority development projects in emerging economies. USTDA links U.S. businesses to export opportunities by funding project planning activities, pilot projects, and reverse trade missions while creating sustainable infrastructure and economic growth in partner countries.*