



# USAID REGIONAL TRADE AND INVESTMENT PROJECT FACT SHEET

## OVERVIEW

USAID's \$25.9 million Regional Trade and Investment Project is a five-year initiative designed to increase export-led growth in Central America by facilitating deeper regional integration, supporting digital solutions, increasing export competitiveness, and mobilizing investment, including in clean energy.

## PRIORITIES

USAID is working with the Central American Secretariat for Economic Integration (SIECA), and Ministries of Economy and customs authorities at the

## REGIONAL TRADE AND INVESTMENT PROJECT

**TOTAL INVESTMENT:**  
\$25.9 million

**TIME PERIOD:**  
June 2024 – June 2029

### PARTNERS:

- Secretariat for Central American Economic Integration, SIECA
- Ministries of Economy
- Customs Authorities
- Sanitary Agencies
- Ministries of Agriculture
- Investment Promotion Agencies
- Business Associations
- Transporters
- CENPROMYPE
- Private Sector

**GEOGRAPHIC AREAS:**  
El Salvador, Guatemala and Honduras

national level to implement Central America's Regional Trade Facilitation Strategy and the Deep Integration Process between El Salvador, Guatemala, and Honduras. Technical assistance includes activities to improve border management and coordination, streamline processes, and build the capacity within government agencies that regulate trade. The project also funds small-scale infrastructure projects to reduce congestion and backups at key border crossings.

In addition, USAID is working with health and sanitary agencies to develop digitized solutions for export licensing and product certifications. The project also is promoting data interoperability among border agencies and helping to strengthen their data governance and cybersecurity capacities.

Working with the Centro Regional de la Promoción de MIPYME (CENPROMYPE), the project is fostering expanded e-commerce trade in the region while also promoting regulatory harmonization. To boost private sector competitiveness and grow exports USAID is helping businesses to utilize trade facilitation tools, supporting business linkages in key value and global supply chains, and increasing export capacity.

To mobilize direct foreign investment and capital markets, the project is identifying a pipeline of investment opportunities in the region, including in clean energy and is developing at least one blended financing mechanism.

## **ANTICIPATED RESULTS**

- 600 border officials trained and facilitating trade
- 30% increase in exports among participating companies
- \$100 million mobilized in investment, including \$30 million in clean energy
- Reduced border crossing time and costs
- Increased jobs across the region

For more information on USAID El Salvador and USAID Central America Regional Programs, please call: (503) 2501-3411; 3344; 3432 or visit [www.usaid.gov/el-salvador](http://www.usaid.gov/el-salvador)

