



FACT SHEET

USAID Regional Trade and Market Alliances Project

The Regional Trade and Market Alliances Project is working with the Central American governments, the Central American Economic Integration Secretariat (SIECA) and the private business sector to build strong economies through greater regional and international trade. The project helps reduce obstacles and costs of regional trade by promoting trade facilitation, harmonization of regional import requirements and improving the capacity of national and regional government and private sector institutions to meet these challenges.



USAID promotes market access to regional value chains of critical agricultural products and reduce obstacles and costs of regional trade through the establishment of alliances with the public and private sector.

Training and assistance are provided to consolidate productive value chains in the region for greater access to export markets.

The project supports agricultural value chains and promotes private sector alliances, which are key for the development of small and medium producers. Producers receive assistance to improve the quality of their products, reduce costs and to meet international market standards.

To reduce obstacles and costs for trade, the project promotes regional economic integration and improving and harmonizing trade regulations and procedures to facilitate trade across borders.

Business associations are provided with technical assistance and co-investment to increase aggregated value, reduce transaction costs, and meet the standards demanded by consumers.

Participant companies are supported in the adoption of best practices in safety, environmental and labor regulations, rural investment, and the adoption of new technologies.

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Total investment: \$18.9 million

Period: April 2013 - April 2018

Geographic area: Guatemala, El Salvador, Honduras, Nicaragua, Costa Rica and Panama

Contractor: Nathan Associates Inc.

Partners:

- Central American Economic Integration Secretariat (SIECA)
- Public and private organizations
- Local governments

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

