



USAID
FROM THE AMERICAN PEOPLE



Private Sector Engagement

Embracing enterprise-driven development for more sustainable outcomes

Private enterprise is the single most powerful force for lifting lives, strengthening communities and accelerating self-reliance.

- USAID ADMINISTRATOR MARK GREEN

USAID is undertaking a major cultural and operational transformation to expand **Private Sector Engagement** Agency-wide. We seek to prioritize **market-based approaches** as a means to **increase sustainability**, and we will actively work with the private sector to understand and address barriers to investment and market development in all sectors.



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What's new about Private Sector Engagement at USAID?

A mandate to address these questions across all development and humanitarian issues.

By asking these questions, USAID is intentionally focusing on market-based approaches as a means to support countries in accelerating progress on the journey to self-reliance.

- **Could there be a market-based approach to addressing this issue?**
- **What are the roles and interests of the private sector in addressing this issue?**
- **Are there factors constraining the private sector from involvement and investment?**