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.
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?