



**Statement of Lead Republican Michael McCaul (R-TX)
House Committee on Foreign Affairs**

“H.R. 2744, USAID Branding Modernization Act”

July 15, 2019

Remarks as Delivered

Mr. Speaker, the United States Agency for International Development does an incredible job of providing life-saving humanitarian assistance to vulnerable people all around the globe.

I want to take this opportunity to commend our former colleague, Administrator Mark Green, for his hard work at USAID. I’ve had many constructive conversations with him since becoming the lead Republican on Foreign Affairs and look forward to many more. This bill is actually his idea.

With the primary goal of such assistance to save the lives of people in desperate need, we also want to ensure the recipients know that it is a gift from the people of the United States of America.

We hear a lot about the need to maximize America’s soft power; there’s no better way to win the hearts and minds than by saving lives, feeding hungry children, and helping impoverished populations.

That is why I introduced the Branding Modernization Act, together with Chairman Engel.

And while this bill places no mandates on USAID, and maintains the Administrator’s flexibility, it does empower him to brand all of our humanitarian assistance.



It also expands the tools and logos available to the Administrator for implementing a comprehensive branding strategy.

Finally, it requires an audit by the agency's Inspector General to ensure that our personnel are complying with branding regulations.

This bill represents smart diplomacy, good governance, and the true compassion of the American people, and I believe it deserves our unanimous support.

I want to thank Chairman Engel again for working with me, as usual, on this bill, as well as many others, and I yield back the balance of my time.

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