



Federal Trade Promotion & the National Export Initiative

Trade Promotion Coordinating Committee Secretariat

U.S. Department of Commerce | International Trade Administration

Overview



- The imperative to go global and challenges U.S. companies face
- Federal trade promotion coordination
- The National Export Initiative and NEI/NEXT

The international imperative



- Online sales and e-commerce platforms
- Global middle class growth
- U.S. trade agreements and policies unlocking new opportunities worldwide

Why export? Why support exporters?



- Firm-level perspectives:
 - U.S. goods and services are in **high demand** – the gold standard of innovation, quality, and safety
 - More than 95% of the world's consumers live outside of the United States
 - More than 80% of the world's purchasing power is located outside of the United States
- Policymaking and program perspectives:
 - Exporters are more competitive
 - They can pay wages 13-18% higher than other firms
 - They are 8.5% less likely to go out of business
 - Smaller firms are more resource-constrained than larger companies, particularly when it comes to international expansion.

Challenges to increasing U.S. exports & number of exporting companies

Less than
5 percent of
U.S. companies
export.

More than half
of those sell to
only ONE
market.

- Slow growth worldwide
- Price fluctuations, particularly with commodities
- **Most U.S. businesses are unaware trade assistance exists**, much less from the U.S. government
- Many businesses do not know where to start
 - the process seems too complicated
- Fear of the unknown
- Emergence of regulatory and standards-based barriers in overseas markets
- New issues in digital trade

Trade assistance is increasingly important



- Clients are highly likely to recommend U.S. gov't assistance
 - Marketing & planning assistance (including meeting foreign buyers and partners)
 - Export Mechanics & Compliance
 - Commercial Diplomacy
 - Export Financing Products
- U.S. businesses use our services to:
 - Increase or retain sales
 - Export to a new market
 - Overcome a barrier to trade

Trade Promotion Coordination

- Trade Promotion Coordinating Committee (TPCC):

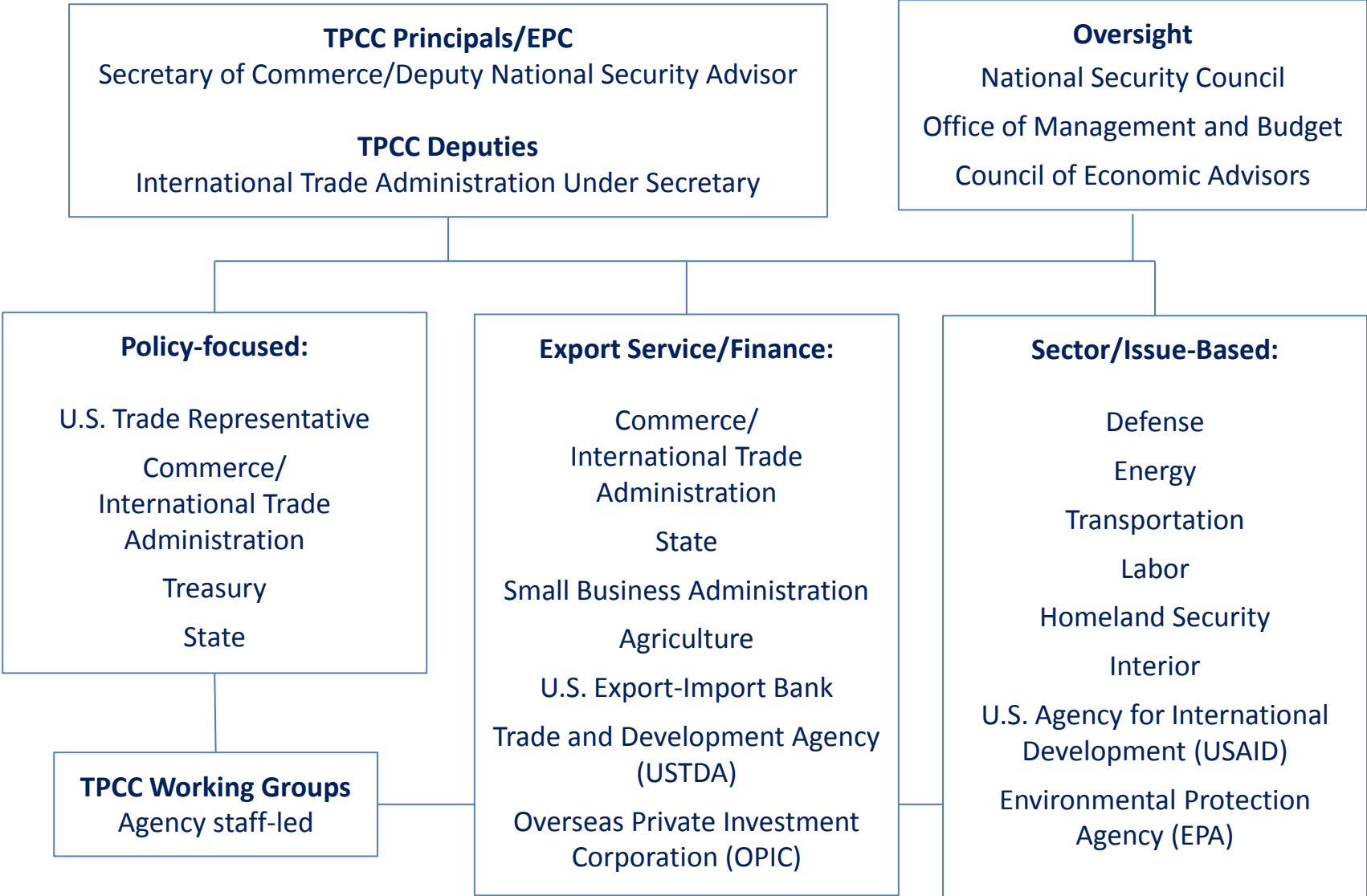
- Interagency task force established by law in 1992 and chaired by the Secretary of Commerce
- Purpose:
 - Establish whole-of-government priorities
 - Coordinate trade agencies
 - Make it easier for customers to navigate federal programs & the export process
- Responsible for issuing annual National Export Strategy
- Mechanisms: Foreign Commercial Service, Export Assistance Centers, Advocacy, Trade Compliance, export.gov, SelectUSA



- Export Promotion Cabinet:

- Cabinet-level group established by Executive Order in 2010
- Chaired by President/Deputy National Security Advisor
- Purpose: Oversee progress on National Export Initiative

Federal Trade Agencies (TPCC Members)



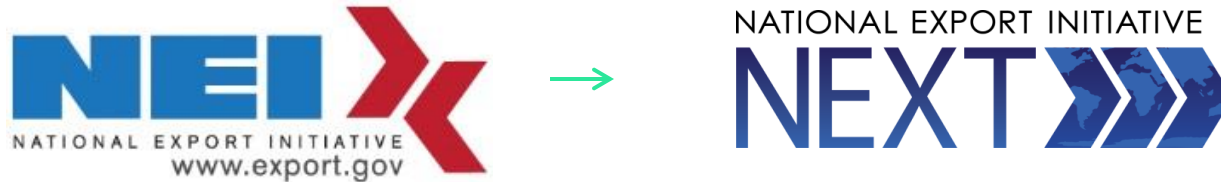
Core Trade Promotion Agencies

- **Commerce:** Market research, market entry and matchmaking, major project advocacy, market access and compliance – U.S. and overseas field.
- **State:** Commercial advocacy, commercial function in many posts, trade promotion initiatives (e.g., Directline, BIDs).
- **SBA:** Working capital, export express and trade loans, business counseling.
- **EXIM:** Export loan guarantees, export credit insurance, and direct loans to foreign buyers, state and local partnerships.
- **OPIC:** U.S. investment & know-how in emerging economies: guarantees, project finance, political risk insurance.
- **US Trade and Development Agency:** Reverse trade missions, feasibility studies, conferences, state and local partnerships.
- **Agriculture:** Services, grants, and financing. Delivered through associations and state regional groups.
- **USTR:** Trade negotiations and trade agenda outreach. Growing small business agenda.

How the TPCC functions

- Secretariat (more on next slide)
- Principals/Deputies
- TPCC Staff Representatives
 - Sub-groups (not all currently active):
 - Small Business
 - Environment; Renewable Energy; Civil Nuclear
 - Brazil, India, Africa, “Look South”/Latin America

The role of the TPCC Secretariat



- Gathers qualitative and quantitative analysis on U.S. exporting companies and potential exporters, challenges, and opportunities, AND:
 - Develops a national export strategy
 - Serves as a mechanism for executing Administration-wide export initiatives, most recently NEI/NEXT – facilitates information sharing and serves as a collaboration platform
 - Incubates new export promotion initiatives (e.g. Doing Business in Africa, Startup Global)
 - Makes recommendations for improving export promotion program and policies
 - Informs partnerships and relationships with major multipliers
 - Serves as the primary source for information on gov't-wide export programs

National Export Strategy



Through NEI/NEXT, federal agencies are advancing program and policy improvements to:

1. Provide exporters more **tailored assistance and information**;
2. **Streamline export reporting requirements** and improve the performance of the national freight network;
3. Expand **access to export financing**;
4. Partner at the state and local level to **support export and foreign direct investment attraction strategies**; and
5. Ensure **market access and a level playing field**.

These efforts will enable more U.S. businesses to capitalize on existing and potential opportunities created by free trade agreements and the U.S. trade agenda

NEI/NEXT – Aligned Initiatives

Objective	Key Strategies	Aligned Initiatives and Programs
#1: Connect more U.S. businesses to their next global customer	Provide more tailored and focused export assistance	ITA Customer Survey Salesforce CRM → common customer service platform
		New services development/refining services – Initial Market Check Trade Promotion Programs
		Top Markets Reports - internal & external Infrastructure Pilot “Industry Forward” field alignment
		Doing Business in Africa Look South TPP market promotion U.S.-EU SMEs Discover Global Markets outreach events
		Made in Rural America Women-owned biz partners MOU with MBDA Startup Pilot Veterans
	Supply actionable information to U.S. businesses	Internal/external knowledge mgmt strategy Data acquisition plan development
		Data Services Platform Market Selection Tool & Tariff Tool Country Commercial Guides
		Strategic Partnerships Industry Advisors
		E-commerce innovation lab
	Support companies in emerging U.S. industries	Top Markets Reports in emerging industries
#4: Promote exports and FDI attraction as the next economic development priority for communities	Educate and partner with local and regional leaders to promote exports and inward FDI	Best practices research (innovations in export promotion; coordination)
		Building partnerships with economic development associations (IEDC, NGA, NACo, etc.) Coordinating EDO outreach with SelectUSA and TPCC agencies
	Provide support to states and metro areas to expand export activity and attract FDI	EDA Grants Technical Assistance (e.g. TPCC training) EDO toolkits MDCP
		Ecosystem leadership (e.g. serving on Brookings/Global Cities steering committees) Support for planning and implementation of local export/FDI strategies Addressing gaps in export assistance – interagency coordination (e.g. 2012 Communique) Strengthening federal-state-local) coordination (e.g. STEP, joint strategic planning, new TPCC working group)

Thank you



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Pat.Kirwan@trade.gov | 202-482-5455