



Federal Trade Promotion

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 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.

- 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

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.

TPCC Secretariat Programs

- Enhancing Federal Trade Ecosystem
- Coordinating with State and Local Export Promotion Activities
- Providing TPCC Trade Officer Training
- Developing Small Business Export Programs and Policies
- National Small Business Export Strategy
- APEC SME Working Group
- U.S.–UK Trade and Investment Working Group
- USMCA and Small Business Outreach
- ITAC 9, Small and Minority Business
- General Small Business Outreach
- Prosper Africa Initiative
- Startup Global