



INTERNATIONAL
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Federal Trade Promotion

Trade Promotion Coordinating
Committee Secretariat



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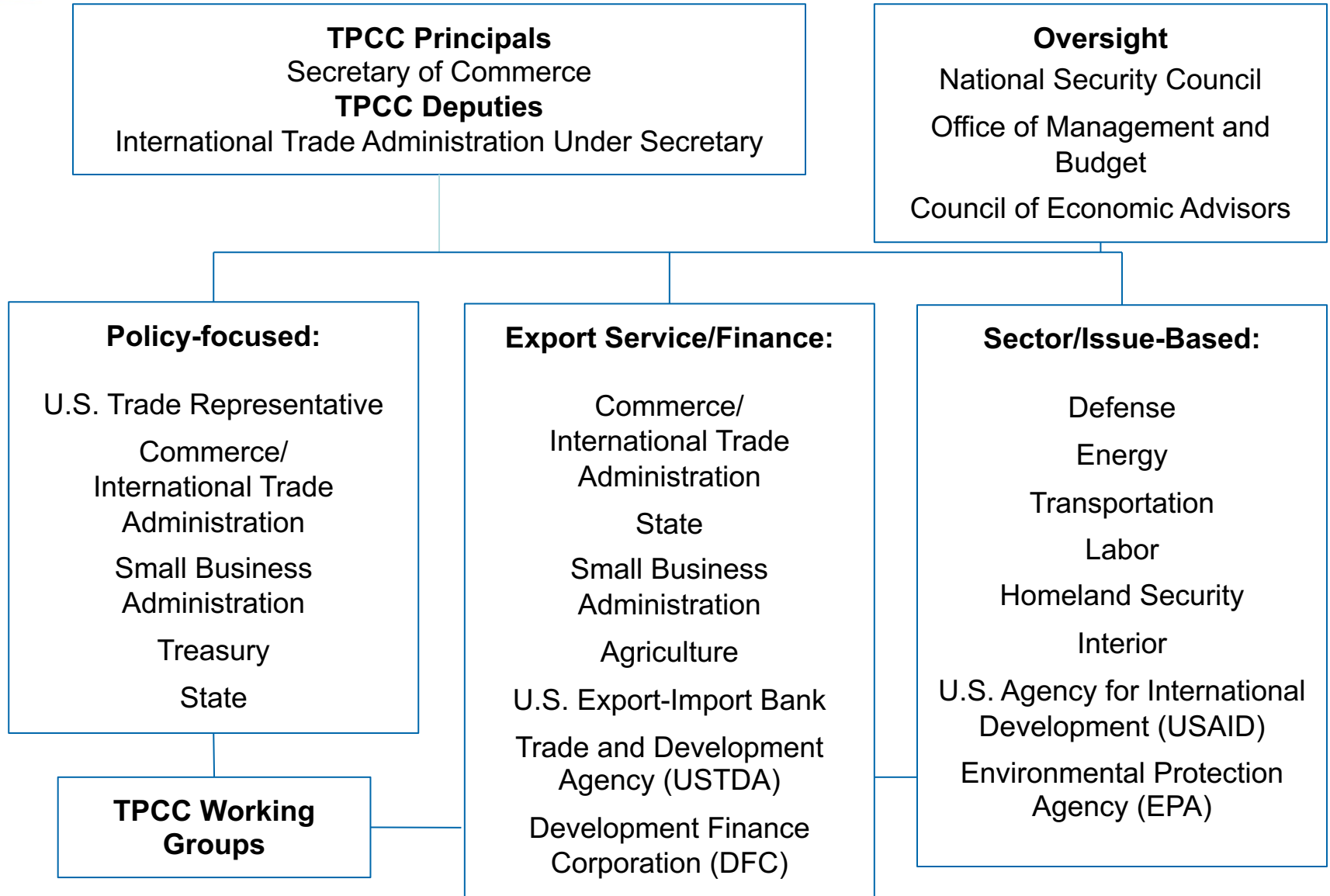
TRADE PROMOTION COORDINATING COMMITTEE

- 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





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TRADE PROMOTION AGENCIES

- **Commerce:** Market research, market entry and matchmaking, project advocacy, market access, enforcement and compliance.
- **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.
- **DFC:** U.S. investment & know-how in emerging economies: equity investment, guarantees, project finance, political risk insurance.
- **U.S. Trade and Development Agency:** Reverse trade missions, feasibility studies, training grants, state and local partnerships.
- **Agriculture:** Export promotion, grants, and financing. Delivered through associations and state regional trade groups.
- **USTR:** Trade negotiations and trade agenda outreach. Growing small business agenda.



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EXPORT ASSISTANCE

Local and State Trade Offices

Local Government

- Economic development tools

State Government

- Trade missions
- Trade shows
- Training

SBDCs

- Market research
- Counseling to new-to-export companies

Federal Trade Agencies

SBA

- Business counseling
- Financing

Ex-Im Bank

- Financing
- Insurance

Commerce

- Export counseling
- Trade events
- Addressing trade barriers
- Market Intelligence

TPCC Agencies

- State
- USTR
- Industry-specific



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ITA MISSION



**GROW U.S.
EXPORTS
TO
INCREASE
U.S. JOBS**



ITA delivers customized solutions to ensure that U.S. businesses **compete and win** in the global marketplace.



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ITA OVERVIEW

Who We Are

Over 2,000 commercial diplomats stationed around the world, the United States, and at headquarters:

- Trade enforcement professionals
- Foreign commercial service officers
- Locally engaged staff
- U.S.-based commercial professionals
- Industry-specific experts
- Country/market experts
- FDI attraction professionals
- Trade lawyers and economists

What We Do

ITA supports U.S. economic prosperity and American jobs by:

- Enhancing market access for U.S. firms abroad
- Connecting U.S. firms to qualified buyers and distributors in foreign markets
- Promoting fair international procurement processes to facilitate U.S. exports
- Providing data and expertise to exporters
- Advocating globally for the United States as an investment destination
- Monitoring compliance with trade agreements
- Enforcing U.S. antidumping and countervailing duty trade remedy laws



ACCOMPLISHMENTS

Promote U.S. Exports

- Assisted 35,000 clients, 83% were SMEs.
- In FY 19 Advocacy Center program reported 97 contracts signed with an estimated \$53.5B in U.S. exports, supporting 287,265 U.S. jobs.

Remove Market Access Barriers

- Successfully removed, reduced, or prevented 140 foreign trade barriers.
- The removal of these market access barriers supported roughly \$6 billion in U.S. exports.

Attract Investment

- Facilitated over \$20.1 billion in investment and assisted over 5,945 clients in 50 states/territories.
- Investment Summit attracted 1,200+ investors from 79 markets, and reps from 49 states/territories

Provide Market Intelligence

- 400,000 page views daily on Consolidated Screening List.
- 76,000 market research page views/downloads.
- 7.3 million export.gov users.

Enforce Trade Laws and Trade Agreements

- Administered 496 AD and CVD orders.
 - 250 cover steel-related products and 189 cover China or Chinese products.
- In FY18, the value of imported goods subject to AD/CVD orders was \$22.7 billion.
- Monitor and seek foreign government compliance with U.S. multilateral, regional, and bilateral agreements.

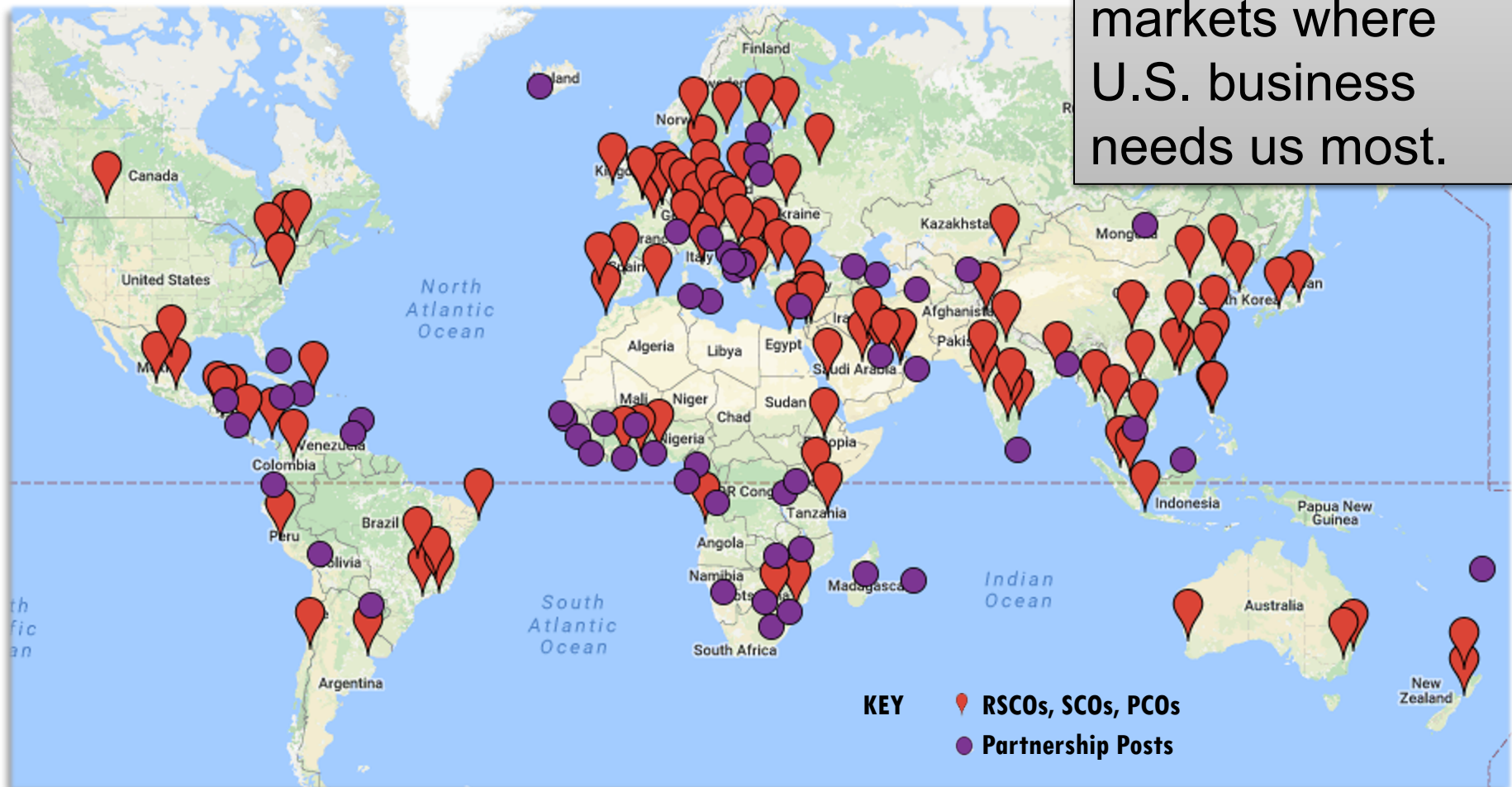
In FY19,ITA's efforts enabled \$108 billion in U.S. exports and supported over 590,00 American jobs.



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U.S. COMMERCIAL SERVICE GLOBAL PRESENCE

Overseas, we're part of U.S. Embassies and Consulates worldwide; in markets where U.S. business needs us most.





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U.S. COMMERCIAL SERVICE DOMESTIC PRESENCE



We have over **100**
Export Assistance
Offices in the United
States.



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360° SERVICE

Local trade specialists counsel businesses and connect them to resources across the globe.

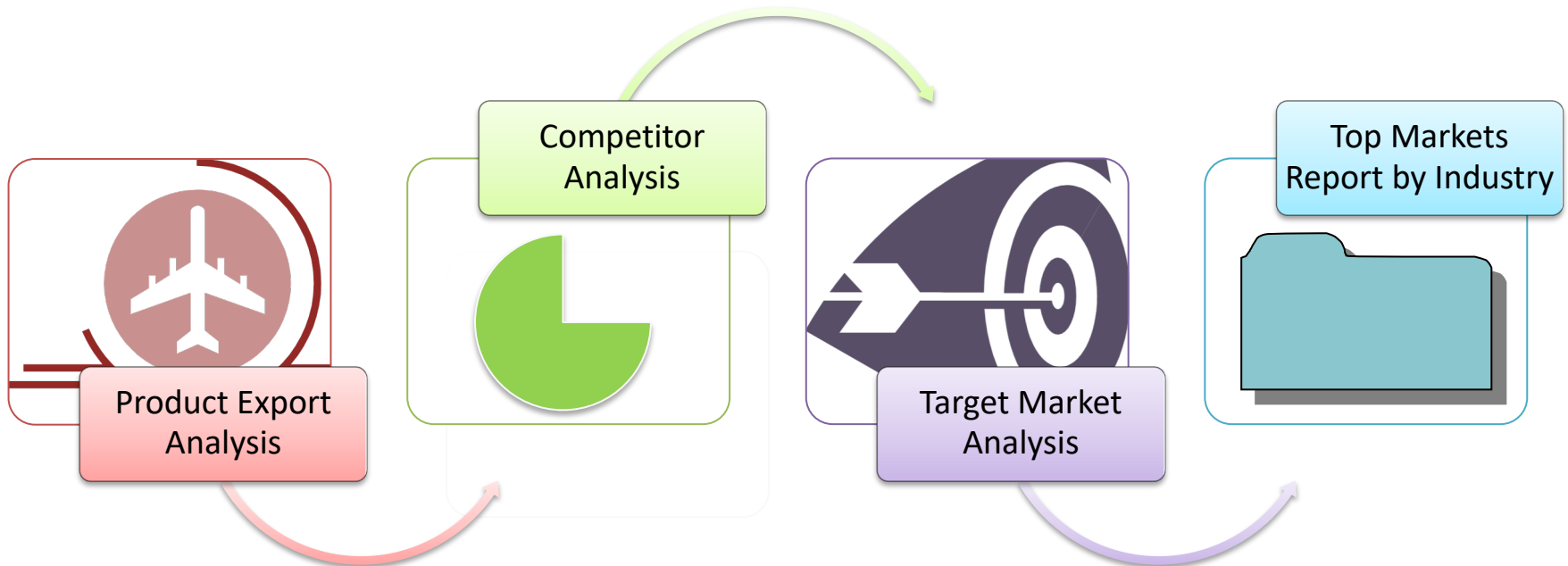




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MARKET RESEARCH

Our team of experts provide basic market research on behalf of the company, including:





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Gold Key



Our team of trade experts located in 80 countries around the globe can arrange meetings with potential agents, distributors, or other partners in a specific market through the exclusive Gold Key Matching Service. Features include:

Customized market & industry briefings



Appointments with prospective partners



Meeting debriefing & follow-up strategies



Travel arrangements & interpreter service





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DIGITAL CLIENT ENGAGEMENT

Objective: to proactively engage more clients through digital channels

- **Publish** digital content, videos and tools on trade.gov
- **Increase reach** with content marketing strategies and partnerships
- **Improve user experience** and customer journey
- **Learn** about clients' business needs through analytics
- **Refine** and target content development



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Get Ready to Export

Small, medium, and large businesses all have the amazing opportunity to expand internationally, however there are several steps that must be taken to ensure that your company is ready to export. Find out the first steps to take by watching this informative series on export planning:

The *"Get Ready to Export"* Video Set:

1. [The Export Process Overview](#)
2. [Are You Export Ready](#)
3. [My Export Plan](#)

Subscribe to our [email list](#).

[\[Download video 29 MB\]](#)





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