



INTERNATIONAL
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National Export Initiative



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President Barack Obama announced the **National Export Initiative** in his January, 2010 State of the Union Address.

“So tonight, we set a new goal: We will double our exports over the next five years, an increase that will support two million jobs in America.”

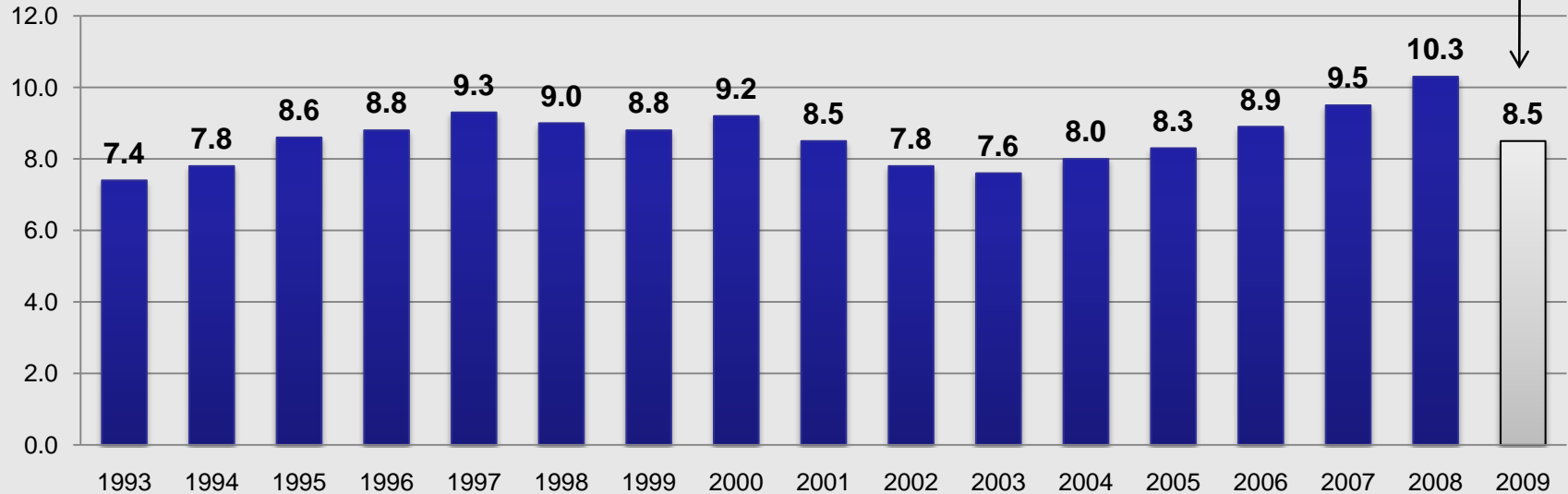
President Obama
State of the Union
January 27, 2010



Jobs Supported by Exports of Goods and Services

Millions

2009 is a preliminary estimate



➤ In 2008, US exports reached the highest level since the 1870's contributing 13% of total US GDP and supported 10.3 million jobs. The economic recession of the past two years temporarily halted this significant growth. The NEI is a part of a long-term growth strategy to reverse the trend of the past two years.



National Export Initiative Priorities

Develop programs to assist SMEs identify new export opportunities in international markets

Promote existing federal support offered to U.S. companies

Ensure U.S. Government-led trade missions effectively promote exports by U.S. companies

Ensure that the Federal Government's commercial advocacy effectively promotes U.S. Exports

Take steps to increase the availability of credit for U.S. exporting SMEs

Promote policies that lead to strong, sustainable and balanced economic growth.

Open new markets by reducing trade barriers and robustly enforcing our trade agreements

Develop a framework for promoting service trade, including polices and export promotion tools

The 180 -Day NEI Report is due to the President Mid-September.



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President's Export Promotion Cabinet

The **Export Promotion Cabinet** consists of top administration officials dedicated to assisting U.S. companies in promoting their exports via export counseling, negotiating trade policy, or commercial diplomacy. The NEI Executive Order created the first Export Promotion Cabinet.

President's Export Council (PEC)

The **Export Council** consists of 20 business and labor leaders, who have convened to provide unfiltered advice and expertise to this Administration on how best to promote exports. These business leaders, who will serve along with congressional leaders and senior members of the Administration on the Council, come from companies with success in increasing exports of their products. James McNerney, Boeing's Chairman, President and CEO, chairs the PEC.



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Market & Sectors:

Targeting Export Opportunities:

New To Market:

58% of exporters export to only one market—we are focused on encouraging single market exporters to enter new target markets:, such as, Canada, Mexico, EU Countries and FTA countries.

- New Markets Exporter Initiative (NMEI): Partnership with UPS, FedEx and USPS

Emerging Markets:

Emerging and developing countries account for an increasingly large portions of world economic growth. Under the NEI we are developing commercial strategies for countries, such as, Brazil, India, China, South Africa and Vietnam.



Successes to Date

Trade Missions: The Department of Commerce has increased trade missions and reverse trade missions, which connect buyers and sellers to one another, in hopes of securing successful business deals. This year alone, Commerce has led 18 trade missions with over 160 companies to 24 countries. We have another 8 trade missions planned over the next three months.

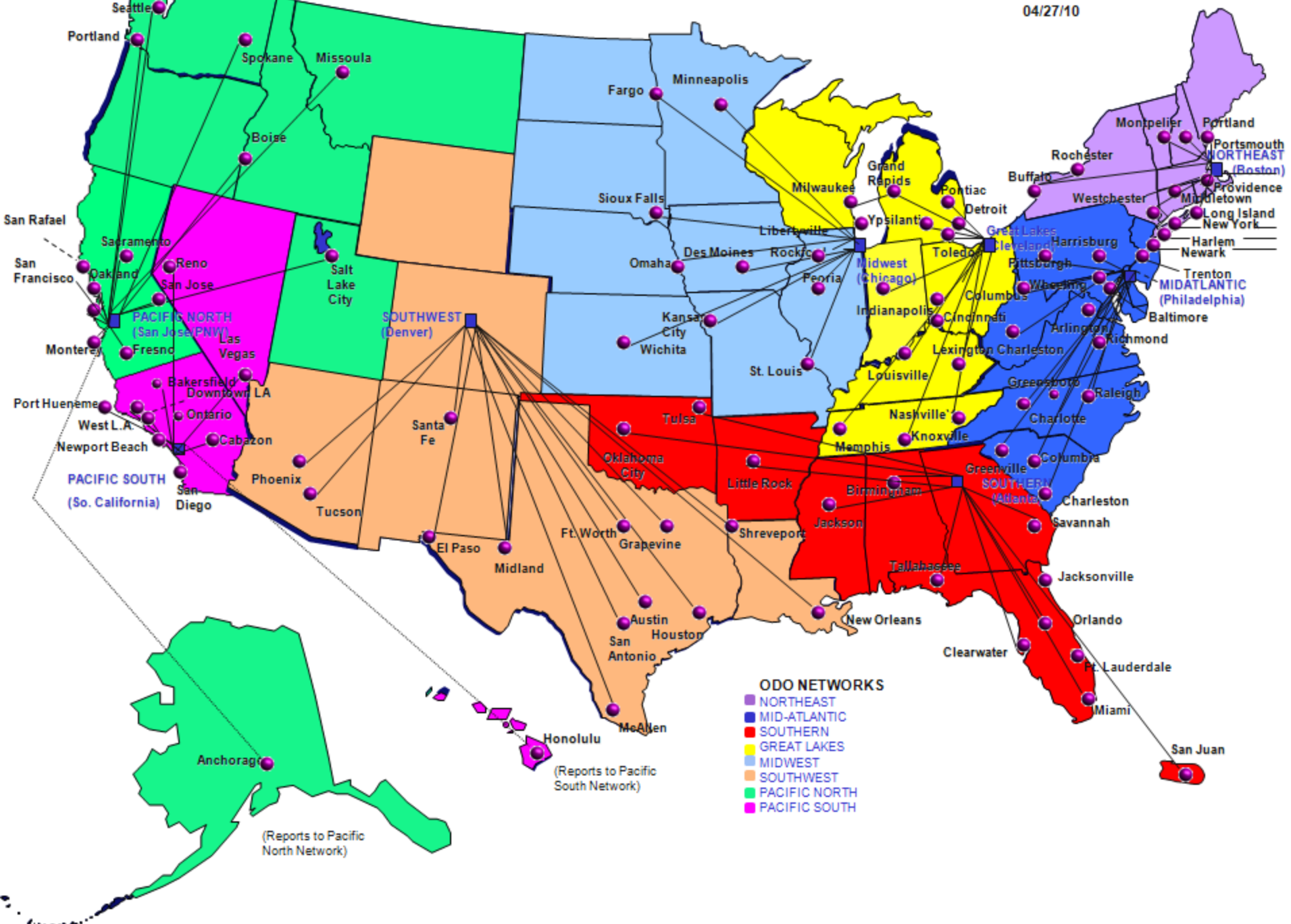
Advocacy: The Advocacy Center has assisted US companies competing for international contracts and other exporting opportunities to support \$11.6 billion in US export content since the announcement of the NEI. By comparison, in 2009 the Advocacy Center supported \$7.4 billion in US export content.

Access to Credit: Export-Import Bank has more than doubled its loans to support American exporters from the same period last year, supporting nearly 11,000 jobs.

Barriers to Trade: This past March, the President reached an agreement with China, one of our key emerging markets, by successfully convincing them to open their markets to U.S. pork and pork products.

USEAC NETWORK ORGANIZATION

04/27/10



Strengthening Federal and State Coordination in Support of the National Export Initiative (NEI)



Trade Promotion Coordinating Committee (TPCC) Small Business Working Group

Task Force Strategies:

1. Identify more small businesses to begin or expand their exporting
2. Prepare those businesses to export successfully
3. Connect them to export opportunities
4. Support them once they have export opportunities

Task Force Strategy #1

Identify More Small Businesses to Begin or Expand Exporting

- Identifying small businesses with export potential
- Marketing techniques to increase small business awareness of exporting opportunities and federal resources available to help

Task Force Strategy #2 ***Prepare Small Businesses to Export Successfully***

- Creating an inventory of current export training programs
- Expanding the pool of qualified counselors
- Making training-related information more accessible to small business exporters

Task Force Strategy #3 **Connect Small Business with** **Trade Opportunities**

- Broadening small business awareness and access to U.S. Government trade promotion programs and services

Task Force Strategy #4

Supporting Small Businesses Once They Have Exporting Opportunities

- Marketing federal government export finance programs
- Working effectively with lenders to deliver financing to small business exporters
- Expanding business counseling on export finance programs

Conclusion

Collaboration Opportunities:

- **Participating in Export Outreach Teams**
- **Participating in Export Matchmaker Events**

SBA Contact: OIT@sba.gov

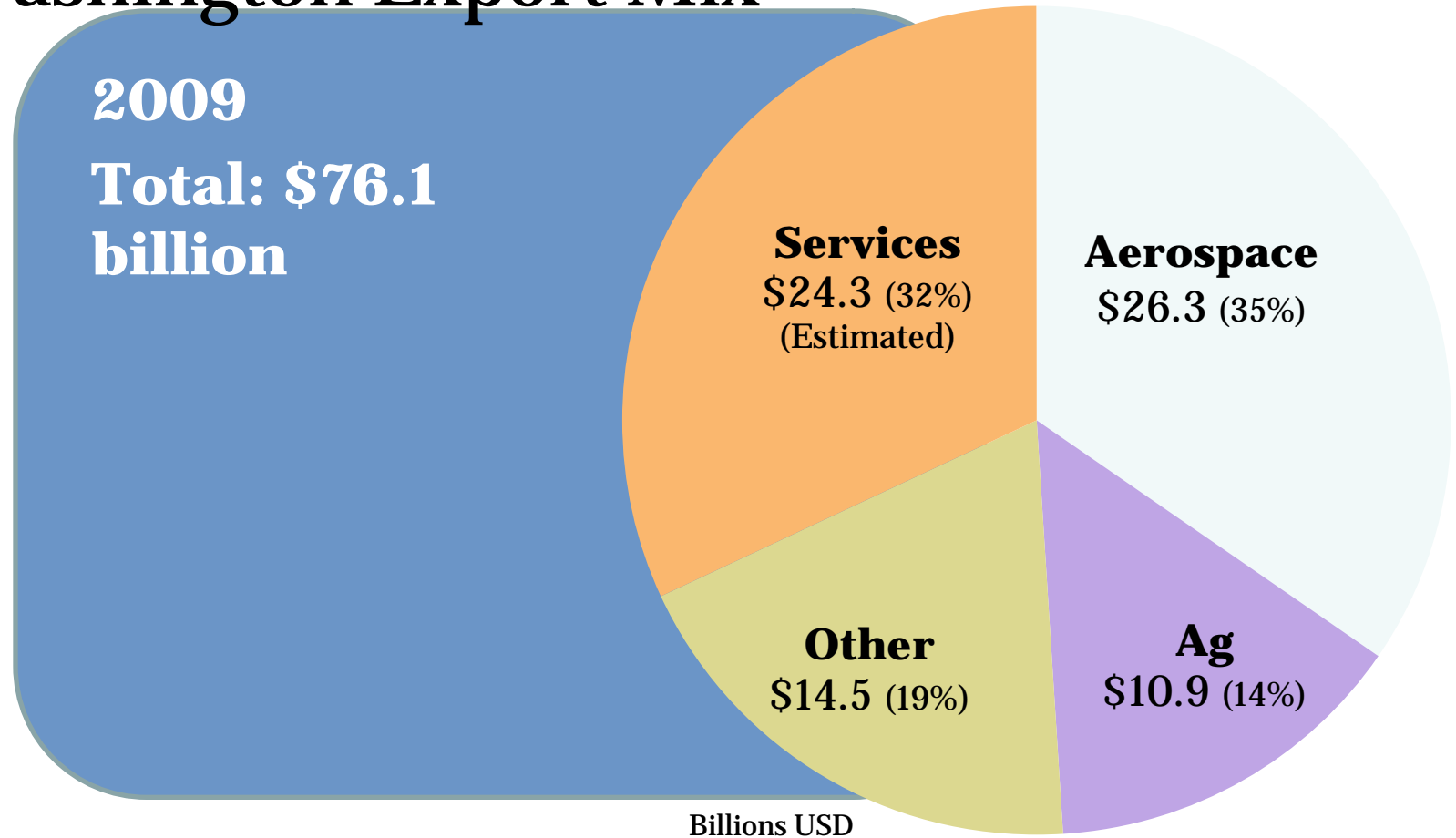
Washington Export Initiative:

Washington State Department of Commerce



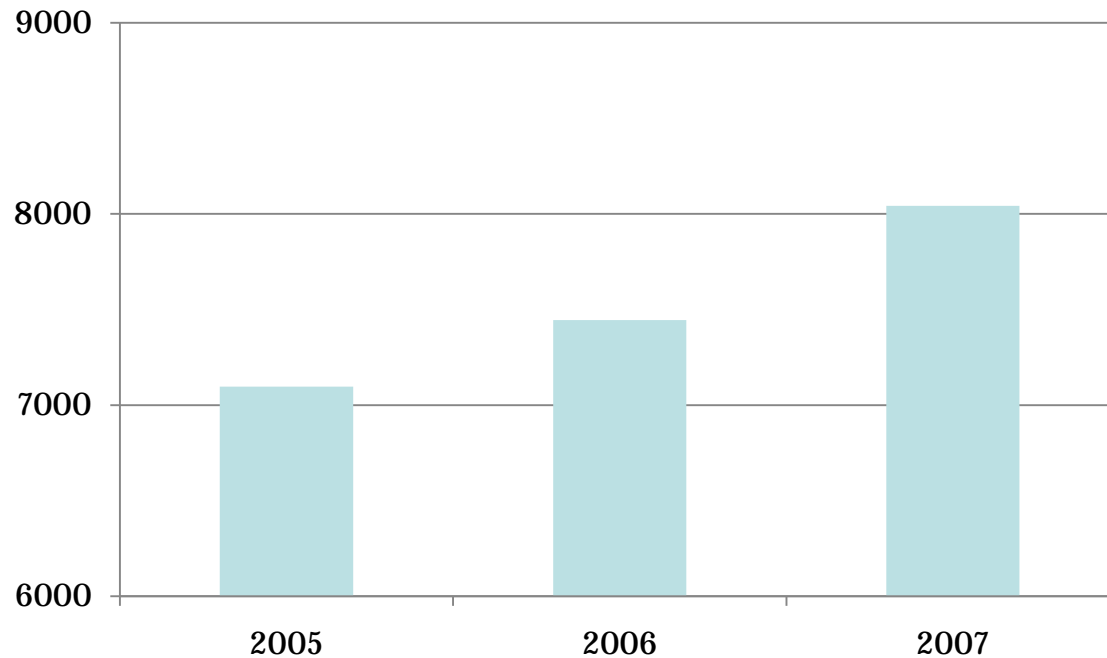
Department of Commerce
Innovation is in our nature.

Washington Export Mix



Source: WISER Trade; calculations by Washington State Department of Commerce and Washington State Department of Agriculture

Number of Washington Companies Exporting



Notes:

Data source: U.S. Department of Commerce

Most recent data 2007

Data prior to 2005 based on state-of-origin data, while subsequent years use zip code-based data

Governor Gregoire's 6-point Plan

1. Partner with U.S. DOC, SBA and statewide network of Small Business Development Centers to “field test” pilot programs
2. Provide \$3 million in state export assistance to promising first-time exporters
3. New Farm-to-Market Initiative rewards best among 20 existing programs with development funds to enhance global competitiveness in agriculture
4. Attract foreign students and encourage Washington students to study abroad
5. Strengthen & expand key trading partner relationships (Ex: Sept. 2010 Gov. Gregoire trade mission to China & Vietnam)
6. Engage to ensure federal match funds for crucial state transportation investments enabling efficient movement of goods (Ex: Columbia River Crossing, North Spokane Corridor serving Canada-bound freight, and SR 519 serving Port of Seattle)

Arkansas Export Initiatives:

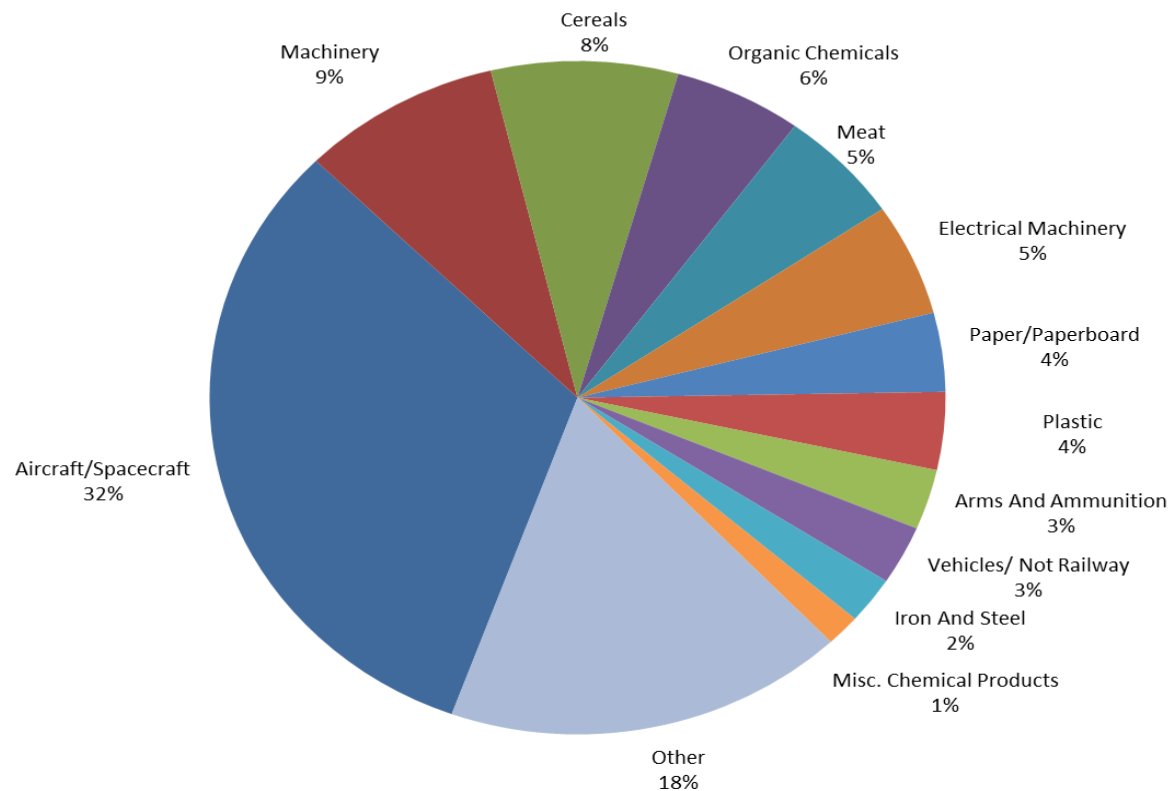


Arkansas: State of Trade

- Canada was Arkansas's largest export destination in 2009. Mexico was the second largest destination, followed by France and China.
- Arkansas's total exports were valued at \$5.3 billion in 2009.
- Arkansas's largest export was agriculture, totaling \$2.6 billion in FY 2009.
- Arkansas's number one single commodity, value-added export is aerospace/aviation, totaling \$1.7 billion in 2009.
- The strength of their aerospace sector is due in part to the large presence of companies such as Dassault Falcon and Hawker Beechcraft.

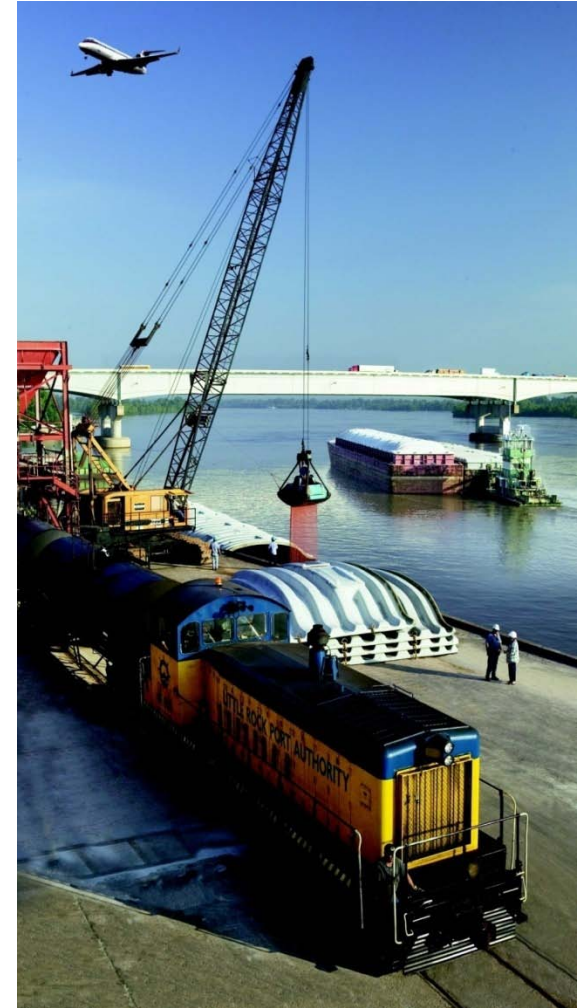
Arkansas State of Trade

Arkansas' Top Export Commodities 2009



Arkansas Export Initiatives

- Governor Beebe recently hosted the first Governor's Award for Excellence in Global Trade.
- Arkansas has very strong export partnerships.
 - State of Arkansas
 - U.S. Export Assistance Center
 - Arkansas World Trade Center
 - Arkansas District Export Council
- As a result of these partnerships, Arkansas's exports grew 26.5 percent from 2005 to 2009.



Florida's Export Efforts

Enterprise Florida is a not-for-profit government business partnership and is the state's primary organization devoted to statewide economic development.

- Florida was the first state in the country to place principal responsibility for economic development, international trade, research and business image marketing in the hands of a business-government partnership.
- The partnership was a result of several years of effort by business and government leaders, in hopes of transitioning Florida from its traditional economic drivers of tourism and agriculture to a sophisticated mix of industries and international business.
- This partnership sets out to diversify Florida's economy and create better-paying jobs for its citizens by supporting, attracting and helping to create businesses in innovative, high-growth industries.

Florida's Export Efforts (continued)

- **EFI tracks the following performance measures:** the number of direct full-time jobs created or retained, the promotion and development of economic opportunity for the state, the success of Florida companies involved in international trade, the number of successful economic development projects and the overall satisfaction rate of their customers.

- **Locations:** EFI's International Trade and Business Development unit is headquartered in Miami and maintains offices in 6 cities across FL and offices 14 countries worldwide.

- **Awards Received:**
 - In 1999, Export Magazine and the Council for Urban Economic Development (CUED) conferred their Gold Award to EFI's Division of International Trade, as the best statewide export development organization in the country.
 - In 2001, EFI received the Presidential E-Award for Export Development in its first year of eligibility.



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Contact Information:

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Data Source: All content, including data, charts and graphs for Washington State, Arkansas and Florida were provided by each state respectively.