



National District Export Council

Working for America's Exporters™

Americas FTA Outreach Initiative

National District Export Council
Steering Committee
July 2016



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Agenda

- U.S. Commercial Service & National DEC
- U.S. Chamber of Commerce & National DEC
- NDEC Americas FTA Outreach Initiative:
 - Commercial Diplomacy and Free Trade Agreements in the Americas
 - Our Position on TPP
 - Project Goals
 - Project Partners
 - Strategy
 - Other Programs



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U.S. Commercial Service & National DEC

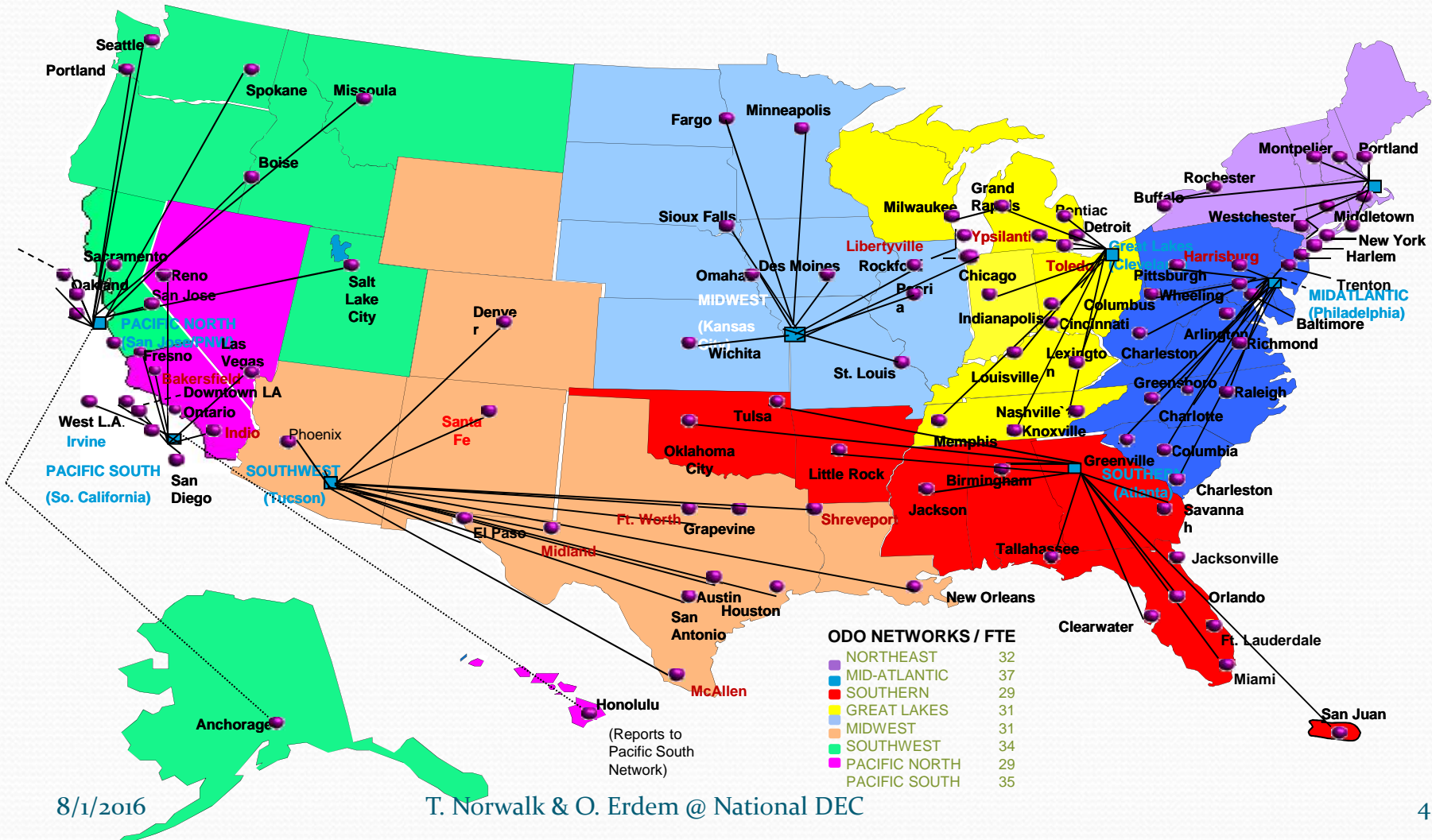
- U.S. Commercial Service and USEAC offices support American businesses with inherently governmental and trade promotion activities
- 1400+ trade professionals and 109 domestic offices
- 128 commercial offices located in U.S. Embassies and Consulates in more than 75 countries
- *DECs contribute leadership and international trade expertise to complement the U.S. Commercial Service's export promotion efforts and both work closely*



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U.S. Export Assistance Center Network





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U.S. Chamber of Commerce

- A business federation representing companies, business associations, state and local chambers in the *U.S.*, and *American Chambers of Commerce* abroad
- The Chamber is the largest lobbying group in the U.S.
- *National DEC has a MoU with the U.S. Chamber of Commerce*



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U.S. FTAs in Force for Americas

- NAFTA with Canada and Mexico (1994)
- CAFTA with Costa Rica, Dominican Republic, El Salvador, Guatemala, Honduras, Nicaragua (2005)
- U.S. - Chile FTA (2004)
- U.S. - Peru FTA (2007)
- U.S. - Panama FTA (2012)
- U.S. - Colombia FTA (2012)

Proposed U.S. FTAs for Americas

- Free Trade Area of the Americas (FTAA)
 - Status: stalled
 - The leaders planned further discussions at the Sixth Summit of the Americas in Colombia, in 2012
- Trans Pacific Partnership (TPP)

Trans Pacific Partnership (TPP)

- 12 signatory countries (dated Feb 4th, 2016):
*Australia**, *Brunei*, *Canada**, *Chile**, *Japan*, *Malaysia*,
*Mexico**, *New Zealand*, *Peru**, *U.S.*, *Vietnam*,
*Singapore**
- Platform for engagement and growth in the Asia-Pacific Region
- Eliminates more than 18,000 taxes & other trade barriers on American products

* have existing FTA with the U.S.

Trans Pacific Partnership (TPP) – cont'd

- Opportunity for defining the rules and metrics for the trade between the U.S. and selected countries in Asia
- New generation Free Trade Agreement
- The U.S. changed only ONE tariff rate and 2 proposed laws
- Negative-list approach for liberalizing trade in services, which covers all sectors except those explicitly listed

Trans Pacific Partnership (TPP) – cont'd

- New rules for internet and digital commerce
- Across-the-board national treatment for foreign investors
- Enhanced intellectual property protection, with more comprehensive rules and greater enforcement obligations, penalties for the unlawful commercial exploitation of copyrighted work
- Labor and environment codes



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District Export Councils' Position on TPP

- Fully supporting the passage of the agreement with
 - Lobbying at the state level with 8 Regional Legislative Coordinators
 - 61 DECs across the U.S. and Puerto Rico
 - Several education seminars & webinars throughout the U.S.



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NDEC Americas Outreach Initiative

- Designed to counter the wave of protectionism regarding FTAs
- Build solid support for our trade policies and trade agreements broadly, but specifically within our Hispanic communities country-wide



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Goals

- Communicate the good news of how our SME exporters and their Latin American partners have benefited from these free trade agreements
- A **new** effort to communicate our many trade agreement successes to the public and our large exporting community, but with the addition of new partners to develop export sales in these markets

Partners

- Small and medium sized Latino entrepreneurs who are part of the nation's Latino population that has grown to more than 50 million



What's Driving
Startup &
Entrepreneurial
Growth?

Minorities.



Partners – cont'd

- U.S. Hispanic Chamber of Commerce (USHCC), headquartered in Washington DC, representing the interests of nearly 4.1 million Hispanic owned businesses nationwide that contributes in excess of \$661 billion to the American economy



Partners – cont'd

- *American Association of Chambers of Commerce in Latin America and the Caribbean (AACCLA)*
- Encompasses 24 *American Chambers of Commerce (AmChams)* in the region to promote trade with the U.S. through free trade, free markets and free enterprise





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Strategy

- Utilize USEAC and DEC foreign trade and export education programs
 - Discover Global Markets
 - Export University
 - Webinars & Seminars
- Drill down into the Hispanic-American community of 50 million to reach Latino businesses
- Develop active exporters, particularly to Spanish-speaking FTA markets in Latin America

Strategy – cont'd

- Partner with U.S. Chamber affiliate; *Association of American Chambers of Commerce (AACCLA)* in Latin America and the Caribbean
- Partner with *U.S. Hispanic Chamber of Commerce (USHCC)* to reach 4.1 million Hispanic-owned businesses
- Develop new export profit opportunities for their members



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Connection Strategy

- Acquire Spanish-language media kit materials in print and broadcast, including radio, TV and video and social media, with the same materials in English
- Regional Legislative Coordinators plays a key role in the outreach efforts to implement *Good Neighbors* program
- Connect with Latino business people and potential exporters in these Hispanic markets

News and Media Channels

Newspapers

- 26 Hispanic daily newspapers and 428 weekly newspapers in these markets – Chicago, Sacramento, Los Angeles, Ft. Lauderdale, Riverside CA, San Francisco, Orlando, Dallas and Houston

Television

- *Univision* and *Telemundo* stations in L.A, New York, Miami, Houston, Dallas, Sacramento, Fresno, Bakersfield, Chicago, Tucson, Phoenix, San Antonio, Atlanta, Philadelphia, Austin and Puerto Rico

Cable TV

- CNN en Espanol and Fox Hispanic Media are two of several players

Radio

- 1,323 Spanish language radio stations in the U.S.



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Connection Strategy – cont'd

- Washington liaison to work with the U.S. Chamber; the Hispanic American Chamber and the AACCLA secretariat
- Provide direct marketing assistance and export sales promotion to representatives, distributors and businesses in these Latin trade agreement markets



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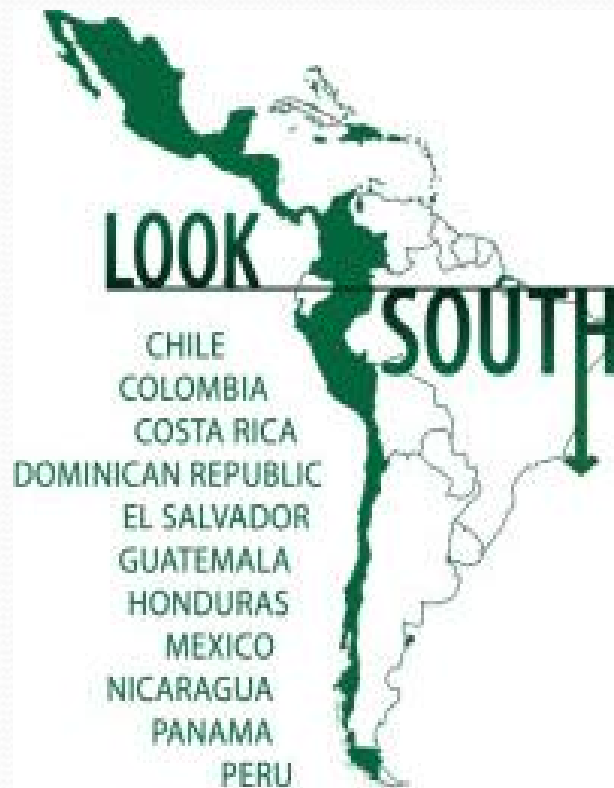
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Connection Strategy – cont'd

- Networking, matchmaking and business facilitation opportunities in these *AmCham* countries;
 - Organize trade missions;
 - Provide government relations assistance
 - Assist in preparing strategic market and economic research and analysis

Develop a great sense of pride for Latinos by being able to help our economy and our country through reaching out in Spanish to their *AmCham* counterparts in Latin America.

Other Programs



- ***Look South Initiative:*** Federal Government effort led by the DoC to help more American companies “Look South” to do business with and expand sales to dynamic markets including Mexico and our 10 other FTA partners in Central and South America



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