

The International Trade Administration

U.S. Department of Commerce



- I. The Administration's 2006 Trade Priorities
- II. How ITA units contribute
- III. Wrap-up

I. Administration's 2006 Trade Priorities

- **Ambitious Doha Development Round**
 - Deep cuts in agriculture tariffs, reductions in domestic and export subsidies
 - Deep cuts in manufactured goods tariffs, address non-tariff barriers
 - Significant opening in services
- **Negotiate and close Free Trade Agreements**
 - Implement: DR-CAFTA, Morocco, Bahrain
 - Pass: Oman, Peru
 - Complete: Panama, Thailand, Colombia, UAE
 - Launch: Korea, Malaysia

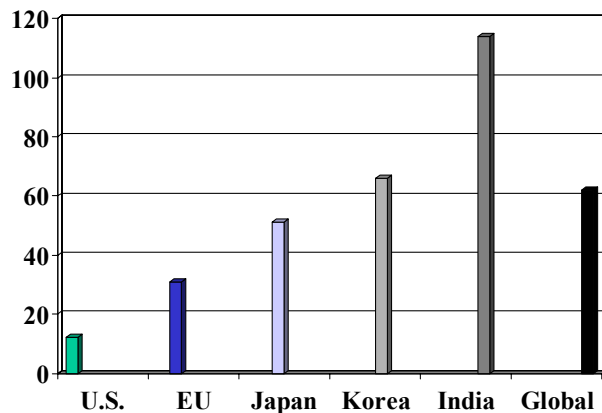
I. Administration's 2006 Trade Priorities (continued)

- Enforce U.S. trade laws & international agreements
 - AD/CVD enforcement
 - China
 - IPR
 - Resolving disputes (cement, steel)
 - Ongoing WTO cases (Airbus, biotech)
 - Ongoing compliance

What's at Stake

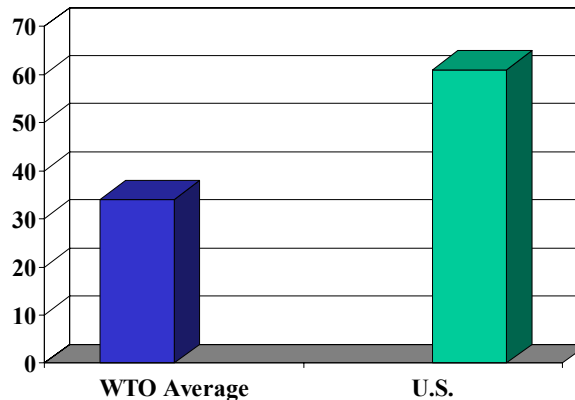
Doha Development Agenda

Agriculture



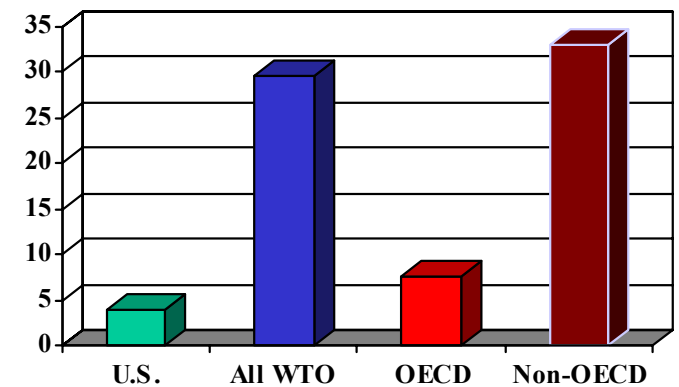
Average WTO Allowed Ag Tariff

Services



Services Sector Coverage in GATS

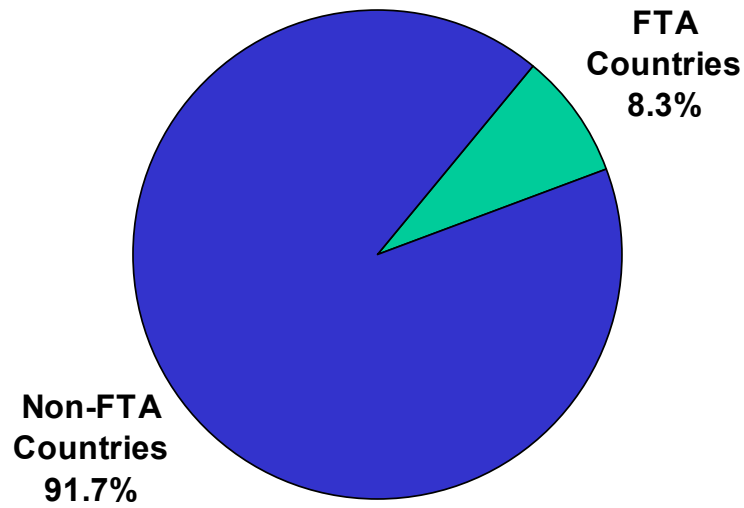
Manufactured Goods



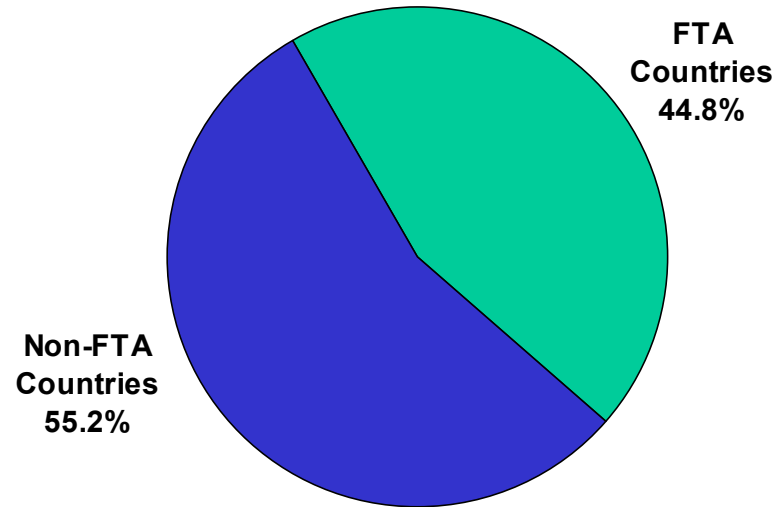
**Manufactured Goods Tariffs:
US Average 3%
WTO Average 30%**

U.S. Free Trade Agreement Impact

Percent of World GDP, 2004



Percent of U.S. Exports, 2004



- U.S. exports to Chile have increased 34% since implementation (1/1/04)
- U.S. exports to Singapore have increased 19% since implementation (1/1/04)
- U.S. exports to Australia have increased 15% since implementation (first half '05)

II. ITA's Contribution

- Promotion (U.S. Commercial Service)
- Negotiation (Market Access and Compliance)
- Enforcement (Import Administration)
- Competitiveness (Manufacturing and Services)

The U.S. Commercial Service

Israel Hernandez

We help you succeed in foreign markets by:

- Supporting clients through 108 offices in the U.S. and 150 international offices
- Providing counseling and free market research
- Finding and screening foreign business partners
- Advocating for major projects
- Coordinating trade missions and trade events
- Building relationships with host-country officials



Promotion – U.S. Commercial Service 2006 goals

- Promote Free Trade Agreements (FTAs)
- Increase the number of exporters and number of markets per exporter by:
 - Working with force multipliers and strategic partnerships with the private sector and state and local governments
 - Promoting other ITA and trade promotion agency programs
 - Conducting outreach efforts to strategic constituencies



How the U.S. Commercial Service can partner with you

NAM National Association of Manufacturers
Leadership. Advocacy. Involvement.

Navigation: About Us | Membership | Manufacturing and Trade Data | Communications and Media | Take Action | Manufacturers' Daily Blog | Member Services | Home

Categories:

- FREE Exporting Consultation
- Exporter Resources
- Finding Your Market
- Generating Leads and Opportunities
- How To Get Paid
- Rules and Regulations
- Finding a Representative Overseas
- Exporting FAQs

Profit from Exporting

Home > SMNs > Exporting [Printer Friendly](#)

The NAM and the Department of Commerce have combined resources to provide our members easy access to information on **exporting**. Click on any of the links below or to the left for more information.

Latest News

Find new customers in the lucrative markets of China and the Middle East/North Africa

The U.S. Commercial Service's Business Information Centers for China and the Middle East/North Africa are valuable resources for U.S. businesses that provide country-specific information, key industry information, tools to evaluate export readiness, international sales

- Market Research
- Website Content
- Webinars & Seminars
- Instructional Materials
- Export Counseling

**Last year, we helped over 90,000 companies,
The majority of which had *50 employees or less***

The U.S. Commercial Service
has offices in 82 countries accounting
for 96% of world export markets



Market Access and Compliance

David Bohigian

We help you gain market access by:

- Resolving market access and country specific issues
- Identifying and combating trade barriers
- Resolving compliance cases



U.S. Department of Commerce

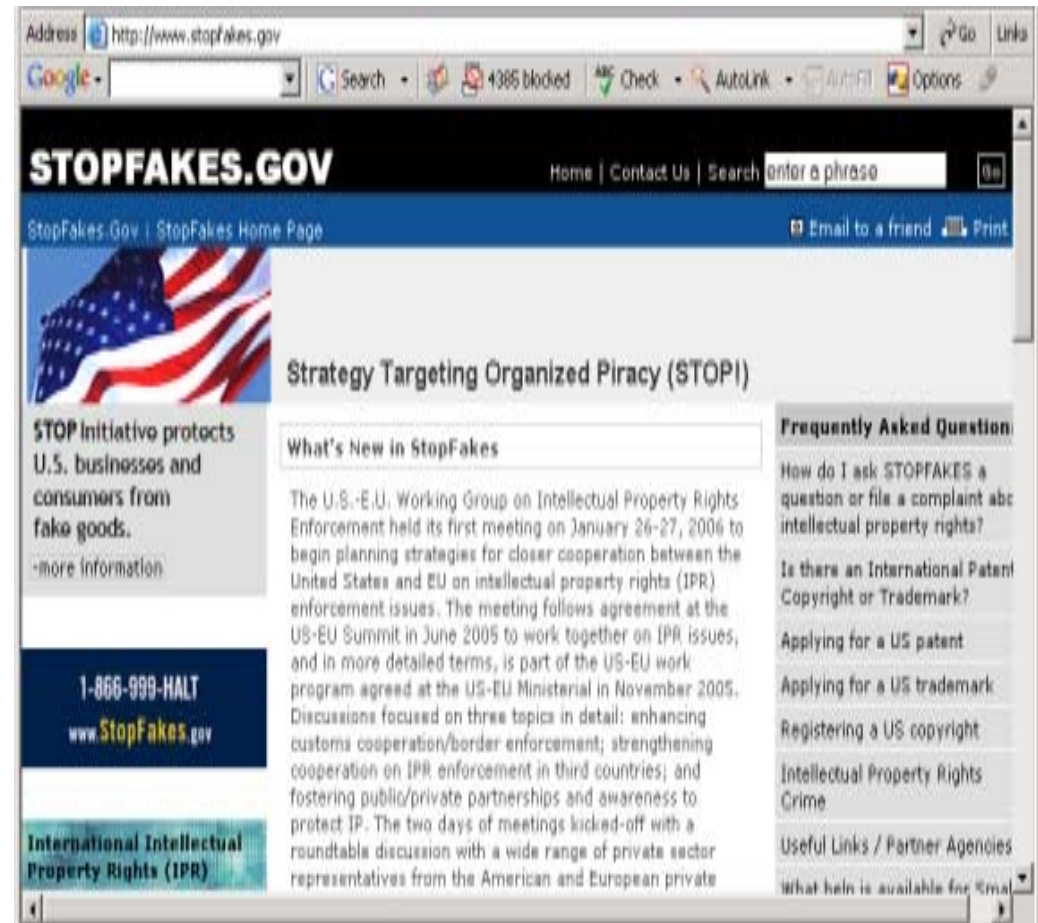
International Trade Administration

Market Access and Compliance: Solving Compliance Problems

- Quotas
- Standards
- Customs
- IPR Protection & Piracy
- Government Procurement
- Transparency
- National Treatment
- Sanitary & Phytosanitary Standards

StopFakes.gov

- Comprehensive website with practical tools to help you protect your intellectual property abroad.
- IPR toolkits for China, Korea, Mexico, Russia, Taiwan



Negotiations – Market Access and Compliance 2006 Goals

- Strengthen private sector dialogues in key markets (China, India, NAFTA, EU)
- Support USTR in FTA and Doha negotiations
- Monitor compliance with trade agreements
- Focus on cross-cutting issues (standards, IPR)
- Support U.S. foreign policy agenda through economic engagement

Manufacturing and Services

Al Frink

We help you remain competitive by:

- Advocating policies that assist U.S. manufacturers and service industries compete abroad
- Working to reduce costs for the manufacturing sector
- Ensuring industry's voice is reflected through ITACs, President's Export Council, Manufacturing Council and the Travel and Tourism Advisory Board

Standards

- Has significant effect on global competitiveness
- Improving dialogues with key foreign governments
 - China, matching cooperator grants and standards center
 - India, U.S.- India Commercial Dialogue
 - Korea, new exchanges
 - European Union
- Standards attaches deployed to key markets

Competitiveness – Manufacturing and Service’s 2006 Goals

- Lead efforts to support U.S. industry competitiveness
 - Assess impact of domestic and international economic policies on U.S. competitiveness
 - Industry’s voice on regulatory impact
 - Complete implementation of Manufacturing Report
- Provide analytic support to illustrate benefits of trade negotiations

Import Administration

David Spooner

We help ensure fair trade by

- Administering our trade laws
- Petition counseling
- Subsidy monitoring
- Textile export promotion

Enforcement - Import Administration 2006 Priorities

- Fulfill our statutory responsibilities to implement AD/CVD laws
- Proactively resolve disputes (e.g. Mexican cement, China textiles)
- Achieve balanced outcomes in WTO Rules negotiations



Strategic Engagement in WTO Rules Negotiations

- Further develop U.S. negotiating stance, including input from trade law users, Congress and the business community
- Seek package that improves transparency and increases disciplines
- Reach out to major stakeholders, both domestic and foreign parties

III. Wrap up: We need from you

- Information about:
 - Market access problems
 - Compliance issues
 - Standards/IPR concerns
- Information on corporate activity (visiting senior executives, product launches, new investments, board meetings)
- Lead trade missions

ITA Organization

