

Appendix J: Trade Promotion Coordinating Committee (TPCC)

Introduction

The Trade Promotion Coordinating Committee (TPCC) is an interagency committee that is comprised of 19 U.S. government agencies.¹⁰ Each TPCC agency plays a key role in advancing the Administration's goal of maximizing U.S. export potential. The Export Enhancement Act of 1992 established the TPCC to coordinate U.S. government export promotion initiatives under the leadership of the Secretary of Commerce. The President and Chairman of the Export-Import Bank serves as the Vice-Chair of the TPCC.

Among the responsibilities of the TPCC is to prepare and submit to Congress an annual report entitled the National Export Strategy (NES) that outlines the Administration's trade promotion agenda. In April 2004, the TPCC issued the most recent NES report to Congress that provides a status report on progress made toward implementing the recommendations presented in the 2002 and 2003 NES reports. TPCC accomplishments during 2003 that pertain to Ex-Im Bank are summarized below.

Highlights of TPCC Accomplishments During 2003

Highlights of the TPCC's major accomplishments during 2003 that directly impact Ex-Im Bank and its competitive position vis-à-vis foreign export credit agencies include:

- Ex-Im Bank and Small Business Administration (SBA) finalized terms for a Co-Guarantee Agreement that will build on previous efforts to harmonize the export working capital loan programs of both agencies. This approach will provide the exporter with more easily accessible trade finance and the lender with combined SBA and Ex-Im Bank coverage without having to deal with two separate agencies.
- Broadening the scope of the joint marketing task force, which includes representation from Ex-Im Bank, SBA, the U.S. Commerce Department's Census Bureau and International Trade Administration, and the U.S. Department of Agriculture. This task force produces literature on U.S. government trade promotion programs that it disseminates at major domestic trade shows, trade financing seminars and direct mail campaigns. This marketing effort provides the U.S. export community with information and knowledge on how to effectively use U.S. government programs to boost U.S. export potential.

¹⁰ Members of the TPCC are the following U.S. government agencies: U.S. Departments of Commerce (Chair), State, Treasury, Agriculture, Defense, Energy, Transportation, Interior, Labor, the Overseas Private Investment Corporation, Ex-Im Bank, U.S. Agency for International Development, Small Business Administration, U.S. Trade and Development Agency, U.S. Trade Representative, Environmental Protection Agency, the Council of Economic Advisors, National Economic Council and the Office of Management and Budget.

- Creating increased opportunities for U.S. exporters by marketing the availability of Ex-Im Bank financing to foreign buyers during the developmental phase of projects. Specific aims are to: (1) identify nascent U.S. export opportunities and, where appropriate, encourage foreign buyers to source goods and services from U.S. suppliers; and (2) demonstrate USG financing support for these U.S. export opportunities at the initial developmental stage of the project; and (3) assist the company to enhance its proposal.
- Responding to U.S. exporters' demands for a U.S. Government response to foreign governments' use of concessional financing for development-related capital projects, in 2002 the TPCC introduced a USG mixed credit concept. The idea was, and still is, to combine USAID grants with Ex-Im Bank standard export credit financing for development-related projects that are identified as priorities by USAID and consistent with the OECD tied aid rules. (When combined, the two funding sources create a tied aid credit.) In 2004, USAID and Ex-Im Bank identified an inaugural project to test the mixed credit concept and are currently working out how to implement the project.
- Continuing the cross-training program in which TPCC agencies train their staffs on a host of U.S. government trade promotion programs. The objective is to prepare the next generation of international trade officers to accurately gauge their customer's real needs and export objectives and to package and seamlessly deliver an effective, customized solution integrating a multitude of different services from the TPCC Agencies. In 2003, the training was given to 92 participants from a total of ten federal agencies.