

Key Contacts

U.S. Department of Commerce
International Trade Administration

International Trade Administration: www.trade.gov

A Web site with links to all of the programs and operating units of the International Trade Administration

U.S. government export portal: www.export.gov

A Web portal to the International Trade Administration and 11 other federal agencies with trade-related assistance programs, with links to programs and events targeted at U.S. exporters

Trade Information Center: 1-800-USA-TRAD(E)

A toll-free telephone line for information on sources of export counseling and assistance

Trade Compliance Center: <http://tcc.export.gov/>

The one-stop shop for obtaining U.S. government assistance in resolving trade barriers or unfair trade situations in foreign markets

Stop Fakes: www.stopfakes.gov

The home page of a multi-agency program to protect intellectual property rights in the global marketplace

The International Trade Administration's mission is to create prosperity by strengthening the competitiveness of U.S. industry, promoting trade and investment, and ensuring fair trade and compliance with trade laws and agreements.



INTERNATIONAL
TRADE
ADMINISTRATION

1401 Constitution Ave., NW
Washington, DC 20230

www.trade.gov



International Trade Administration

Enhancing America's
Global Competitiveness

What is the International Trade Administration?

The International Trade Administration (ITA) is charged with the mission of strengthening the competitiveness of U.S. industry, of promoting trade and investment, and of ensuring fair trade and compliance with trade laws and agreements. ITA creates opportunities for U.S. workers and firms by promoting international trade opportunities and by fostering a level playing field for American business.

ITA is an integral part of the U.S. Department of Commerce. It leverages its relationships with other government bureaus and agencies to maximize the influence of its programs and to minimize their cost. ITA enhances its ability to serve customers through strategic public-private partnerships with American international trade service providers, making ITA's resources go further.

ITA accomplishes its mission through four distinct yet complementary activities:

- Enhancing international trade and investment opportunities for American companies
- Improving the capabilities of U.S. manufacturers and service providers through market access, analysis, and advocacy programs
- Enforcing and negotiating trade agreements to ensure that U.S. companies and consumers obtain the maximum benefits possible
- Ensuring that imports coming into the United States comply with trade laws and agreements

These activities are organized into four different divisions that comprise the ITA:

- Market Access and Compliance
- United States and Foreign Commercial Service
- Manufacturing and Services
- Import Administration

All of ITA's divisions work together as a team—a team dedicated to helping U.S. businesses compete and win in the global marketplace.

United States and Foreign Commercial Service

— Expanding Your Networks Globally

The United States and Foreign Commercial Service (USFCS) helps U.S. companies enter and expand in markets worldwide. Each year, USFCS counsels tens of thousands of U.S. companies and facilitates billions of dollars of U.S. export sales through a seamless network of offices in 109 U.S. cities and at U.S. embassies and consulates in 80 countries. USFCS is the largest part and most public face of ITA, providing U.S. companies the services of all ITA divisions, including

- Counseling businesses
- Developing market entry strategies
- Providing world-class market research
- Introducing sellers to qualified buyers
- Participating in trade events
- Engaging in trade advocacy

USFCS is also the primary U.S. government conduit through which U.S. companies compete for global business opportunities available through multilateral development banks.

Manufacturing and Services

— Enhancing America's Competitiveness

The Manufacturing and Services (MAS) unit of ITA supports, sustains, and improves America's business environment. It serves as the voice of, and a valuable resource for, the manufacturing and service sectors of the U.S. economy. The unit's industry experts and economists shape trade policy, create conditions that encourage innovation, lower the cost of doing business, and promote U.S. economic growth by expanding market access and increasing exports. They do so by

- Evaluating domestic regulations, trade policies, and negotiations that enhance the global competitiveness of U.S. industry
- Participating in and ensuring private industries' input into the interagency trade policy, regulatory, and promotion process
- Organizing trade capacity-building programs
- Developing a public policy environment that advances U.S. competitiveness at home and abroad

MAS also oversees a number of other important programs, including the Manufacturing Initiative, the Standards and Competitiveness Initiative, the Travel and Tourism Advisory Board, Industry Trade Advisory Committees, the Manufacturing Council, and the President's Export Council.

Import Administration

— Leveling the Playing Field

The Import Administration (IA) enforces trade laws and agreements to prevent unfairly traded imports from entering into the United States. This effort safeguards both jobs and the competitive strength of U.S. industry, while still allowing the American people to benefit from international trade. IA is also the lead federal agency responsible for developing and implementing policies and programs that counter unfair trade practices by foreign governments and companies.

IA also administers a number of other programs that increase U.S. competitiveness with the world:

- Foreign Trade Zones (FTZs) are located throughout the United States and provide a duty-equalized physical environment for U.S. businesses competing internationally. By eliminating duties on exports and deferring duties on domestic shipments, FTZs help level the playing field for U.S. companies while encouraging domestic employment and investment.
- The Textile and Apparel Export Program is an aggressive export expansion program designed to help these industries compete. From 2004 to 2006, this program assisted nearly 200 companies with more than \$150 million in immediate and projected export sales.
- Other programs administered by IA include the Statutory Import Program and the Steel Import Monitoring and Analysis Licensing System.

Market Access and Compliance

— Opening Markets for U.S. Industry

The Market Access and Compliance (MAC) unit of ITA develops strategies to obtain market access abroad for U.S. companies and to ensure compliance by other countries with their obligations to the United States in the more than 270 international trade agreements that the United States implemented. MAC's country desk officers and officers in the Trade Compliance Center focus on resolving trade complaints, helping American companies overcome trade barriers, and addressing market access issues such as

- Intellectual property and piracy
- Quotas
- Standards
- Customs
- Transparency and contract sanctity
- National treatment
- Good governance
- Sanitary and phytosanitary standards

MAC also provides critical country and trade barrier analysis for the development of U.S. trade policy. Its officers develop programs to improve foreign commercial climates in key markets so that the business environment is conducive to U.S. exports. MAC also leads other important initiatives, including Invest in America and the Program for Entrepreneurial Growth.



Export growth is booming. U.S. merchandise exports were up by 13.9 percent in 2006 with our 30 largest export markets, and were up by more than 20 percent with countries such as Brazil, Chile, China, Colombia, Germany, and India.



Exports to the 11 countries with which the United States implemented a free trade agreement between 2001 and 2006 grew on average 18 percent from 2005 to 2006, versus 14 percent with the rest of the world.



In 1955, international trade was less than 10 percent of U.S. gross domestic product. In 2006, it approached 30 percent and continues to grow.



One out of every six manufacturing jobs in the United States is directly connected to exports.