



INTERNATIONAL
TRADE
ADMINISTRATION



Trans-Pacific Partnership Opportunities by Market



In the 21st-century global economy, the United States' prosperity is directly tied to our ability to sell American goods and services to the 95% of consumers who live beyond our borders. That is why President Obama is pursuing an ambitious, high-standard trade agenda to expand access to some of the fastest-growing markets around the world. The recently signed Trans-Pacific Partnership (TPP), which includes 12 countries and spans nearly 40% of global GDP, is an essential opportunity to strengthen the U.S. economy and support well-paying jobs here at home.

Our TPP partners have diverse markets that are ripe for more U.S. exports from a wide range of sectors. Canada, Mexico, and Japan are already three of the top five U.S. export destinations. Rapidly expanding markets in Southeast Asia hold tremendous commercial potential for U.S. exporters. TPP will also update the terms of our existing trade agreements with two partners in Latin America, Chile and Peru.

The Department of Commerce is committed to educating U.S. businesses and workers about the benefits of this important agreement. The 11 "Country Factsheets" included in this report inform readers about how the TPP can open doors for the high-quality American products and services that foreign customers desire.

The TPP will create a level playing field for U.S. businesses by eliminating more than 18,000 tariffs on Made in America products sold overseas and establishing the highest standards on labor, the environment, and the digital economy ever to be included in a trade agreement. The agreement's impact on Made in America exports to the five TPP countries with which the United States does not have an existing trade agreement will be particularly profound. These include large, well-established markets like Japan, where U.S. companies exported \$66.8 billion in goods, and growing markets like Malaysia and Vietnam, where U.S. goods exports totaled \$13 billion and \$5.7 billion in 2014, respectively.

As Secretary of Commerce, I take seriously the responsibility of ensuring the United States is able to compete effectively in the global marketplace. The Trans-Pacific Partnership gives our companies and workers the potential to do just that. I hope that resources like these TPP Country Factsheets and our previously released 15 Industry Factsheets – all developed by staff at the Department of Commerce and available at trade.gov/tpp – will provide useful information for anyone who wants to learn more about the agreement.



Penny Pritzker
U.S. Secretary of Commerce



Table of Contents

Australia	1
Brunei	3
Canada	5
Chile	7
Japan	9
Malaysia	11
Mexico	13
New Zealand	15
Peru	17
Singapore	19
Vietnam	21



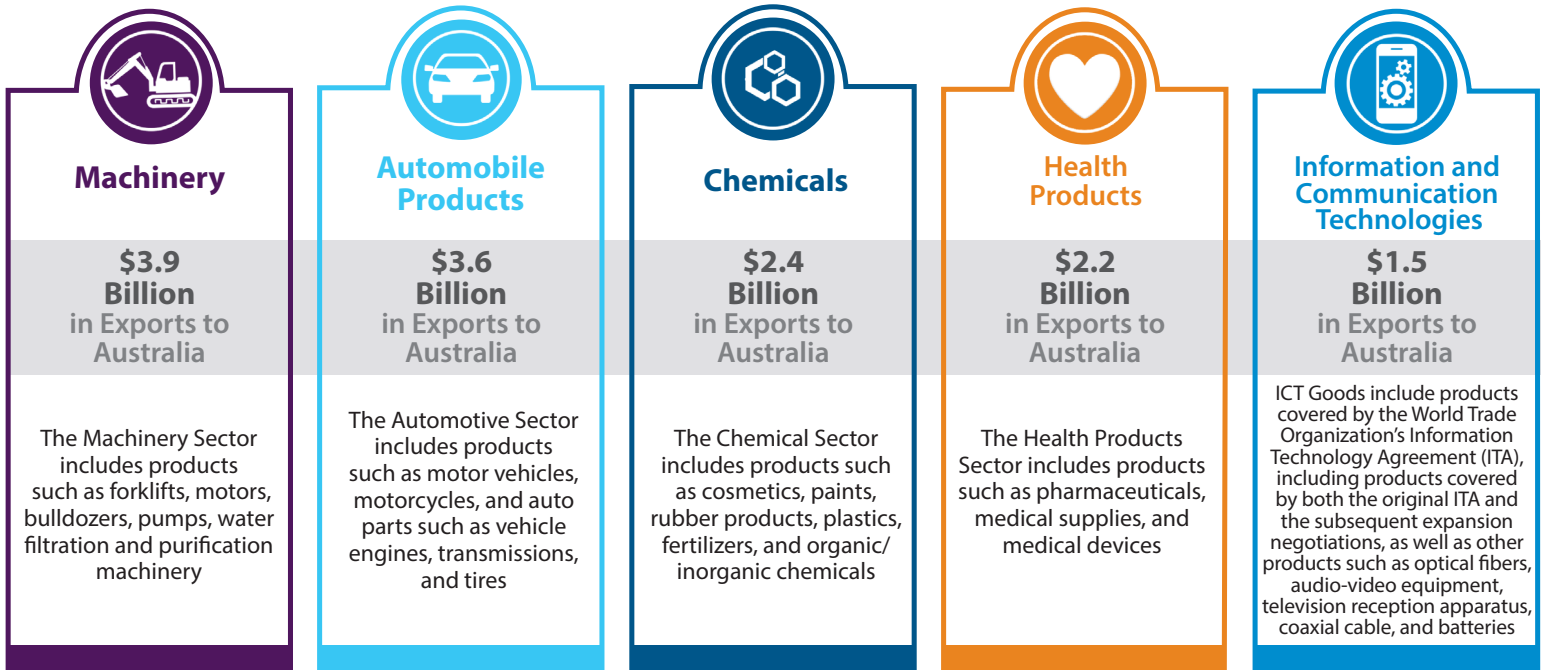
Australia: U.S. Export Opportunities under TPP



Australia is a Key U.S. Export Market

- **Australia's** economy is valued at **\$1.4 trillion***
- **\$26.6 billion** in goods and **\$19.4 billion** in services were exported from the **United States to Australia** in 2014
- **33,503** U.S. companies exported goods to **Australia** in **2013 – 92.2%** were small and medium-sized companies
- **130,703** U.S. jobs supported by goods exports to **Australia** and **124,624** jobs supported by services exports to **Australia** in 2014

Australia is an Important TPP Partner for U.S. Exports of Industrial and Consumer Goods



* 2014 nominal GDP

To look up the TPP tariff treatment for specific products, please visit our FTA Tariff Tool at www.export.gov/FTA/ftatarifftool

Additional New Market Access Benefits for U.S. Exporters



Agriculture: TPP will provide new and commercially meaningful market access for U.S. exports of food and agricultural products; eliminate the use of agricultural export subsidies; discourage countries from imposing export restrictions; and ensure food safety, animal health, and plant health measures are developed and implemented transparently and in a science-based manner.

For more information, please visit:
www.fas.usda.gov/TPP



Services: TPP will expand market access and investment opportunities in a number of services sectors, including entertainment, telecommunications, software licensing, internet industries, retailing, and logistics/express delivery. TPP will bar discrimination against digital provision of services and prevent customs duties on electronic transmissions.

For more information, please visit:
www.trade.gov/fta/TPP

TPP Saves Money, Increases Competitiveness

Investment: TPP ensures that U.S. investors have the same kinds of protections in TPP markets that the United States already provides investors here at home, such as due process, non-discrimination, and just compensation in the event of expropriation.

Customs and Rules of Origin: Creates transparent and predictable rules to facilitate the quick release of goods and promote TPP regional supply chains. Promotes common rules of origin and customs procedures to ensure that TPP benefits go to the United States and other TPP countries, not countries like China.

Digital Economy: Establishes requirements that support a single, global Internet, including ensuring a free flow of data across borders. Promotes non-discriminatory treatment of digital products transmitted electronically, including a commitment that TPP countries will not impose customs duties on digital products.

Intellectual Property Rights: TPP establishes strong and balanced protections for patents, trademarks, copyrights, and trade secrets, including safeguards against

cyber theft of trade secrets, as well as robust enforcement that will protect innovation and the 40 million American jobs that are directly or indirectly tied to innovation. TPP goes beyond past trade agreements to require partner countries to criminalize the theft, including cyber theft, of trade secrets. Similarly, enhanced protection and enforcement tools for chemical patents and trademarks will give exporters greater assurances that their innovations and brands are secure in TPP markets.

Regulatory Coherence: TPP establishes principles to guide government processes for planning, implementing, and reviewing regulations. Partner countries have also agreed to a set of good regulatory practices, including the use of regulatory impact assessments and regulators' assessments of the economic costs and benefits of the regulation.

Remanufactured Goods: TPP ensures that remanufactured products receive the same treatment as new goods. Inclusion of provisions on remanufactured products is a new discipline for many TPP countries.

Market Opportunity Spotlights



Aerospace and Defense

Australia has committed to a significant expansion of its **defense capabilities**, proposing \$152 billion in new equipment and systems acquisitions over the coming decade. The United States is by far the major overseas source for Australian military needs. The three major defense shows in Australia all prominently feature U.S. Pavilions. With the bilateral trade relationship already underpinned by the 11 year old AUSFTA and the eight year old Australia U.S. Defense Trade Cooperation Treaty, the TPP fine tunes an already robust partnership through improved customs provisions, regulatory coherence, and rules of origin that incentivize manufacturing in the United States.



High-Tech Equipment

Australia is a strong market for U.S. manufacturers of **high-tech laboratory and scientific instruments**. Australia's overall science performance is among the strongest in the world, with a solid research presence in medical sciences, health sciences, and biotechnology. The main customers of the science industry are engaged in pathology, R&D, environmental testing, engineering, medical/health, and mining. Under TPP, the enhancement of regional supply chains and the elimination of customs inefficiencies will boost the competitiveness of American-made high-tech instruments in the Australian market.

TPP Works for America

3,070,564
Jobs Supported by
Goods Exported to TPP
countries in 2014

\$726.5 Billion
2014 Total U.S. Goods
Exported to TPP
Countries

175,859
U.S. Companies
Exported Goods to
TPP Countries in 2013

97%
SME share of U.S.
Goods-Exporting
Companies to TPP
Countries in 2013

30%
SME share of U.S.
Goods Exports to TPP
Countries in 2013








Brunei: U.S. Export Opportunities under TPP



Brunei is a Key U.S. Export Market

- **Brunei's** economy is valued at **\$17.1 billion***
- **\$549 million** in goods in **2014** were exported from the **United States to Brunei**
- **673** U.S. companies exported goods to **Brunei** in **2013** – **68.2%** were small and medium-sized companies
- **2,809** U.S. jobs supported by goods exports to **Brunei** in 2014

TPP Will Eliminate All Foreign Import Taxes on Industrial and Consumer Goods in the Top Export Sectors in Brunei for U.S. Exporters

	 Machinery	 Information and Communication Technologies	 High-Tech Instruments	 Energy Products	 Consumer Goods
Before TPP	\$31 Million in Exports to Brunei	\$24 Million in Exports to Brunei	\$8 Million in Exports to Brunei	\$7 Million in Exports to Brunei	\$2 Million in Exports to Brunei
	20% Current Maximum Tariff in Sector	20% Current Maximum Tariff in Sector	5% Current Maximum Tariff in Sector	5% Current Maximum Tariff in Sector	20% Current Maximum Tariff in Sector
With TPP	80.5% of U.S. Goods Exports will be Duty-Free Immediately in Brunei	84.3% of U.S. Goods Exports will be Duty-Free Immediately in Brunei	57.7% of U.S. Goods Exports will be Duty-Free Immediately in Brunei	97.3% of U.S. Goods Exports will be Duty-Free Immediately in Brunei	94.3% of U.S. Goods Exports will be Duty-Free Immediately in Brunei

* 2014 nominal GDP

To look up the TPP tariff treatment for specific products, please visit our FTA Tariff Tool at www.export.gov/FTA/ftatarifftool

Additional New Market Access Benefits for U.S. Exporters



Agriculture: TPP will provide new and commercially meaningful market access for U.S. exports of food and agricultural products; eliminate the use of agricultural export subsidies; discourage countries from imposing export restrictions; and ensure food safety, animal health, and plant health measures are developed and implemented transparently and in a science-based manner.

For more information, please visit:
www.fas.usda.gov/TPP



Services: TPP will expand market access and investment opportunities in a number of services sectors, including entertainment, telecommunications, software licensing, internet industries, retailing, and logistics/express delivery. TPP will bar discrimination against digital provision of services and prevent customs duties on electronic transmissions.

For more information, please visit:
www.trade.gov/fta/TPP

TPP Saves Money, Increases Competitiveness

Intellectual Property Rights:

TPP establishes strong and balanced protections for patents, trademarks, copyrights, and trade secrets, including safeguards against cyber theft of trade secrets, as well as robust enforcement that will protect innovation and the 40 million American jobs that are directly or indirectly tied to innovation. TPP goes beyond past trade agreements to require partner countries to criminalize the theft, including cyber theft, of trade secrets. Similarly, enhanced protection and enforcement tools for chemical patents and trademarks will give exporters greater assurances that their innovations and brands are secure in TPP markets.

Government Procurement: TPP guarantees new market access to government procurement markets in TPP

countries and ensures fair, transparent, and non-discriminatory rules for covered procurement.

State-Owned Enterprises (SOEs):

Develops rules to ensure that U.S. private sector businesses and workers are able to compete on fair terms with SOEs engaged in commercial activity. These include ensuring that SOE commercial purchases and sales take place on the basis of commercial considerations and those SOEs and designated monopolies do not discriminate against U.S. enterprises, goods, and services. TPP also guarantees that U.S. SOEs providing public services continue to operate without interference.

Labor: Establishes enforceable obligations, including adherence to fundamental labor rights as recognized by the International Labor Organization.

Market Opportunity Spotlights



Medical Device Regulatory Coherence

TPP provides a unique opportunity to improve **medical device regulatory coherence** in TPP member countries, potentially leading to greater U.S. exports. For example, Brunei does not have a medical device regulatory regime currently in place. Under TPP, Brunei has committed to using transparent, non-discriminatory rules to develop technical regulations; using internationally developed medical device guidance documents when writing those regulations; and aligning these regulations with those found in other countries. In 2014, the United States exported \$8 million in medical devices to Brunei; market opportunities there should increase significantly once Brunei adopts an internationally consistent medical device regulatory regime, allowing the country to provide more life-enhancing and life-extending medical technologies for its citizens.



Information and Communication Technology (ICT)

Brunei's ICT Industry is driven both by government intervention and consumer demand and continues to grow. Brunei's market is very dependent on imports and U.S. products are traditionally well-received. There are more mobile telephones in Brunei than residents and over 70% of the population has access to the Internet. The ICT sector has been identified as a potential area for economic diversification and the government of Brunei is seeking to increase the ICT sector's contribution to the GDP of Brunei. The best prospects within the ICT sector are government projects including software development and data centers.

TPP Works for America

3,070,564
Jobs Supported by
Goods Exported to TPP
countries in 2014

\$726.5 Billion
2014 Total U.S. Goods
Exported to TPP
Countries

175,859
U.S. Companies
Exported Goods to
TPP Countries in 2013

97%
SME share of U.S.
Goods-Exporting
Companies to TPP
Countries in 2013

30%
SME share of U.S.
Goods Exports to TPP
Countries in 2013



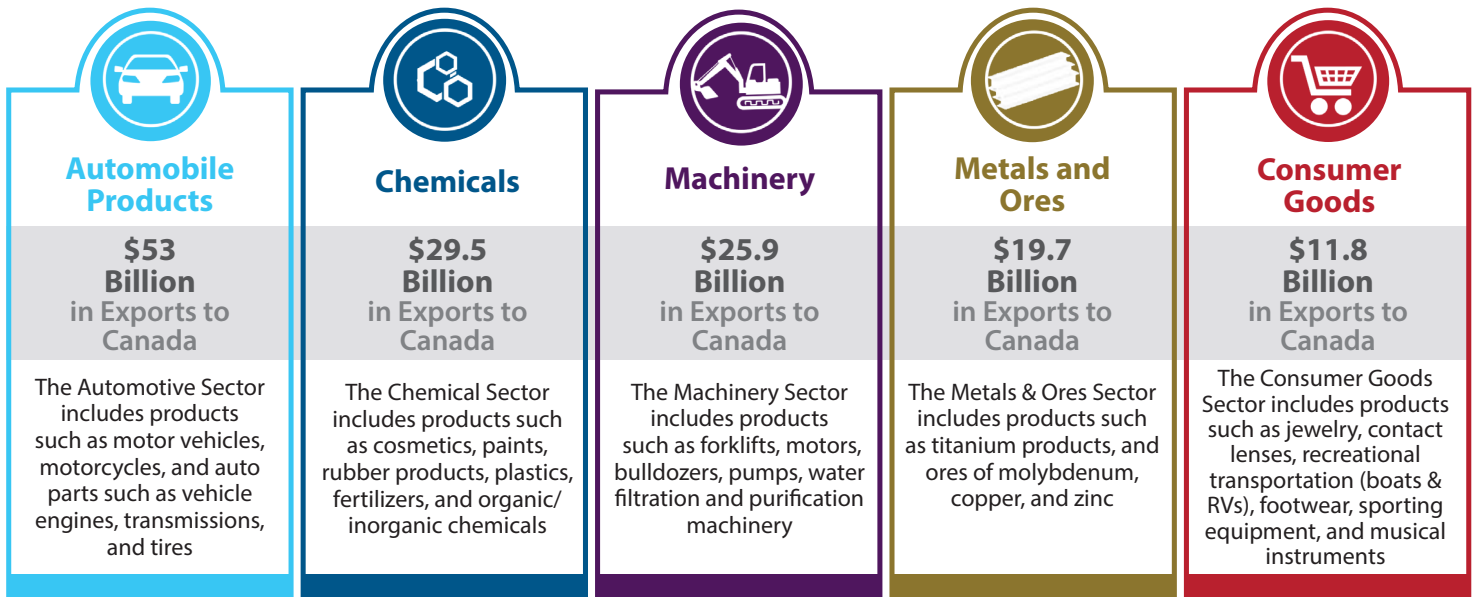
Canada: U.S. Export Opportunities under TPP



Canada is a Key U.S. Export Market

- **Canada's** economy is valued at **\$1.8 trillion***
- **\$312.4 billion** in goods and **\$61.4 billion** in services were exported from the **United States to Canada** in 2014
- **94,922** U.S. companies exported goods to **Canada** in **2013** – **94.9%** were small and medium-sized companies
- **1,305,588** U.S. jobs supported by goods exports to **Canada** and **394,247** jobs supported by services exports to **Canada** in 2014

Canada is an Important TPP Partner for U.S. Exports of Industrial and Consumer Goods



* 2014 nominal GDP

To look up the TPP tariff treatment for specific products, please visit our FTA Tariff Tool at www.export.gov/FTA/ftatarifftool

Additional New Market Access Benefits for U.S. Exporters



Agriculture: TPP will provide new and commercially meaningful market access for U.S. exports of food and agricultural products; eliminate the use of agricultural export subsidies; discourage countries from imposing export restrictions; and ensure food safety, animal health, and plant health measures are developed and implemented transparently and in a science-based manner.

For more information, please visit:
www.fas.usda.gov/TPP



Services: TPP will expand market access and investment opportunities in a number of services sectors, including entertainment, telecommunications, software licensing, internet industries, retailing, and logistics/express delivery. TPP will bar discrimination against digital provision of services and prevent customs duties on electronic transmissions.

For more information, please visit:
www.trade.gov/fta/TPP

TPP Saves Money, Increases Competitiveness

Intellectual Property Rights: TPP establishes strong and balanced protections for patents, trademarks, copyrights, and trade secrets, including safeguards against cyber theft of trade secrets, as well as robust enforcement that will protect innovation and the 40 million American jobs that are directly or indirectly tied to innovation. TPP goes beyond past trade agreements to require partner countries to criminalize the theft, including cyber theft, of trade secrets. Similarly, enhanced protection and enforcement tools for chemical patents and trademarks will give exporters greater assurances that their innovations and brands are secure in TPP markets.

Digital Economy: Establishes requirements that support a single, global Internet, including ensuring a free flow of data across borders. Promotes non-discriminatory treatment of digital products transmitted electronically, including a commitment that TPP countries will not impose customs duties on digital products.

Technical Barriers to Trade (TBT): Enhances transparency, reduces

unnecessary testing and certification costs, and promotes greater openness as standards are developed. Establishes sector-specific TBT commitments on medical devices, pharmaceuticals, cosmetics, information and communication technologies, food and food additives, organics, and distilled spirits that strive to align standards and regulations across the TPP region.

Regulatory Coherence: TPP establishes principles to guide government processes for planning, implementing, and reviewing regulations. Partner countries have also agreed to a set of good regulatory practices, including the use of regulatory impact assessments and regulators' assessments of the economic costs and benefits of the regulation.

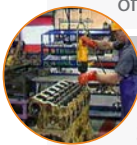
Customs and Rules of Origin: Creates transparent and predictable rules to facilitate the quick release of goods and promote TPP regional supply chains. Promotes common rules of origin and customs procedures to ensure that TPP benefits go to the United States and other TPP countries, not countries like China.

Market Opportunity Spotlights



Building Products

In 2014, U.S. exports of **building products** to Canada totaled \$13.5 billion. U.S. building product exports are dominant in Canada's import market. They already enter duty-free under the North America Free Trade Agreement and enjoy excellent brand recognition and a reputation for quality performance and strong product support. The size of the Canadian construction market, the growth of green building within that market, and the variety of green construction projects planned suggests solid continuing prospects for U.S. building product exporters. TPP improves regulatory environment through its chapters on Technical Barriers to Trade and Regulatory Coherence, which reduces unnecessary barriers to trade for U.S. exporters of building materials to the Canadian market.



U.S. Remanufactured Products

Canada is the #1 export destination for **U.S. remanufactured products**. The United States is the world's largest remanufacturer, and the TPP Rules of Origin chapter ensures that recovered materials used in the production of a remanufactured product count as TPP materials, allowing more remanufactured goods to count as TPP originating. Because remanufacturing is a complex, high-value, and labor-intensive production process, these commitments reduce the need for companies to import materials and components from outside the TPP region and incentivize domestic production, benefitting U.S. workers.

TPP Works for America

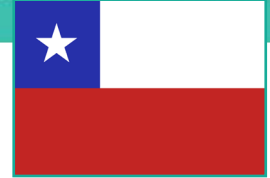
3,070,564
Jobs Supported by
Goods Exported to TPP
countries in 2014

\$726.5 Billion
2014 Total U.S. Goods
Exported to TPP
Countries

175,859
U.S. Companies
Exported Goods to TPP
Countries in 2013

97%
SME share of U.S.
Goods-Exporting
Companies to TPP
Countries in 2013

30%
SME share of U.S.
Goods Exports to TPP
Countries in 2013

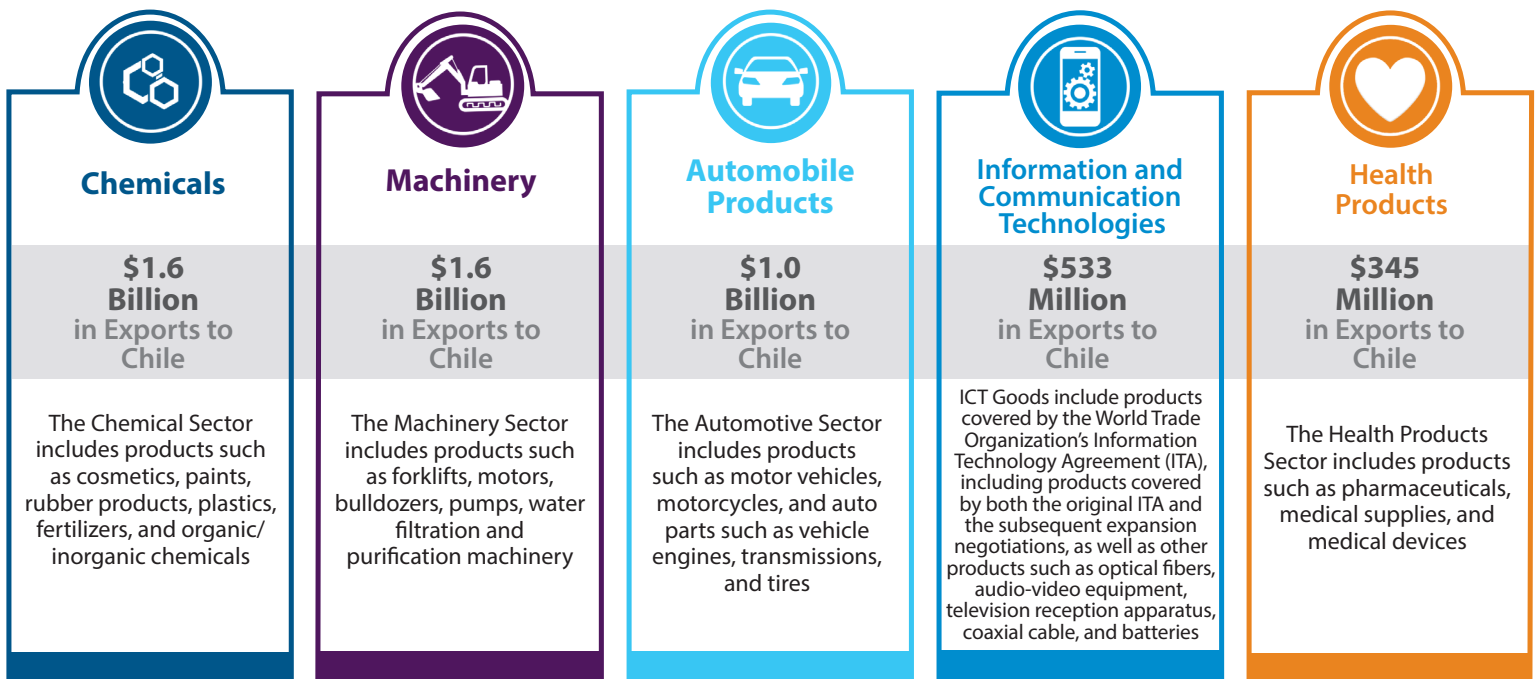


Chile: U.S. Export Opportunities under TPP

Chile is a Key U.S. Export Market

- **Chile's** economy is valued at **\$258 billion***
- **\$16.5 billion** in goods and **\$3.8 billion** in services in 2014 were exported from the **United States to Chile**
- **15,426** U.S. companies exported goods to **Chile** in **2013** – **87.7%** were small and medium-sized companies
- **62,531** U.S. jobs supported by goods exports to **Chile** and **24,502** jobs supported by services exports to **Chile** in 2014

Chile is an Important TPP Partner for U.S. Exports of Industrial and Consumer Goods



* 2014 nominal GDP

To look up the TPP tariff treatment for specific products, please visit our FTA Tariff Tool at www.export.gov/FTA/ftatarifftool

Additional New Market Access Benefits for U.S. Exporters



Agriculture: TPP will provide new and commercially meaningful market access for U.S. exports of food and agricultural products; eliminate the

use of agricultural export subsidies; discourage countries from imposing export restrictions; and ensure food safety, animal health, and plant health measures are developed and implemented transparently and in a science-based manner.

For more information, please visit:
www.fas.usda.gov/TPP



Services: TPP will expand market access and investment opportunities in a number of services sectors, including entertainment, telecommunications,

software licensing, internet industries, retailing, and logistics/express delivery. TPP will bar discrimination against digital provision of services and prevent customs duties on electronic transmissions.

For more information, please visit:
www.trade.gov/fta/TPP

TPP Saves Money, Increases Competitiveness

Cumulation: TPP allows countries to treat materials from another TPP country in the same way they treat materials from any other TPP country when these materials are used to make a TPP good. This concept, called cumulation, strengthens incentives for TPP businesses to integrate production and supply chains within the TPP region, making it more attractive to do business with producers in the United States and other TPP countries than with producers outside the TPP region.

Intellectual Property Rights: TPP establishes strong and balanced protections for patents, trademarks, copyrights, and trade secrets, including safeguards against cyber theft of trade secrets, as well as robust enforcement that will protect innovation and the 40 million American jobs that are directly or indirectly tied to innovation. TPP goes beyond past trade agreements to require partner countries to criminalize the theft, including cyber theft, of trade secrets. Similarly, enhanced protection and enforcement tools for chemical patents and trademarks will give exporters greater assurances that their innovations and brands are secure in TPP markets.

Sanitary and Phytosanitary (SPS): TPP ensures that science-based SPS measures are developed and implemented in a transparent, predictable, and non-

discriminatory manner, while at the same time preserving the ability of U.S. and other TPP regulatory agencies to do what they deem necessary to protect food safety and plant and animal health.

Small and Medium-Sized Businesses: TPP will address trade barriers that pose disproportionate challenges to small businesses, such as high tariffs, overly complex trade paperwork, corruption, customs "red tape," restrictions on Internet data flows, weak logistics services that raise costs, and slow delivery of small shipments.

Technical Barriers to Trade (TBT): Enhances transparency, reduces unnecessary testing and certification costs, and promotes greater openness as standards are developed. Establishes sector-specific TBT commitments on medical devices, pharmaceuticals, cosmetics, information and communication technologies, food and food additives, organics, and distilled spirits that strive to align standards and regulations across the TPP region.

Investment: TPP ensures that U.S. investors have the same kinds of protections in TPP markets that the United States already provides investors here at home, such as due process, non-discrimination, and just compensation in the event of expropriation.

Market Opportunity Spotlights



Agriculture Products and Machinery

U.S. companies exporting **agricultural machinery and related services** will find new opportunities to supply Chile's growing agricultural export sector due to TPP. The U.S. exported \$878 million in agricultural products and \$110 million in agricultural equipment to Chile in 2014. High-demand products include irrigation equipment and systems, precision agriculture equipment, and fresh fruit harvesting equipment. The counter-cyclical agricultural cycles of the United States and Chile offer complementary supply chains in fresh produce as well as related products. Cumulation, which allows materials from all TPP countries to be used to manufacture a TPP good, and harmonization of SPS regulations across TPP markets will make supply chain integration in this sector easier.



Construction and Engineering

Chile needs to expand and upgrade its port, road, and rail infrastructure to serve its growing export industries. **U.S. construction equipment and engineering service providers** are significant players in this sector and TPP will help create new commercial opportunities. The United States is the single largest supplier of the Chilean construction industry, accounting for 34% of construction equipment imports, mostly heavy machinery, high-tech building materials, and capital equipment. The United States exported \$601 million in construction equipment and \$26 million in architectural and engineering services to Chile in 2014.

TPP Works for America

3,070,564
Jobs Supported by
Goods Exported to TPP
countries in 2014

\$726.5 Billion
2014 Total U.S. Goods
Exported to TPP
Countries

175,859
U.S. Companies
Exported Goods to TPP
Countries in 2013

97%
SME share of U.S.
Goods-Exporting
Companies to TPP
Countries in 2013

30%
SME share of U.S.
Goods Exports to TPP
Countries in 2013



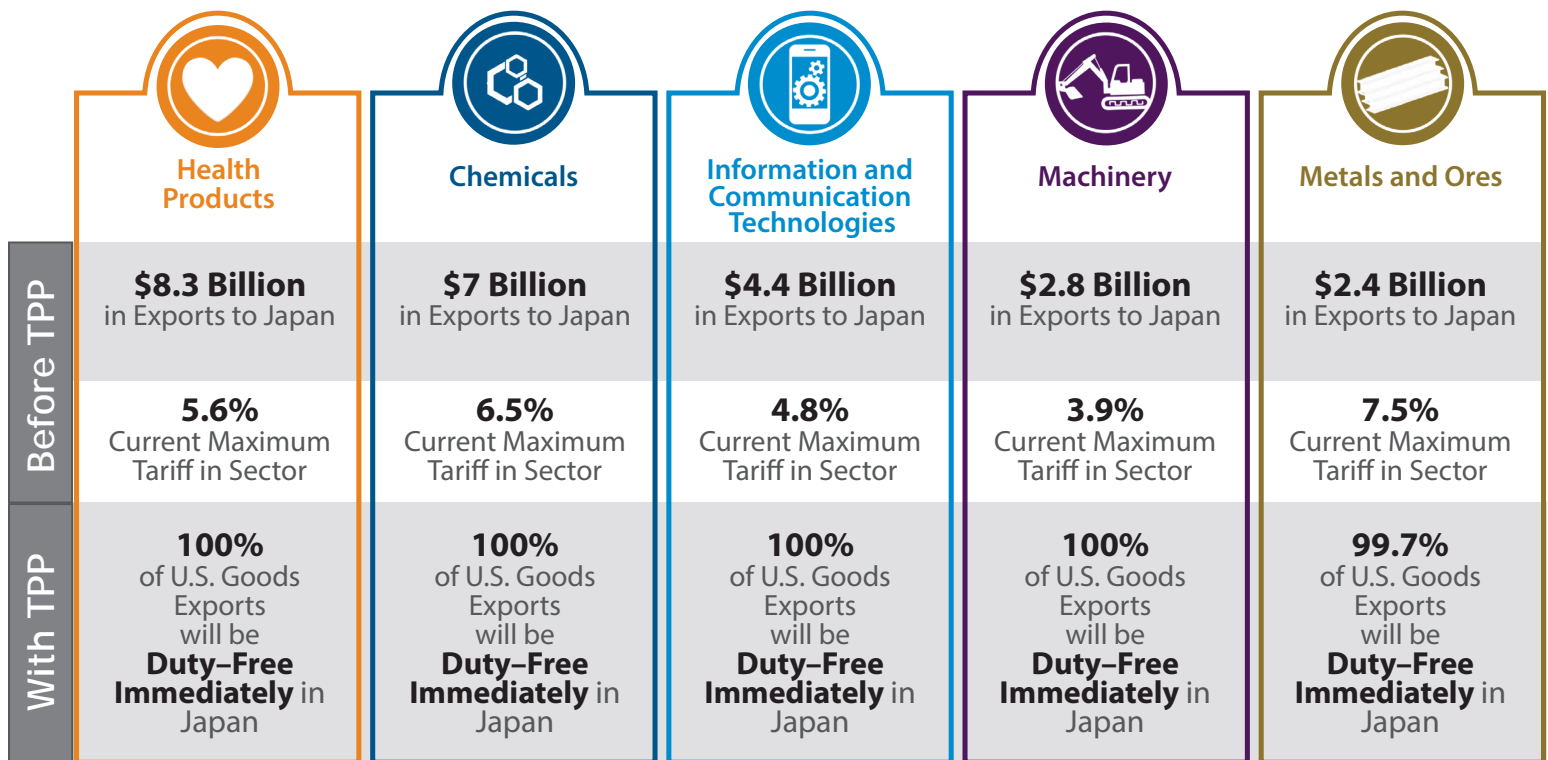
Japan: U.S. Export Opportunities under TPP



Japan is a Key U.S. Export Market

- Valued at **\$4.6 trillion**, **Japan** is the third largest economy in the world*
- **\$66.8 billion** in goods and **\$46.7 billion** in services in 2014 were exported from the **United States to Japan**
- **28,055** U.S. companies exported goods to **Japan** in **2013** – **90%** were small and medium-sized companies
- **337,067** U.S. jobs supported by goods exports to **Japan** and **300,076** jobs supported by services exports to **Japan** in 2014

TPP Will Eliminate All Foreign Import Taxes on Industrial and Consumer Goods in the Top Export Sectors in Japan for U.S. Exporters



* 2014 nominal GDP

To look up the TPP tariff treatment for specific products, please visit our FTA Tariff Tool at www.export.gov/FTA/ftatarifftool

Additional New Market Access Benefits for U.S. Exporters



Agriculture: TPP will provide new and commercially meaningful market access for U.S. exports of food and agricultural products; eliminate the

use of agricultural export subsidies; discourage countries from imposing export restrictions; and ensure food safety, animal health, and plant health measures are developed and implemented transparently and in a science-based manner.

For more information, please visit:
www.fas.usda.gov/TPP



Services: TPP will expand market access and investment opportunities in a number of services sectors, including entertainment, telecommunications,

software licensing, internet industries, retailing, and logistics/express delivery. TPP will bar discrimination against digital provision of services and prevent customs duties on electronic transmissions.

For more information, please visit:
www.trade.gov/fta/TPP

TPP Saves Money, Increases Competitiveness

Technical Barriers to Trade (TBT) and Regulatory Coherence: Enhances transparency, reduces unnecessary testing and certification costs, and promotes greater openness as standards are developed. Establishes sector-specific TBT commitments on medical devices, pharmaceuticals, cosmetics, information and communication technologies, food and food additives, organics, and distilled spirits that strive to align standards and regulations across the TPP region.

U.S. - Japan Motor Vehicle Trade: Key TPP Outcomes

Japan's behind the border barriers, or non-tariff measures (NTMs) have limited market access for U.S. motor vehicle exports through opaque regulatory regimes, restrictions of distribution of U.S. vehicles, and onerous standards

and technical regulations. As part of a broader effort in TPP to create a trading environment that further opens markets to U.S. motor vehicle exports and enhances the United States' position as a center of global manufacturing, the United States has addressed these barriers through bilateral negotiations with Japan in parallel with the broader TPP negotiations.

U.S. Tariffs on Cars and Light Trucks

imported from Japan will be phased-out over 25 and 30 years, respectively. For comparison, U.S. tariffs on cars were phased-out in year 5 under the U.S. agreement with Korea and immediately under NAFTA, while tariffs on trucks were phased out in year 10 under both KORUS and NAFTA. The TPP's long phase-out provides an expanded opportunity for U.S. firms to pursue the Agreement's market-opening opportunities prior to any reduction in U.S. tariffs.

Market Opportunity Spotlights



Alaskan Pollock

The United States is the sole supplier of Alaskan Pollock to the Japanese market, which imports \$248 million on average each year. Alaskan Pollock faces a 4.2% tariff, which results in an estimated \$10.4 million in annual duties levied on U.S. exports. Under its previous trade agreements, Japan has excluded Pollock from tariff elimination. However, under TPP, the 4.2% tariff will be eliminated immediately upon implementation, helping to make U.S. Pollock more competitive, to the benefit of U.S. fishermen.



Leather Goods

TPP will provide U.S. exporters of leather goods and leather footwear significant new access to Japan's market. Currently, those exports are significantly restricted by the import quota and high tariffs (up to 189%) Japan applies to those goods. Under TPP, Japan will immediately eliminate its quota for leather goods and leather footwear before phasing out all remaining tariffs.

TPP Works for America

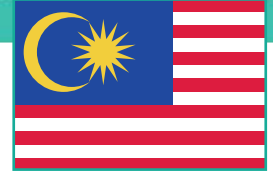
3,070,564
Jobs Supported by
Goods Exported to TPP
countries in 2014

\$726.5 Billion
2014 Total U.S. Goods
Exported to TPP
Countries

175,859
U.S. Companies
Exported Goods to TPP
Countries in 2013

97%
SME share of U.S.
Goods-Exporting
Companies to TPP
Countries in 2013

30%
SME share of U.S.
Goods Exports to TPP
Countries in 2013








Malaysia: U.S. Export Opportunities under TPP

Malaysia is a Key U.S. Export Market

- **Malaysia's** economy is valued at **\$338.1 billion***
- **\$13 billion** in goods and **\$2.9 billion** in services in 2014 were exported from the **United States to Malaysia**
- **13,089** U.S. companies exported goods to **Malaysia** in **2013** – **87.6%** were small and medium-sized companies
- **61,096** U.S. jobs supported by goods exports to **Malaysia** and **18,372** jobs supported by services exports to **Malaysia** in 2014

TPP Will Eliminate All Foreign Import Taxes on Industrial and Consumer Goods in the Top Export Sectors in Malaysia for U.S. Exporters

	 Chemicals	 Machinery	 High-Tech Instruments	 Metals and Ores	 Building Products
Before TPP	\$928 Million in Exports to Malaysia	\$855 Million in Exports to Malaysia	\$443 Million in Exports to Malaysia	\$416 Million in Exports to Malaysia	\$295 Million in Exports to Malaysia
	30% Current Maximum Tariff in Sector	30% Current Maximum Tariff in Sector	25% Current Maximum Tariff in Sector	30% Current Maximum Tariff in Sector	60% Current Maximum Tariff in Sector
With TPP	88.7% of U.S. Goods Exports will be Duty-Free Immediately in Malaysia	94.4% of U.S. Goods Exports will be Duty-Free Immediately in Malaysia	100% of U.S. Goods Exports will be Duty-Free Immediately in Malaysia	80.4% of U.S. Goods Exports will be Duty-Free Immediately in Malaysia	82.7% of U.S. Goods Exports will be Duty-Free Immediately in Malaysia

* 2014 nominal GDP

To look up the TPP tariff treatment for specific products, please visit our FTA Tariff Tool at www.export.gov/FTA/ftatarifftool

Additional New Market Access Benefits for U.S. Exporters



Agriculture: TPP will provide new and commercially meaningful market access for U.S. exports of food and agricultural products; eliminate the

use of agricultural export subsidies; discourage countries from imposing export restrictions; and ensure food safety, animal health, and plant health measures are developed and implemented transparently and in a science-based manner.

For more information, please visit:
www.fas.usda.gov/TPP



Services: TPP will expand market access and investment opportunities in a number of services sectors, including entertainment, telecommunications,

software licensing, internet industries, retailing, and logistics/express delivery. TPP will bar discrimination against digital provision of services and prevent customs duties on electronic transmissions.

For more information, please visit:
www.trade.gov/fta/TPP

TPP Saves Money, Increases Competitiveness

Intellectual Property Rights:

TPP establishes strong and balanced protections for patents, trademarks, copyrights, and trade secrets, including safeguards against cyber theft of trade secrets, as well as robust enforcement that will protect innovation and the 40 million American jobs that are directly or indirectly tied to innovation. TPP goes beyond past trade agreements to require partner countries to criminalize the theft, including cyber theft, of trade secrets. Similarly, enhanced protection and enforcement tools for chemical patents and trademarks will give exporters greater assurances that their innovations and brands are secure in TPP markets.

Government Procurement:

TPP guarantees new market access to government procurement markets in TPP

countries and ensures fair, transparent, and non-discriminatory rules for covered procurement.

State-Owned Enterprises (SOEs):

Develops rules to ensure that U.S. private sector businesses and workers are able to compete on fair terms with SOEs engaged in commercial activity. These include ensuring that SOE commercial purchases and sales take place on the basis of commercial considerations and those SOEs and designated monopolies do not discriminate against U.S. enterprises, goods, and services. TPP also guarantees that U.S. SOEs providing public services continue to operate without interference.

Labor: Establishes enforceable obligations, including adherence to fundamental labor rights as recognized by the International Labor Organization.

Market Opportunity Spotlights



Heating, Cooling, Plumbing

Top U.S. building product exports to Malaysia include electrical switches and wiring, plate glass, nails, screws, bolts and other fasteners, and heating, cooling, and plumbing systems. Some of these products face tariffs as high as 30% into Malaysia. Under TPP, all of these products will become duty free, with most tariffs being eliminated immediately.



Motorcycles

American high quality motorcycles are in demand throughout the TPP region for their quality and craftsmanship. Yet, American-made motorcycle exports face prohibitive tariffs in new TPP markets: Malaysia applies tariffs ranging up to 30%. Under TPP, U.S. motorcycles will see deep annual cuts to the tariffs before they are phased out entirely. These significant cuts to the tariffs, combined with the rising middle class in the Asia-Pacific region, will provide new export opportunities to America's motorcycle manufacturers.

TPP Works for America

3,070,564
Jobs Supported by
Goods Exported to TPP
countries in 2014

\$726.5 Billion
2014 Total U.S. Goods
Exported to TPP
Countries

175,859
U.S. Companies
Exported Goods to TPP
Countries in 2013

97%
SME share of U.S.
Goods-Exporting
Companies to TPP
Countries in 2013

30%
SME share of U.S.
Goods Exports to TPP
Countries in 2013



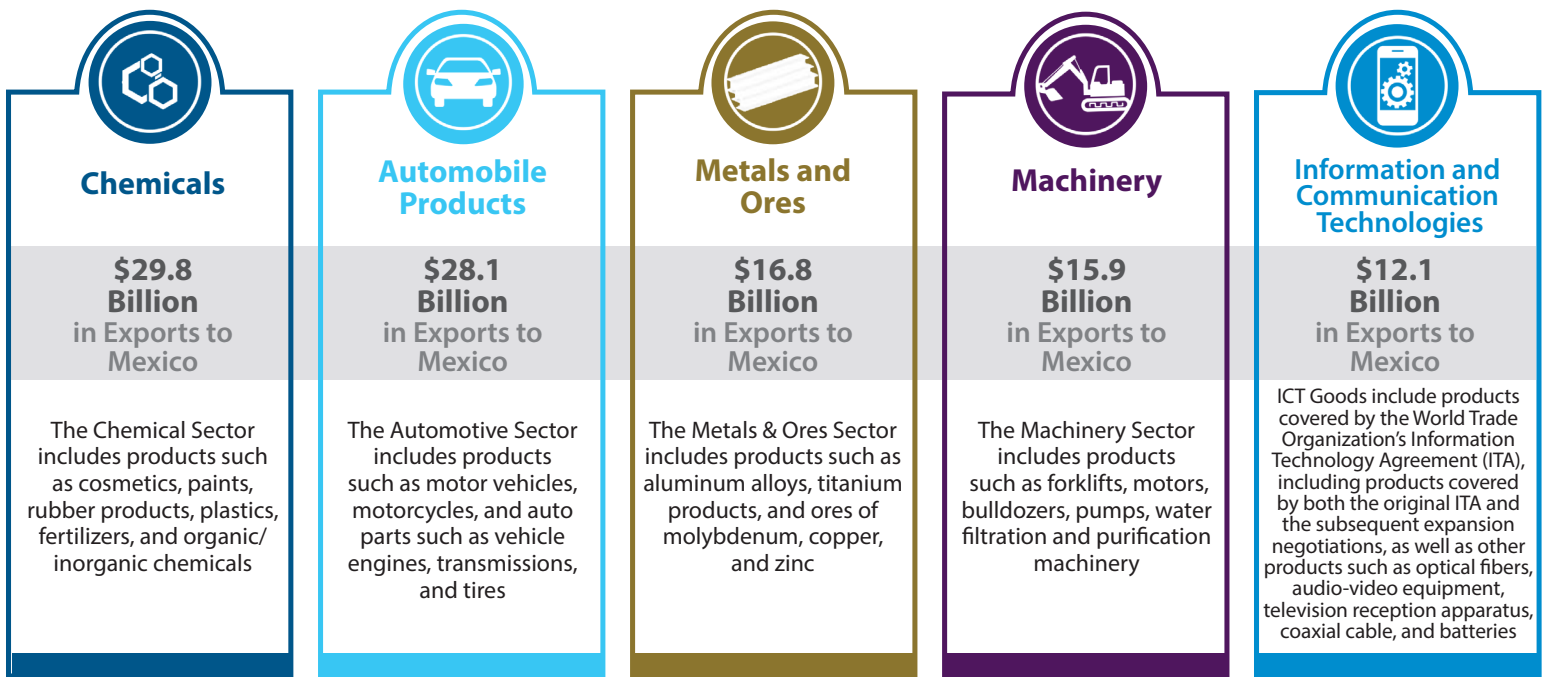
Mexico: U.S. Export Opportunities under TPP



Mexico is a Key U.S. Export Market

- **Mexico's** economy is valued at **\$1.3 trillion***
- **\$240.2 billion** in goods and **\$30 billion** in services in 2014 were exported from the **United States to Mexico**
- **57,502** U.S. companies exported goods to **Mexico** in **2013** – **93.9%** were small and medium-sized companies
- **952,849** U.S. jobs supported by goods exports to **Mexico** and **192,777** U.S. supported by services exports to **Mexico** in 2014

Mexico is an Important TPP Partner for U.S. Exports of Industrial and Consumer Goods



* 2014 nominal GDP

To look up the TPP tariff treatment for specific products, please visit our FTA Tariff Tool at www.export.gov/FTA/ftatarifftool

Additional New Market Access Benefits for U.S. Exporters



Agriculture: TPP will provide new and commercially meaningful market access for U.S. exports of food and agricultural products; eliminate the use of agricultural export subsidies; discourage countries from imposing export restrictions; and ensure food safety, animal health, and plant health measures are developed and implemented transparently and in a science-based manner.

For more information, please visit:
www.fas.usda.gov/TPP



Services: TPP will expand market access and investment opportunities in a number of services sectors, including entertainment, telecommunications, software licensing, internet industries, retailing, and logistics/express delivery. TPP will bar discrimination against digital provision of services and prevent customs duties on electronic transmissions.

For more information, please visit:
www.trade.gov/fta/TPP

TPP Saves Money, Increases Competitiveness

Small and Medium-Sized Businesses: TPP will address trade barriers that pose disproportionate challenges to small businesses, such as high tariffs, overly complex trade paperwork, corruption, customs "red tape," restrictions on Internet data flows, weak logistics services that raise costs, and slow delivery of small shipments.

Customs and Rules of Origin: Creates transparent and predictable rules to facilitate the quick release of goods and promote TPP regional supply chains. Promotes common rules of origin and customs procedures to ensure that TPP benefits go to the United States and other TPP countries, not countries like China.

Labor: Establishes enforceable obligations, including adherence to fundamental labor rights as recognized by the International Labor Organization.

Environment: Creates strong and enforceable environment obligations and includes new provisions on wildlife trafficking, illegal logging, and illegal fishing practices.

Intellectual Property Rights: TPP establishes strong and balanced protections

for patents, trademarks, copyrights, and trade secrets, including safeguards against cyber theft of trade secrets, as well as robust enforcement that will protect innovation and the 40 million American jobs that are directly or indirectly tied to innovation. TPP goes beyond past trade agreements to require partner countries to criminalize the theft, including cyber theft, of trade secrets. Similarly, enhanced protection and enforcement tools for chemical patents and trademarks will give exporters greater assurances that their innovations and brands are secure in TPP markets.

State-Owned Enterprises (SOEs): Develops rules to ensure that U.S. private sector businesses and workers are able to compete on fair terms with SOEs engaged in commercial activity. These include ensuring that SOE commercial purchases and sales take place on the basis of commercial considerations and those SOEs and designated monopolies do not discriminate against U.S. enterprises, goods, and services. TPP also guarantees that U.S. SOEs providing public services continue to operate without interference.

Market Opportunity Spotlights



Energy

Demands for **renewable energy** goods and services is expected to grow due to Mexico's commitment to increase its electricity generated from clean energy sources to 35% by 2024. The United States exported \$198 million in renewable energy products to Mexico in 2014. Mexico's proximity to the United States and its world-class wind, solar, and geothermal potential signals significant export and investment potential. U.S. investors are expected to benefit from first-mover advantage in this growing sector, and TPP's stronger investment provisions and the most robust enforceable environmental standards of any trade agreement will increase the demand for renewable energy sources.



Agribusiness

Mexico is a leading export market for U.S. **agricultural equipment**. The United States exported \$813 million in agricultural equipment to Mexico in 2014, up 6.1% from the year before. Ninety percent of the agribusiness technology and equipment in Mexico is imported, with the United States accounting for 69% of this export market. TPP will increase demand for advanced U.S. technologies, such as irrigation equipment, green houses, and heaters due to Mexico moving into a more competitive position as an off-season exporter of high-value, small-volume agricultural products such as fruit and produce to TPP countries, particularly in the Asia region.

TPP Works for America

3,070,564
Jobs Supported by
Goods Exported to TPP
countries in 2014

\$726.5 Billion
2014 Total U.S. Goods
Exported to TPP
Countries

175,859
U.S. Companies
Exported Goods to TPP
Countries in 2013

97%
SME share of U.S.
Goods-Exporting
Companies to TPP
Countries in 2013

30%
SME share of U.S.
Goods Exports to TPP
Countries in 2013








New Zealand: U.S. Export Opportunities under TPP

New Zealand is a Key U.S. Export Market

- **New Zealand's** economy is valued at **\$197.5 billion***
- **\$4.3 billion** in goods and **\$2.2 billion** in services in 2014 were exported from the **United States to New Zealand**
- **11,907** U.S. companies exported goods to **New Zealand** in **2013** – **87.4%** were small and medium-sized companies
- **20,524** U.S. jobs supported by goods exports to **New Zealand** and **14,240** jobs supported by services exports to **New Zealand** in 2014

TPP Will Eliminate All Foreign Import Taxes on Industrial and Consumer Goods in the Top Export Sectors in New Zealand for U.S. Exporters

	 Machinery	 Chemicals	 Automobile Products	 Health Products	 Consumer Goods
Before TPP	\$417 Million in Exports to New Zealand	\$301 Million in Exports to New Zealand	\$289 Million in Exports to New Zealand	\$185 Million in Exports to New Zealand	\$152 Million in Exports to New Zealand
	5% Current Maximum Tariff in Sector	10% Current Maximum Tariff in Sector	10% Current Maximum Tariff in Sector	10% Current Maximum Tariff in Sector	10% Current Maximum Tariff in Sector
With TPP	93.4% of U.S. Goods Exports will be Duty-Free Immediately in New Zealand	83.2% of U.S. Goods Exports will be Duty-Free Immediately in New Zealand	99.3% of U.S. Goods Exports will be Duty-Free Immediately in New Zealand	99.5% of U.S. Goods Exports will be Duty-Free Immediately in New Zealand	86.4% of U.S. Goods Exports will be Duty-Free Immediately in New Zealand

* 2014 nominal GDP

To look up the TPP tariff treatment for specific products, please visit our FTA Tariff Tool at www.export.gov/FTA/ftatarifftool

Additional New Market Access Benefits for U.S. Exporters



Agriculture: TPP will provide new and commercially meaningful market access for U.S. exports of food and agricultural products; eliminate the use of agricultural export subsidies; discourage countries from imposing export restrictions; and ensure food safety, animal health, and plant health measures are developed and implemented transparently and in a science-based manner.

For more information, please visit:
www.fas.usda.gov/TPP



Services: TPP will expand market access and investment opportunities in a number of services sectors, including entertainment, telecommunications, software licensing, internet industries, retailing, and logistics/express delivery. TPP will bar discrimination against digital provision of services and prevent customs duties on electronic transmissions.

For more information, please visit:
www.trade.gov/fta/TPP

TPP Saves Money, Increases Competitiveness

Customs Procedures: TPP provides for transparent and predictable customs regulations to facilitate the quick release of goods and promote regional supply chains. This includes special features to support small business exporters, including extra facilitations to speed express delivery.

Sanitary and Phytosanitary (SPS): TPP ensures that science-based SPS measures are developed and implemented in a transparent, predictable, and non-discriminatory manner, while at the same time preserving the ability of U.S. and other TPP regulatory agencies to do what they deem necessary to protect food safety and plant and animal health.

Intellectual Property Rights: TPP establishes strong and balanced protections for patents, trademarks, copyrights, and trade secrets, including safeguards against cyber theft of trade secrets, as well as robust enforcement that will protect innovation and the 40 million American jobs that are directly or indirectly tied to innovation. TPP goes beyond past trade agreements to require partner countries to criminalize the theft, including cyber theft, of trade secrets. Similarly, enhanced protection and enforcement tools for chemical patents and trademarks will give exporters greater assurances that their innovations and brands are secure in TPP markets.

Market Opportunity Spotlights



Information and Communication Technology (ICT)

The ICT sector, including subsectors telecommunications, IT hardware, IT software, IT services, Internet services and wireless technologies, is viewed as a key tool by the New Zealand Government to increase local productivity and enhance innovation. U.S. brands are highly visible and enjoy a high receptivity by New Zealanders. U.S. suppliers of hardware represent approximately 50% of New Zealand's ICT imports. Increased demand is forecasted to follow international technology trends and mirror population increases.



Medical Equipment

New Zealand's healthcare system comprises public, private, and voluntary sectors that coordinate with each other to provide and fund healthcare for its population. U.S. exports of health products to New Zealand totaled \$186 million in 2014, which makes this sector the fourth largest industrial goods export sector for U.S. companies. U.S. exports of **medical equipment** are a major sub-sector within the health products sector, totaling \$111 million in 2014. Currently U.S. exports of health products face maximum tariffs of up to 10%. TPP will enhance the competitiveness of U.S. exports of health products by eliminating all duties on 99.5% of U.S. exports of health products once TPP goes into force.

TPP Works for America

3,070,564
Jobs Supported by
Goods Exported to TPP
countries in 2014

\$726.5 Billion
2014 Total U.S. Goods
Exported to TPP
Countries

175,859
U.S. Companies
Exported Goods to TPP
Countries in 2013

97%
SME share of U.S.
Goods-Exporting
Companies to TPP
Countries in 2013

30%
SME share of U.S.
Goods Exports to TPP
Countries in 2013








Peru: U.S. Export Opportunities under TPP



Peru is a Key U.S. Export Market

- **Peru's** economy is valued at **\$202.6 billion***
- **\$10.1 billion** in goods in **2014** were exported from the **United States to Peru**
- **11,072** U.S. companies exported goods to **Peru** in **2013** – **85.5%** were small and medium-sized companies
- **39,606** U.S. jobs supported by goods exports to **Peru** in 2014

Peru is an Important TPP Partner for U.S. Exports of Industrial and Consumer Goods

 <p>Machinery</p> <p>\$1.2 Billion in Exports to Peru</p> <p>The Machinery Sector includes products such as forklifts, motors, bulldozers, pumps, water filtration and purification machinery</p>	 <p>Chemicals</p> <p>\$1.2 Billion in Exports to Peru</p> <p>The Chemical Sector includes products such as cosmetics, paints, rubber products, plastics, fertilizers, and organic/inorganic chemicals</p>	 <p>Automobile Products</p> <p>\$389 Million in Exports to Peru</p> <p>The Automotive Sector includes products such as motor vehicles, motorcycles, and auto parts such as vehicle engines, transmissions, and tires</p>	 <p>Information and Communication Technologies</p> <p>\$357 Million in Exports to Peru</p> <p>ICT Goods include products covered by the World Trade Organization's Information Technology Agreement (ITA), including products covered by both the original ITA and the subsequent expansion negotiations, as well as other products such as optical fibers, audio-video equipment, television reception apparatus, coaxial cable, and batteries</p>	 <p>Building Products</p> <p>\$353 Million in Exports to Peru</p> <p>The Building Products Sector includes products such as electrical circuitry equipment and parts, lumber, pumps and compressors, HVAC equipment, and fiberglass insulation</p>
--	--	---	--	---

* 2014 nominal GDP

To look up the TPP tariff treatment for specific products, please visit our FTA Tariff Tool at www.export.gov/FTA/ftatarifftool

Additional New Market Access Benefits for U.S. Exporters



Agriculture: TPP will provide new and commercially meaningful market access for U.S. exports of food and agricultural products; eliminate the use of agricultural export subsidies; discourage countries from imposing export restrictions; and ensure food safety, animal health, and plant health measures are developed and implemented transparently and in a science-based manner.

For more information, please visit:
www.fas.usda.gov/TPP



Services: TPP will expand market access and investment opportunities in a number of services sectors, including entertainment, telecommunications, software licensing, internet industries, retailing, and logistics/express delivery. TPP will bar discrimination against digital provision of services and prevent customs duties on electronic transmissions.

For more information, please visit:
www.trade.gov/fta/TPP

TPP Saves Money, Increases Competitiveness

Intellectual Property Rights:

TPP establishes strong and balanced protections for patents, trademarks, copyrights, and trade secrets, including safeguards against cyber theft of trade secrets, as well as robust enforcement that will protect innovation and the 40 million American jobs that are directly or indirectly tied to innovation. TPP goes beyond past trade agreements to require partner countries to criminalize the theft, including cyber theft, of trade secrets. Similarly, enhanced protection and enforcement tools for chemical patents and trademarks will give exporters greater assurances that their innovations and brands are secure in TPP markets.

Government Procurement: TPP guarantees new market access to government procurement markets in TPP countries and ensures fair, transparent, and non-discriminatory rules for covered procurement.

Environment: Creates strong and enforceable environment obligations

and includes new provisions on wildlife trafficking, illegal logging, and illegal fishing practices.

Labor: Establishes enforceable obligations, including adherence to fundamental labor rights as recognized by the International Labor Organization.

Regulatory Coherence: TPP establishes principles to guide government processes for planning, implementing, and reviewing regulations. Partner countries have also agreed to a set of good regulatory practices, including the use of regulatory impact assessments and regulators' assessments of the economic costs and benefits of the regulation.

Customs Procedures: TPP provides for transparent and predictable customs regulations to facilitate the quick release of goods and promote regional supply chains. This includes special features to support small business exporters, including extra facilitations to speed express delivery.

Market Opportunity Spotlights



Agriculture/Processed Food and Equipment

The United States exported \$1.25 billion in **agricultural products**, \$51.8 million in **agricultural equipment**, and \$139 million in fertilizers and **agriculture chemicals** to Peru in 2014. The United States and Peru have counter-cyclical agricultural cycles, meaning the countries can establish complementary supply chains in fresh produce, and related products in the processed food and agricultural equipment and packaging sectors. Peru's increased market access to other TPP markets will increase its agricultural production resulting in increased demand for U.S. agricultural equipment, fertilizer, and agriculture chemicals.



Medical Equipment

The United States exported \$85 million in **medical equipment** to Peru in 2014. TPP enhances transparency, reduces unnecessary testing and certification costs, and promotes greater openness as standards are developed. TPP also establishes sector-specific TBT commitments on medical devices that strive to align standards and regulations across the TPP region, benefiting U.S. exporters of medical equipment to Peru.

TPP Works for America

3,070,564
Jobs Supported by
Goods Exported to TPP
countries in 2014

\$726.5 Billion
2014 Total U.S. Goods
Exported to TPP
Countries

175,859
U.S. Companies
Exported Goods to TPP
Countries in 2013

97%
SME share of U.S.
Goods-Exporting
Companies to TPP
Countries in 2013

30%
SME share of U.S.
Goods Exports to TPP
Countries in 2013

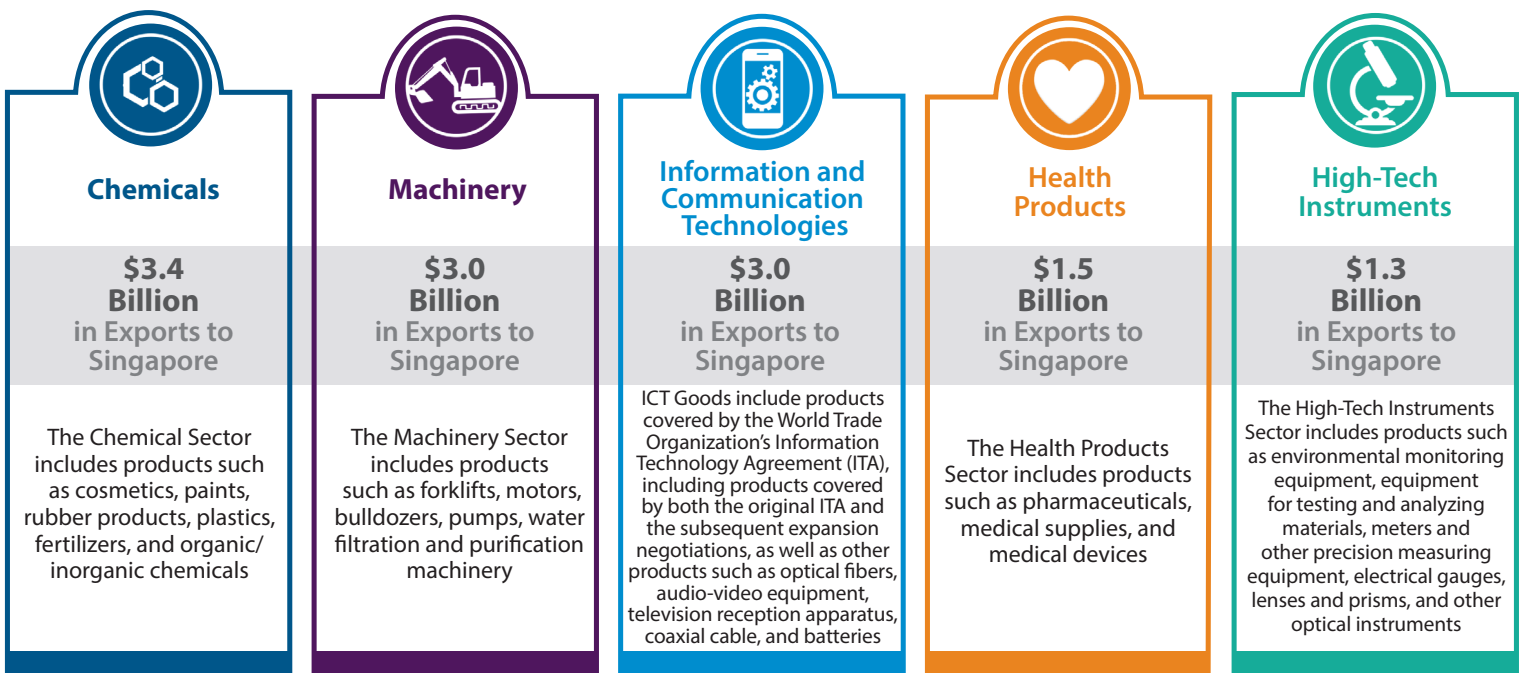


Singapore: U.S. Export Opportunities under TPP

Singapore is a Key U.S. Export Market

- **Singapore's** economy is valued at **\$307.9 billion***
- **\$30.2 billion** in goods and **\$11.9 billion** in services in 2014 were exported from the **United States to Singapore**
- **22,740** U.S. companies exported goods to **Singapore** in **2013** – **90.4%** were small and medium-sized companies
- **124,181** U.S. jobs supported by goods exports to **Singapore** and **76,732** jobs supported by services exports to **Singapore** in 2014

Singapore is an Important TPP Partner for U.S. Exports of Industrial and Consumer Goods



* 2014 nominal GDP

To look up the TPP tariff treatment for specific products, please visit our FTA Tariff Tool at www.export.gov/FTA/ftatarifftool

Additional New Market Access Benefits for U.S. Exporters



Agriculture: TPP will provide new and commercially meaningful market access for U.S. exports of food and agricultural products; eliminate the use of agricultural export subsidies; discourage countries from imposing export restrictions; and ensure food safety, animal health, and plant health measures are developed and implemented transparently and in a science-based manner.

For more information, please visit:
www.fas.usda.gov/TPP



Services: TPP will expand market access and investment opportunities in a number of services sectors, including entertainment, telecommunications, software licensing, internet industries, retailing, and logistics/express delivery. TPP will bar discrimination against digital provision of services and prevent customs duties on electronic transmissions.

For more information, please visit:
www.trade.gov/fta/TPP

TPP Saves Money, Increases Competitiveness

Regulatory Coherence: TPP establishes principles to guide government processes for planning, implementing, and reviewing regulations. Partner countries have also agreed to a set of good regulatory practices, including the use of regulatory impact assessments and regulators' assessments of the economic costs and benefits of the regulation.

Rules of Origin: TPP provides common rules of origin to ensure that TPP benefits go to the United States and other TPP countries, not China or other non-members.

Technical Barriers to Trade (TBT): Enhances transparency, reduces unnecessary testing and certification costs, and promotes greater openness as standards are developed. Establishes sector-specific TBT commitments on medical devices, pharmaceuticals, cosmetics, information and communication technologies, food and food additives,

organics, and distilled spirits that strive to align standards and regulations across the TPP region.

Sanitary and Phytosanitary (SPS): TPP ensures that science-based SPS measures are developed and implemented in a transparent, predictable, and non-discriminatory manner, while at the same time preserving the ability of U.S. and other TPP regulatory agencies to do what they deem necessary to protect food safety and plant and animal health.

Environment: Creates strong and enforceable environment obligations and includes new provisions on wildlife trafficking, illegal logging, and illegal fishing practices.

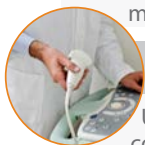
Labor: Establishes enforceable obligations, including adherence to fundamental labor rights as recognized by the International Labor Organization.

Market Opportunity Spotlights



Aerospace

The growing middle class in Asia has increased the market for air travel in Asia Pacific countries, creating opportunities across the region for **aerospace manufacturers**. Leading civil aircraft manufacturers project that more than a third of worldwide aircraft deliveries will go to Asia in the next two decades. Singapore is particularly well-equipped to capture the demand for aviation-related services from this market. Backed by a large pool of more than 100 aerospace companies, Singapore has garnered a quarter of the Asian Maintenance, Repair and Overhaul (MRO) market. Leading aerospace companies carry out comprehensive nose-to-tail MRO services from airframe to engine overhaul to aircraft modifications and conversion, all of which increase demand for U.S. aerospace components. TPP's strong protections for patents, trademarks, copyrights, and trade secrets, including safeguards against cyber theft of trade secrets, will drive further development of Singapore's MRO sector and subsequent demand for more U.S. components.



Medical Devices

U.S. exports of **medical devices** to Singapore totaled \$914 Million in 2014 and are consistently one of the largest U.S. export categories to Singapore each year. TPP's Technical Barriers to Trade chapter contains medical device specific provisions and implements new transparency and procedural fairness disciplines. The TPP will require governments to adhere to important regulatory principles for medical devices and follow reasonable timelines for review. These provisions, among others, will enhance market access in Singapore for U.S. medical device and diagnostics manufacturers.

TPP Works for America

3,070,564
Jobs Supported by
Goods Exported to TPP
countries in 2014

\$726.5 Billion
2014 Total U.S. Goods
Exported to TPP
Countries

175,859
U.S. Companies
Exported Goods to
TPP Countries in 2013

97%
SME share of U.S.
Goods-Exporting
Companies to TPP
Countries in 2013

30%
SME share of U.S.
Goods Exports to TPP
Countries in 2013








Vietnam: U.S. Export Opportunities under TPP



Vietnam is a Key U.S. Export Market

- **Vietnam's** economy is valued at **\$185.9 billion***
- **\$5.7 billion** in goods in **2014** were exported from the **United States to Vietnam**
- **6,598** U.S. companies exported goods to **Vietnam** in **2013** – **84%** were small and medium-sized companies
- **33,610** U.S. jobs supported by goods exports to **Vietnam** in 2014

TPP Will Eliminate All Foreign Import Taxes on Industrial and Consumer Goods in the Top Export Sectors in Vietnam for U.S. Exporters

					
	Information and Communication Technologies	Chemicals	Forest Products	Machinery	Textiles and Apparel
Before TPP	<p>\$527 Million in Exports to Vietnam</p> <p>35% Current Maximum Tariff in Sector</p>	<p>\$465 Million in Exports to Vietnam</p> <p>35% Current Maximum Tariff in Sector</p>	<p>\$342 Million in Exports to Vietnam</p> <p>25% Current Maximum Tariff in Sector</p>	<p>\$311 Million in Exports to Vietnam</p> <p>59% Current Maximum Tariff in Sector</p>	<p>\$206 Million in Exports to Vietnam</p> <p>100% Current Maximum Tariff in Sector</p>
With TPP	<p>96.9% of U.S. Goods Exports will be Duty-Free Immediately in Vietnam</p>	<p>87.5% of U.S. Goods Exports will be Duty-Free Immediately in Vietnam</p>	<p>95.4% of U.S. Goods Exports will be Duty-Free Immediately in Vietnam</p>	<p>82.9% of U.S. Goods Exports will be Duty-Free Immediately in Vietnam</p>	<p>98.4% of U.S. Goods Exports will be Duty-Free Immediately in Vietnam</p>

* 2014 nominal GDP

To look up the TPP tariff treatment for specific products, please visit our FTA Tariff Tool at www.export.gov/FTA/ftatarifftool

Additional New Market Access Benefits for U.S. Exporters



Agriculture: TPP will provide new and commercially meaningful market access for U.S. exports of food and agricultural products; eliminate the use of agricultural export subsidies; discourage countries from imposing export restrictions; and ensure food safety, animal health, and plant health measures are developed and implemented transparently and in a science-based manner.

For more information, please visit:
www.fas.usda.gov/TPP



Services: TPP will expand market access and investment opportunities in a number of services sectors, including entertainment, telecommunications, software licensing, internet industries, retailing, and logistics/express delivery. TPP will bar discrimination against digital provision of services and prevent customs duties on electronic transmissions.

For more information, please visit:
www.trade.gov/fta/TPP

TPP Saves Money, Increases Competitiveness

Labor: Establishes enforceable obligations, including adherence to fundamental labor rights as recognized by the International Labor Organization.

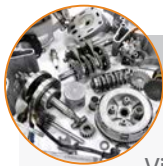
State-Owned Enterprises (SOEs): Develops rules to ensure that U.S. private sector businesses and workers are able to compete on fair terms with SOEs engaged in commercial activity. These include ensuring that SOE commercial purchases and sales take place on the basis of commercial considerations and those SOEs and designated monopolies do not discriminate against U.S. enterprises, goods, and services. TPP also guarantees that U.S. SOEs providing public services continue to operate without interference.

Intellectual Property Rights: TPP establishes strong and balanced protections for patents, trademarks,

copyrights, and trade secrets, including safeguards against cyber theft of trade secrets, as well as robust enforcement that will protect innovation and the 40 million American jobs that are directly or indirectly tied to innovation. TPP goes beyond past trade agreements to require partner countries to criminalize the theft, including cyber theft, of trade secrets. Similarly, enhanced protection and enforcement tools for chemical patents and trademarks will give exporters greater assurances that their innovations and brands are secure in TPP markets.

Government Procurement: TPP guarantees new market access to government procurement markets in TPP countries and ensures fair, transparent, and non-discriminatory rules for covered procurement.

Market Opportunity Spotlights



Auto Parts

Auto Parts - The United States exports nearly \$1.3 billion in auto parts to new TPP markets each year. These exports face tariffs as high as 32% in Vietnam. At the same time, competing auto parts made in China face lower—or even zero—tariffs in Malaysia and Vietnam as a result of trade agreements China has with those countries. Under TPP, 98.1% of U.S. auto parts exports will be eligible for immediate duty-free treatment into the new TPP markets, and all remaining tariffs will be eliminated over time.



Construction Equipment

Construction Equipment - Although Vietnam is currently a small market for U.S. construction equipment exports (by volume), it is a very attractive market for U.S. construction equipment manufacturers because of its growth potential and strong demand. The United States exported \$37.1 million in construction machinery to Vietnam in 2014, a 52.7 percent increase from 2012. In Vietnam, U.S. machinery competes with lower cost (but less efficient and less reliable) Chinese products. The high tariffs U.S. construction equipment manufacturers face in Vietnam (up to 59 percent) have been prohibitive while their Chinese competitors face significantly lower tariffs, thanks to existing trade agreements between Vietnam and China. The elimination of those tariffs through TPP will level the playing field and further strengthen U.S. manufacturers' competitive position.

TPP Works for America

3,070,564
Jobs Supported by
Goods Exported to TPP
countries in 2014

\$726.5 Billion
2014 Total U.S. Goods
Exported to TPP
Countries

175,859
U.S. Companies
Exported Goods to
TPP Countries in 2013

97%
SME share of U.S.
Goods-Exporting
Companies to TPP
Countries in 2013

30%
SME share of U.S.
Goods Exports to TPP
Countries in 2013



INTERNATIONAL
TRADE
ADMINISTRATION