

HOW THE NATIONAL EXPORT INITIATIVE IS WORKING

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THE CASE FOR EXPORTING

- Over 95% of the world's consumers live outside of the U.S.
 - More than 1 billion new middle class consumers worldwide in the next 15 years
- More than 80% of the world's purchasing power is located outside the U.S.
- U.S. goods and services are the gold standard of innovation, quality, and safety

NATIONAL FOCUS

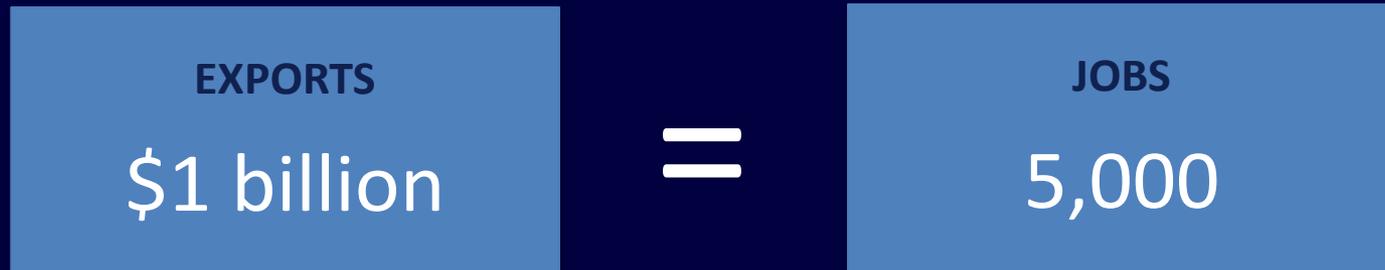


“So tonight, we set a new goal: We will double our exports over the next five years, an increase that will support two million jobs in America.”

President Obama
State of the Union
January 27, 2010

CREATING JOBS WITH EXPORT GROWTH

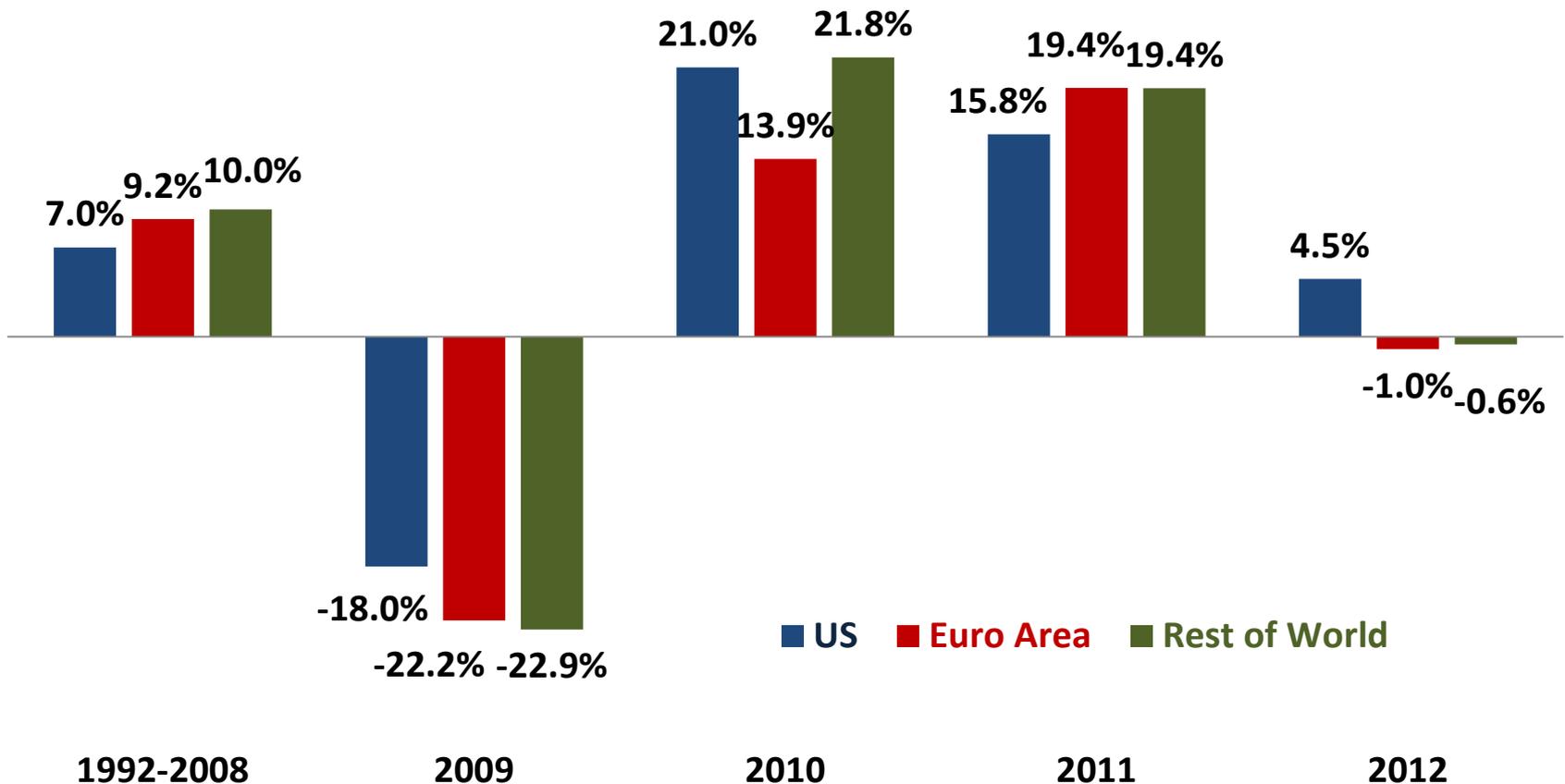
- US exports recently surpassed \$2.2 trillion.
 - First quarter of 2013 reached \$555 billion.
- American jobs supported by exports increased to 9.8 million in 2012.



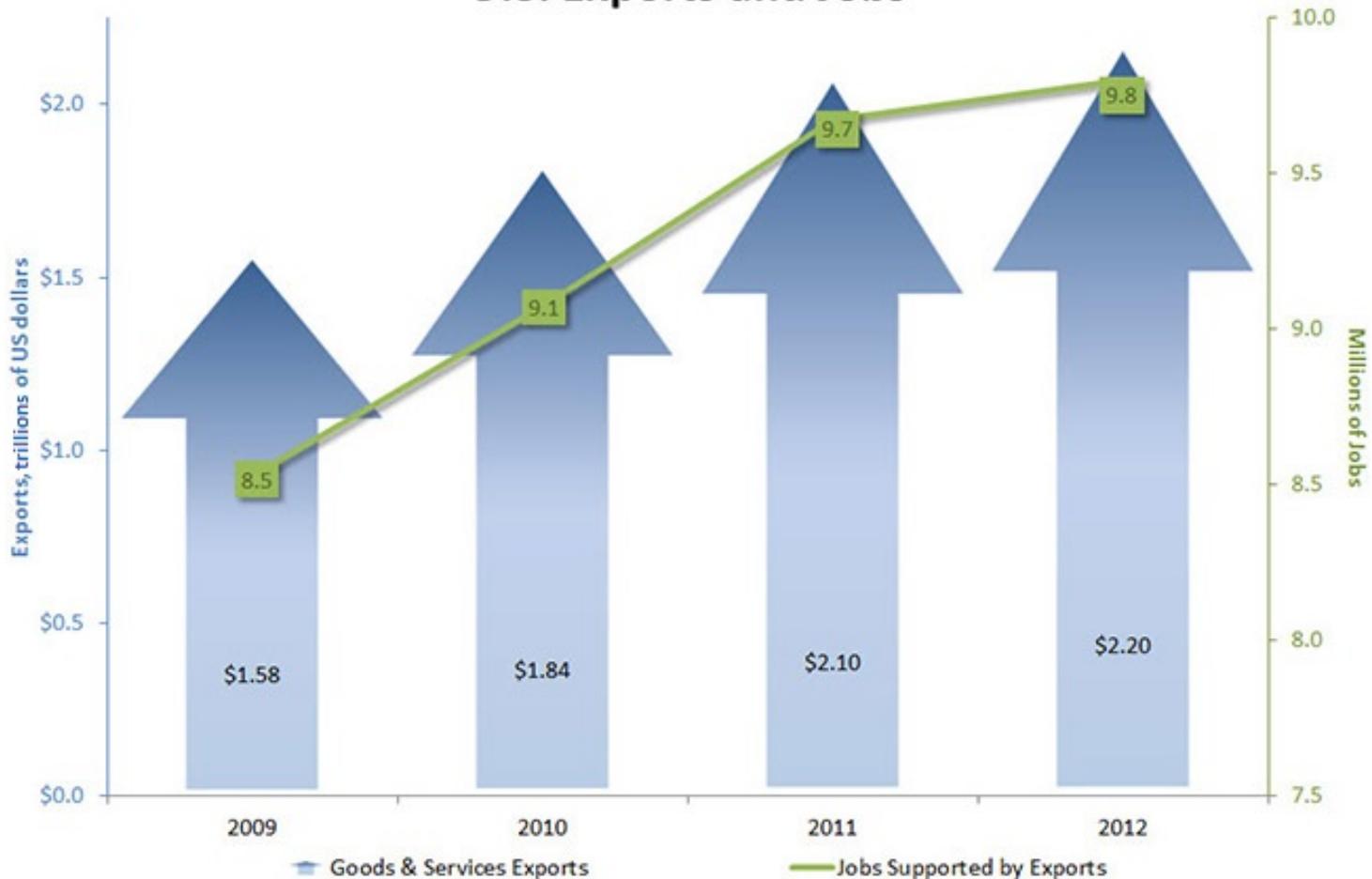
U.S. EXPORT GROWTH VS. WORLD EXPORT GROWTH

Growth in Goods Exports in U.S., Euro Area and Rest of World

Percent change



U.S. Exports and Jobs



Sources: Foreign Trade Division, U.S. Census Bureau; "Jobs Supported by Exports in 2012: An Update", Industry Analysis, International Trade Administration

SECTOR SUCCESSES

Manufacturing

- Exports **increased by 47 percent** between 2009 and 2012, reaching a record **\$1.35 trillion** for 2012.
- This sector has added roughly **half a million jobs** over the last three years, the most for any such period since 1996.

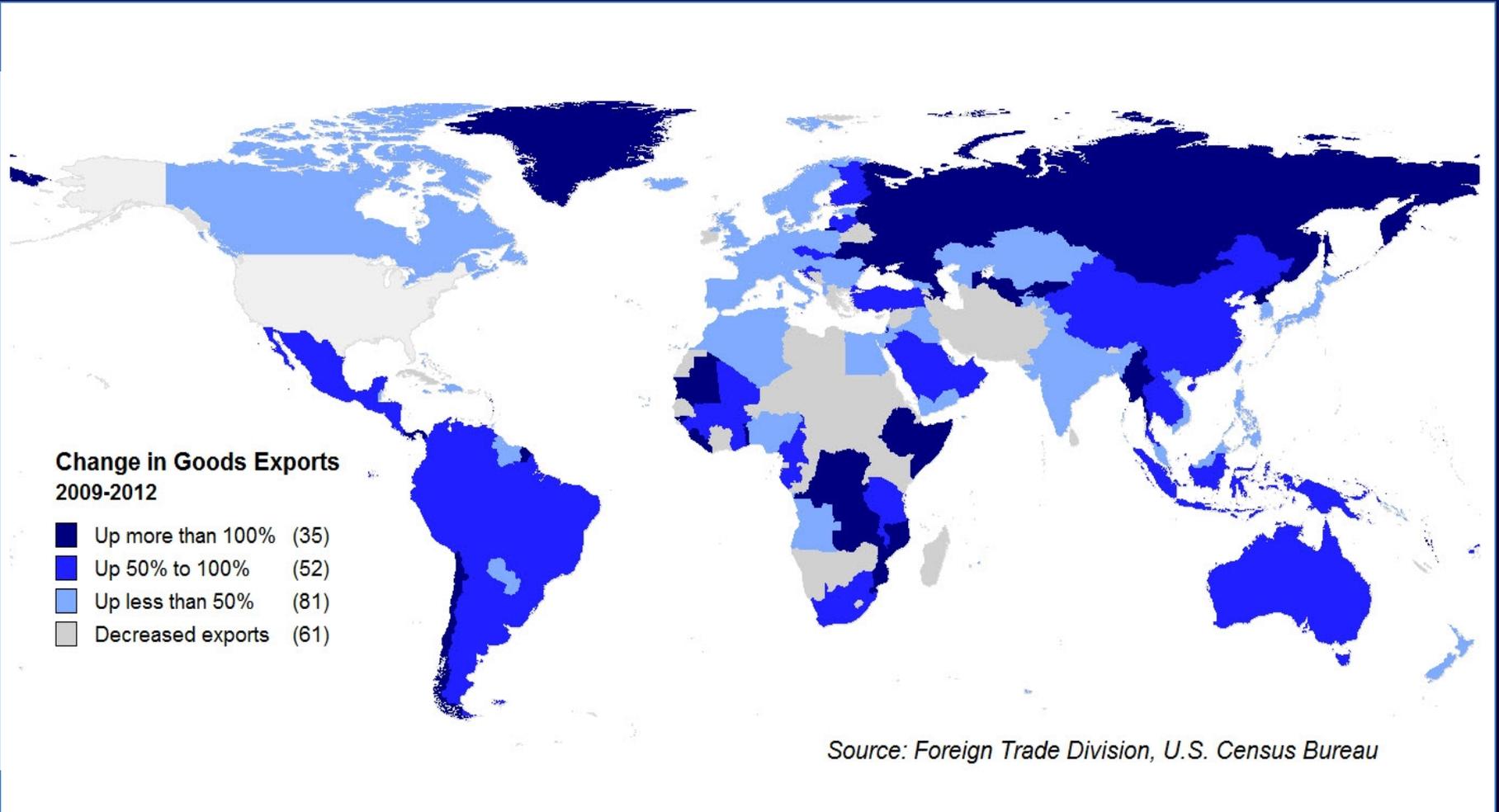
Agriculture

- Reached a record **\$145.4 billion in exports** – and a record surplus of **\$42.2 billion** in 2012.
- Helped support 925,000 jobs on and off the farm.

Services

- Reached record exports of **\$649.3 billion** in 2012.
- 3 of every 4 American jobs are in the service sector.
- **Travel and tourism:** accounted for 25.5 percent of all service-exports in 2012 leading to the National Travel and Tourism Strategy.

EXPORT GROWTH BY MARKET



EXPORTS TO EMERGING MARKETS

China

- China has accounted for about 10 % of increases in US exports.
- After Canada and Mexico, China was the third most important market by goods export value for U.S. SMEs.

Russia

- U.S. goods exports to Russia reached record levels in 2012 (\$10.7 billion).
- As of December 21, 2012, the WTO agreement applies between the United States and Russia.

Sub-Saharan Africa

- U.S. goods trade to and from sub-Saharan Africa has tripled over the past decade.
- The Administration launched the Doing Business in Africa Campaign in November 2012.

EXPORTS TO NEW FTA PARTNERS

Korea

Opened South Korea's \$530 billion service market to US companies

Export growth in transportation, legal services, trade services, agricultural products, machinery, and motor vehicles

Colombia

Increased exports to Colombia by 20% from 2011 to 2012

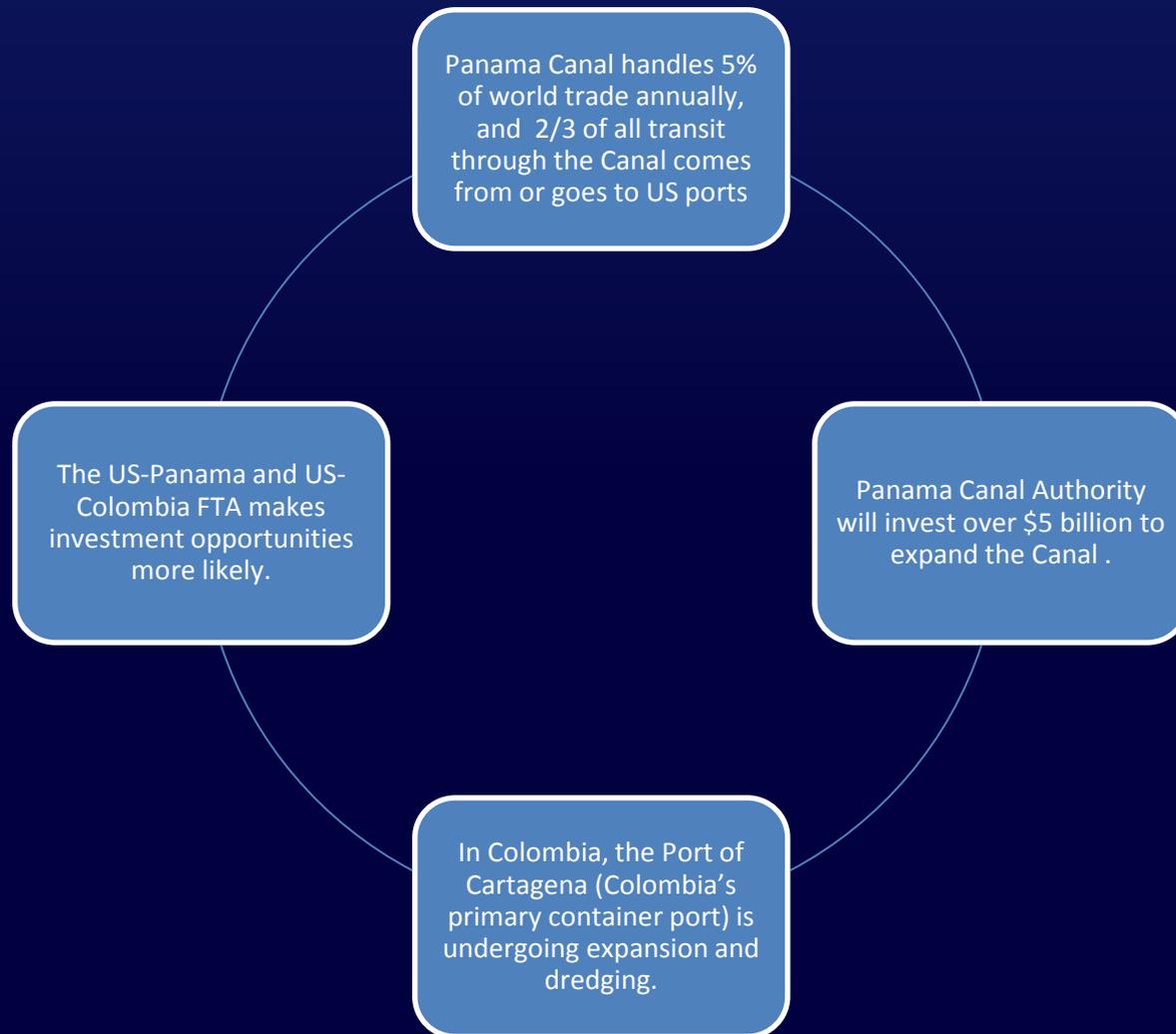
Export growth in petroleum and coal products, aerospace products and parts, communication equipment, and agricultural products

Panama

For the first five months of FTA, US goods exports to Panama increased by more than \$770 million

Export growth in communications equipment, agricultural and construction machinery, and computer equipment

FTA PARTNERS AND THE GLOBAL SUPPLY CHAIN



A SNAPSHOT OF THE PORT OF HOUSTON

1 million jobs in Texas related to marine cargo activity at PHA and private terminals

- 174 thousand direct, induced, and indirect jobs in Texas

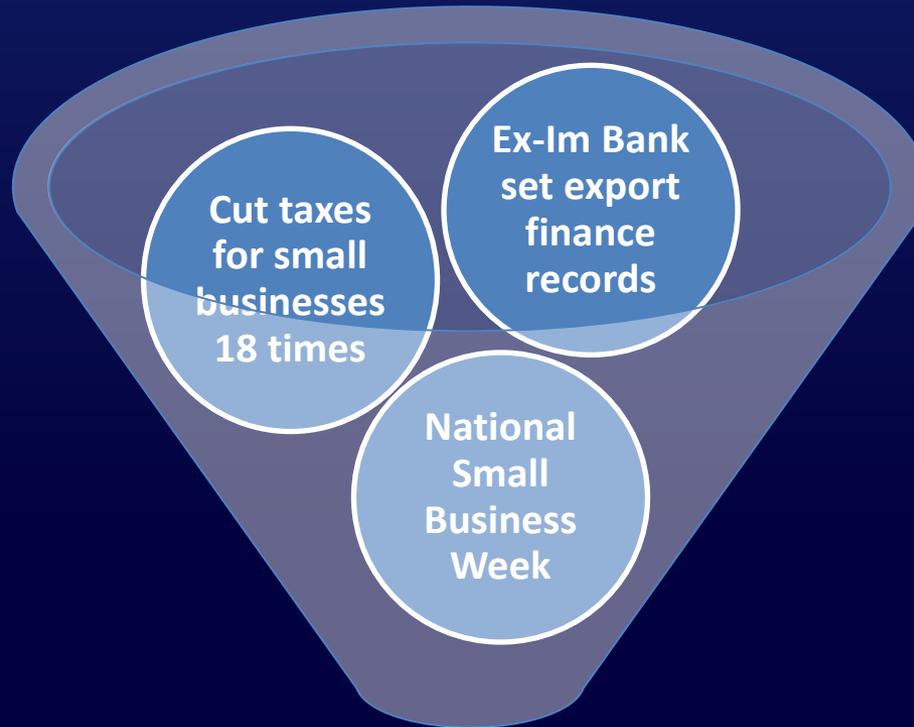
\$178.5 billion in statewide economic impact

- \$4.5 billion in state and local tax revenues

Texas has led the US in increasing exports

- The two largest export markets include 2 FTA partners

THE ROLE OF THE SME



Recognizing the Pivotal Role
SMEs have in NEI

ADVISORY COMMITTEE ON SUPPLY CHAIN COMPETITIVENESS

US freight infrastructure serves over 7.5 million businesses and carrying 13 billion tons of materials and goods



The costs for this freight movement adds up to nearly about 8.5 percent of our GDP



Reducing direct transportation costs by 10 percent can help companies in the supply chain reduce their operating costs by as much as 1 percent



The Commerce Department launched the Advisory Committee on Supply Chain Competitiveness

YOUR FEDERAL PARTNER RESOURCES

- **The International Trade Administration has staff in more than 100 cities and 70 countries across the world.**
- International Trade Administration: <http://new.export.gov/>
 - **State and Metro Export Data:** <http://www.trade.gov/mas/ian/statereports/> and <http://www.trade.gov/mas/ian/metroreport/>..
 - **Business Exports and Retention:** Joint calls with your local U.S. Export Assistance Center, SBA and the Export-Import Bank; in-bound and out-bound trade missions; and, local, trade-oriented events
 - Business Attraction: SelectUSA: <http://www.selectusa.gov>
- U.S. Foreign-Trade Zones Board: <http://ia.ita.doc.gov/ftzpage/>
- Trade Statistics: <http://tse.export.gov/TSE/TSEHome.aspx>
- A Basic Guide to Exporting: <http://export.gov/basicguide/>
- Trade Finance Guide: <http://export.gov/TradeFinanceGuide/>
 - SBA: <http://www.sba.gov/category/navigation-structure/starting-managing-business/managing-business/exporting-importing>
 - Export-Import Bank of the United States: <http://www.exim.gov/>
- STOPfakes.gov: <http://www.stopfakes.gov/>

THANK YOU

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