



“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



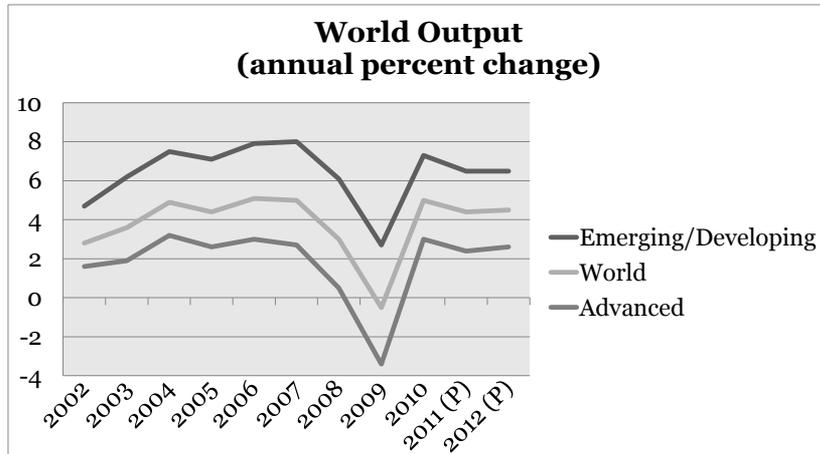
Importance of Exporting – the Present

- 9.4 million U.S. jobs in 2010 supported (down from 10.3 million in 2008).
- 13-18% higher wages for exporting firms.
- 37% higher benefits for workers at exporting plants.
- 8.5% less likelihood of going out of business.
- Providing from one quarter to one half of the growth in GDP in many quarters.
- More than one billion new middle class consumers worldwide the next 15 years.

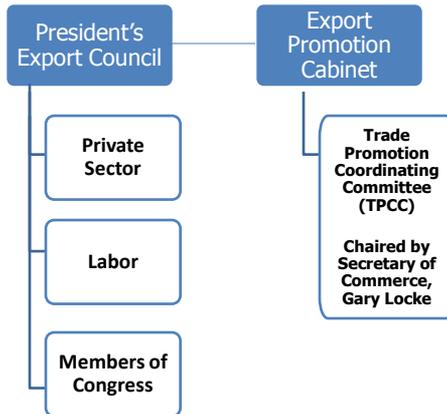
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Importance of Exporting – Global Trends



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FIVE PILLARS



U.S. GOVERNMENT EXPORT ASSISTANCE SERVICES



Trade Advocacy and Promotion



Access to Export Financing



Reducing Trade Barriers and
Enforcing Trade Laws



INTERNATIONAL
TRADE
ADMINISTRATION

TRADE ADVOCACY & PROMOTION

Trade Missions

*Expand overseas alongside a
U.S. government delegation*

Trade Shows

*Increase sales through
International Buyer Program*

Advocacy

Increase Senior Level Focus

Small Business

Increase outreach and better services



2011 National Export Strategy: 2010 Highlights

- New client intake and referral processes.
- FTA Tariff Tool (export.gov/fta/ftatarifftool)
- Elevated trade missions and foreign/domestic trade shows
- Renewable Energy Initiatives (export.gov/reee)
- Elevated advocacy cases (including White House)
- Increased export credit from Ex-Im Bank and SBA.
- Progress on FTAs: Korea, Colombia, Panama
- Deep policy engagement: China, Brazil, India
- Enforcement of IPR: Anti-Counterfeiting actions
- Framework for Strong, Sustainable, and Balanced Growth

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2011 National Export Strategy: 2011 Priorities

- Localizing the NEI:
 - States: SIDO MOU, SBA STEP Pilot Grant Initiative;
 - Metropolitan areas;
 - Border communities.
- Encouraging exports in high growth sectors:
 - Key sectors and markets strategies;
 - Improving the U.S. supply chain infrastructure.
- Ensure better data and measurement of the U.S. services economy.
- Resolve remaining issues/seek Congressional approval of pending FTAs.

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