

THE NATIONAL EXPORT INITIATIVE AND THE NATIONAL EXPORT STRATEGY

The Obama administration announced in February 2010 the National Export Initiative (NEI) with the stated goal of doubling U.S. exports over the five-year period extending from late 2009 to the end of 2014 or from \$1.6 trillion to \$3.2 trillion.²⁶ The NEI represents an effort by the administration to serve as a full partner with U.S. businesses in promoting American-made goods and services worldwide, within global trading rules.

As outlined in the “Report to the President on the National Export Initiative”, the NEI has five key components: (1) advocacy and trade promotion; (2) export financing, especially for small and medium-sized business; (3) removing barriers to the sale of U.S. goods and services abroad; (4) robustly enforcing trade rules; and (5) pursuing policies at the global level to promote strong, sustainable and balanced growth.

The National Export Strategy is the annual report of the Trade Promotion and Coordinating Committee (TPCC), an interagency task force composed of 20 federal agencies, which reports on the progress of the NEI. The June 2011 report focused on federal initiatives and plans for implementing 70 recommendations made in the September 2010 NEI report to the President. The report identifies several areas of focus for federal agencies in their export promotion efforts, including:

- Improved collaboration with states, metropolitan areas and border communities
- Support of exports by US companies selling technologies in high growth sectors, primarily through improving the US supply-chain infrastructure
- Better data collection and measurement of exporting by the services sector
- Removal of barriers to trade, including the resolution and passage of pending free trade agreements with Columbia, Panama and South Korea (which have since passed)

The “Report to the President on the National Export Initiative” from September 2010 can be found here: http://www.whitehouse.gov/sites/default/files/nei_report_9-16-10_full.pdf

The 2011 National Export Strategy was released in June 2011 and can be found here: <http://trade.gov/publications/pdfs/nes2011FINAL.pdf>