

## KEY FEDERAL AGENCIES/DEPARTMENTS INVOLVED IN EXPORTS

**The Trade Promotion Coordinating Committee (TPCC)** is an interagency task force mandated by Congress and chaired by the Secretary of Commerce. It was established pursuant to the Export Enhancement Act of 1992 to provide a unifying framework to coordinate the export promotion and financing activities of the U.S. Government, as well as to develop a comprehensive plan for implementing strategic priorities, improving service delivery, and avoiding duplication. Unlike many other countries in Europe and Asia, the United States does not have a single agency or government department responsible for enforcing a unified approach to governing export promotion. Instead, multiple departments and agencies approach export promotion from different mandates. The TPCC serves as the coordinating body designed to ensure that these agencies and departments act together and work to implement the Administration's export promotion agenda, through principals meetings and more frequent working group meetings on a variety of subjects, including training, marketing, program integration, and information sharing. Implementation of the National Export Initiative (NEI) has been the core focus of the TPCC since January 2010.

There are seven TPCC agencies and departments that provide direct export assistance:

- **U.S. Department of Commerce (Commerce)/International Trade Administration (ITA):** Market entry services to "export ready" firms; advocacy for major projects; trade promotion via trade missions and international buyers programs; and market access casework. The ITA's trade promotion arm is **US Foreign and Commercial Services**, which has trade professionals on the ground to serve companies in over 100 U.S. cities and 70 foreign countries.
- **Export-Import Bank (Ex-Im Bank):** Official Export Credit Agency of the U.S. Government; assists with loan guarantees, export credit insurance and direct loans (to buyers).
- **Small Business Administration (SBA):** Business development and working capital financing. Helps small firms that are new to exporting, and links them to business counseling networks.
- **Department of State (State):** Ambassadorial support for major projects through U.S. Embassies and Consulates, and commercial function support from Economic Officers in overseas Posts with no ITA presence.
- **Overseas Private Investment Corporation (OPIC):** Assists with U.S. investment and business management know-how in developing countries; and guarantees and finances political risk insurance.
- **U.S. Department of Agriculture (USDA)/Foreign Agricultural Service:** Complete menu of services for agricultural goods, including finance. Services delivered by state groups (State Regional Trade Groups) and trade associations.
- **U.S. Trade and Development Agency (USTDA):** Reverse trade missions, infrastructure feasibility studies, and international conferences.

There are 13 other agencies/departments involved in the TPCC:

- **U.S. Trade Representative (USTR):** Leads development and coordination of U.S. international trade and investment policy, and oversees negotiations with other countries.
- **U.S. Department of Treasury:** policy oversight role with Ex-Im Bank; negotiates export credit disciplines.
- **U.S. Department of Energy:** Co-chairs with Commerce the TPCC Renewable Energy/Energy Efficiency Working Group.
- **U.S. Department of Transportation:** Works closely with Commerce on supply chain competitiveness issues.
- **U.S. Department of the Interior:** Works closely with Commerce on travel & tourism related policies and strategies.
- **U.S. Environmental Protection Agency (EPA):** Co-chairs with Commerce the TPCC Environmental Technologies Working Group; recently launched the Environmental Technologies Export Initiative.
- **U.S. Department of Homeland Security (DHS):** Works closely with Commerce on travel & tourism related policies and strategies; also engages directly with exporters via CBP.
- **U.S. Department of Defense (DOD):** Works with Bureau of Industry and Security (BIS) on export control reform issues; a critical agency for the exporting industrial base.
- **U.S. Department of Labor:** Assists with workforce readiness issues linked to export related jobs.
- **U.S. Agency for International Development (USAID):** Working to identify overseas development projects for U.S. companies.

#### **OVERSIGHT AGENCIES:**

- **National Security Staff (NSS):** Chairing the Export Promotion Council, which is now integrated into the work of the TPCC.
- **U.S. Office of Management and Budget (OMB):** Assisting with, among other issues, the Single Window initiative along with Export.gov and Businessusa.gov.
- **Council of Economic Advisors (CEA):** Providing input and guidance on economic trends and Administration policies affecting TPCC priorities, public messaging, and goal setting.

#### **DATA AND INFORMATION**

**Export.gov:** Export.gov is designed to bring critical export data, services and program information together on one website. The federal government recognizes the need to serve an increasing number of companies to meet NEI goals and plans to release Export.gov 2.0 during 2012. Service delivery via a content-rich, robust web portal is a critical piece of the strategy to meet increased demand from clients and to reach out to new firms. This new version will be designed to allow businesses to access information and contacts via a self-service web portal, then follow-up for individualized advice and higher level counseling at a later stage in the process. The link to Export.gov is: [www.export.gov](http://www.export.gov).