

Exporting to China: U.S. Department of Commerce Resources

Linda Conlin

**Assistant Secretary for Trade Development
International Trade Administration
U.S. Department of Commerce
July 18, 2003**



*International Trade
Administration*



“Trade expands choices for American consumers and raises living standards for our families. America is committed to building a world that trades in freedom and grows in prosperity and liberty.”

- President George W. Bush



*International Trade
Administration*



President Bush's Trade Agenda

- ❖ Trade Promotion Authority (TPA)
- ❖ WTO Doha Negotiations
- ❖ Free Trade Agreements:
 - Chile and Singapore
 - Central America Free Trade Agreement (CAFTA), Morocco, Australia
 - South African Customs Union (SACU) and the Free Trade Agreement of the Americas (FTAA)



*International Trade
Administration*



What is the International Trade Administration (ITA)?

- ❖ As the lead unit for trade in the Department of Commerce, ITA works with U.S. businesses and other USG agencies to:
 - Promote U.S. exports and competitiveness abroad
 - Formulate and implement U.S. foreign trade policies
 - Monitor foreign market access and foreign compliance with U.S. international trade agreements



*International Trade
Administration*



Trade Development

- ❖ Serves as one of four bureaus within the International Trade Administration at the U.S. Department of Commerce
- ❖ Links U.S. industry to global markets by working each day to promote U.S. exports
- ❖ Offers industry expertise that spans the gamut of U.S. business – from traditional manufacturing to high technology and service exports



*International Trade
Administration*



Mission Statement

Trade Development is dedicated to enhancing the global competitiveness of U.S. industry, expanding its market access, and increasing its exports. TD's industry experts promote exports, advocate for competitive fairness, provide strategic research and analysis, and shape and implement U.S. trade policy to advance U.S. industry's interests in the global marketplace and increase exports for U.S. industry.



*International Trade
Administration*



Provide Research and Analysis

- ❖ **ExportIT and ExportMED Reports**
 - **China ExportIT Report, April 2003, available at:**
www.export.gov/infotech/
- ❖ **U.S. Industry and Trade Outlook**
 - **Hardcopy publication through 2000**
 - **Web-based version in progress**
- ❖ **Trade Data and Foreign Market Regulatory Requirements**
 - **See: www.ita.doc.gov/td/**



*International Trade
Administration*



Promote Exports

- ❖ **Recruit and Lead Industry-Specific Trade Missions**
 - **Secretarial Business Development Mission to China, 2002**
 - **China Microelectronics Trade Mission, March 2003**
 - **China Microelectronics Trade Mission, March 2004**
- ❖ **Outreach Seminars for U.S. Exporters**



*International Trade
Administration*



The U.S. Commercial Service

- ❖ 1,700 trade professionals worldwide
- ❖ The U.S. government's primary trade promotion agency
- ❖ Mission: To help small and medium-sized U.S. businesses succeed in global markets
- ❖ 160 offices in 82 countries, covering 96% of world export markets
- ❖ Trade specialists in 105 U.S. Export Assistance Centers (USEACs) across the country...
 - Including a vibrant office in Silicon Valley



*International Trade
Administration*



U.S. Department of Commerce Silicon Valley Export Assistance Center

152 N. 3rd St., Ste. 550

San Jose, CA 95112

tel: 408.271-7300 x100

fax: 408-271-7306

<http://www.usatrade.gov>

<http://www.buyusa.gov/norcal>

Joanne Vliet, Director



*International Trade
Administration*



Advocate for Competitive Fairness

- ❖ Eliminate or resolve industry-specific trade barriers
- ❖ Trade Development's Advocacy Center
- ❖ Commerce Standards Initiative



*International Trade
Administration*



DOC Standards Initiative

Major aspects of the DOC Standards Initiative include:

- ❖ Standards Liaisons in Europe, Latin America, Asia and the Middle East
- ❖ Standards training program for Commercial Service Officers
- ❖ “Export Alert!” Review and comment on proposed foreign technical regulations. Website at:

<http://ts.nist.gov/ts/htdocs/210/ncsci/export-alert.htm>

- ❖ Industry Specific Standards Roundtables



*International Trade
Administration*



Shape and Implement U.S. Trade Policy

- ❖ **Industry Consultations Program**
- ❖ **Negotiate and Monitor Trade Agreements**
 - **DOHA Development Agenda**
 - **Information Technology Agreement**
- ❖ **U.S.-China Joint Commission on Commerce and Trade (JCCT)**



*International Trade
Administration*



Industry Consultations Program

- ❖ **Industry Sector Advisory Committees (ISACs)**
 - Represent major sectors of U.S. industry
 - Provide counsel on industry positions re: U.S. trade policy
 - ISAC 5: Electronics and Instrumentation

- ❖ **Industry Functional Advisory Committees (IFACs)**
 - Provide trade policy advice to U.S. negotiators on cross-sectoral issues:
 - Customs
 - Standards
 - Intellectual Property
 - Electronic Commerce



*International Trade
Administration*



Information Technology Agreement (ITA)

- ❖ The ITA is an international trade agreement that requires participants to eliminate their tariffs on IT products such as:
 - Semiconductor manufacturing equipment
 - Computer hardware and software
 - Semiconductors
 - Telecommunications equipment
- ❖ 59 Participants since April 24, 2003
- ❖ Agreement covers close to 95% of world IT trade, estimated to exceed US\$1 trillion in value



*International Trade
Administration*



China and the ITA

- ❖ In 1999, China formally committed to participate in the ITA under its bilateral WTO Accession negotiations with the U.S.
- ❖ In January 2002, China began eliminating tariffs for products covered by the Agreement
- ❖ China eliminated tariffs on three-fourths of the ITA products by January 1, 2003
- ❖ Tariff rates for most of the covered products will be phased out to zero by January 1, 2005



*International Trade
Administration*



U.S.-China JCCT

- ❖ **Business Development & Industrial Cooperation Working Group** deals with cross-cutting issues affecting many industry sectors
- ❖ **Information Industry (II) Subgroup** focuses on trade promotion opportunities and trade policy issues of interest of the IT, telecommunications, and microelectronics industries
- ❖ **II Subgroup** addresses intellectual property rights protection, technology transfer requirements, Internet issues, market developments, and improving market access
- ❖ **Next II Subgroup Meeting Proposed for November 2003 in Las Vegas, NV to coincide with COMDEX**



*International Trade
Administration*



TD Resources

- ❖ Trade Development
 - www.ita.doc.gov/td/
- ❖ Infotech (SME, Electronic Components, IT, Telecom, Instrumentation)
 - www.export.gov/infotech/
- ❖ General Exporting Information: Trade Information Center
 - www.tradeinfo.doc.gov/
 - 1-800-USA-TRADE
- ❖ Export Financing
 - www.export.gov/finance/
- ❖ Advocacy Center
 - www.export.gov/advocacy/



*International Trade
Administration*



“Six billion people live on this planet. Three billion of them live on less than two dollars a day. Too many people are without work, without hope, in too many parts of the world. Trade speaks to those needs. Trade unleashes economic potential and economic growth. Trade creates and reinforces the institutions and framework that sustain democracy and freedom. Trade creates the opportunity for people everywhere to realize their dreams.”

- Secretary of Commerce Donald L. Evans



*International Trade
Administration*

