

ENVIRONMENTAL TECHNOLOGIES TRADE ADVISORY COMMITTEE
SUMMARY OF MEETING

June 16, 2011

The Environmental Technologies Trade Advisory Committee (ETTAC) was convened for its first meeting under the current charter at 9:00 A.M. on June 16, 2011, at the U.S. Department of Commerce, Washington, DC.

22 Committee members present:

Nadia Abboud
Al Bouldin
Peter Censky
Dawn Kristoff Champney
Norman Christopher
Roy Czajkowski
Brian Davis
Anne Ellis
David Foerter
Owen Foster
Barton Gilbert
Jeffery Grove
Yujong Jiang
Zain Mahmood
Rod McNelly
David Nicholas
Joseph Pickard
Steve Riedel
Mark Schoenfield
Ron Swinko
Roddy Tempest
Richard White

9 Committee members absent:

Kim Arnold
Jeff Cohen
Thomas Edwards
Hermes Gonzalez
John Lee
Ronald McCracken
Kristy Schloss
Jeff Seabright
Rod Vera

7 Attending Commerce Department officials:

Todd DeLelle, ETTAC Designation Federal Officer
Peter Perez, Deputy Assistant Secretary for Manufacturing
Adam O'Malley, Director/Office of Energy and Environmental Industries
Catherine Vial, Team Leader/Environmental Industries
Maureen Hinman, International Trade Specialist
Bill Cline, Director/U.S. Commercial Service, Reno
Alex Lopez, Intern

Others present for all or a portion of the meeting:

Jacqueline Tront, U.S. Department of State
Carol Lynn MacCurdy, U.S. Department of State
Sasha Koo-Oshima, U.S. Environmental Protection Agency
Andrew David, U.S. International Trade Commission

The meeting was called to order at 9:00 a.m. by the ETTAC Designated Federal Officer, Todd DeLelle. Adam O'Malley, Director of the Office of Energy and Environmental Industries (OEEI) at the U.S. Department of Commerce offered a welcome to the newly rechartered Committee and an overview of the meeting agenda.

OVERVIEW OF ETTAC

As the first meeting of the newly rechartered ETTAC, Adam O'Malley, Director of OEEI, welcomed the participants and presented an overview of that office. DFO Todd DeLelle offered examples of the types of activities in which that office engages to support the U.S. environmental sector and to foster U.S. environmental exports, including administration of the ETTAC and reconstitution of the interagency group to which the ETTAC reports- The Environmental Trade Working Group of the Trade Promotion Coordinating Committee (ETWG). Mr. O'Malley strongly encouraged the group to make their recommendations specific, actionable, measurable, and realistic.

Todd DeLelle discussed nomination and election procedures for the Committee Chair and Vice-Chair positions. Mr. DeLelle noted that self nominations should include brief biographies and statements of motivation and be emailed to him by Thursday, June 23, 2011. It was determined that voting would be conducted via email from June 24, 2011 through June 29, 2011.

Recommendations developed by the previous ETTAC, outlined in two letters to the Secretary of Commerce, were distributed to offer the new Committee a sense of the priorities and activities of its predecessor. Members then discussed specific issues facing the U.S. environmental industry and methods to develop focused ETTAC policy recommendations that were likely to affect U.S. policy and foster U.S. environmental exports.

MEMBER INTRODUCTIONS

Attending ETTAC members introduced themselves and provided brief comments regarding the organizations they represented and trade-related priorities of those organizations. Those concerns primarily touched on the following areas:

- *Data* – inadequacy of current trade statistics due to antiquated definitions of the industry and reliance upon outdated manufacturing-centered collection methods that largely undercount technology integration and other services;
- *“Team USA”* – the prospect of better public-private coordination to foster a strong, globally recognizable U.S. environmental technologies “brand”; and the importance of demonstration projects.
- *Intellectual Property Protection*;
- *U.S. Government Trade Promotion* – concerns regarding dwindling Department of Commerce resources and the USG’s reduced ability to support the U.S. environmental sector in foreign markets;
- *Tied Aid* – U.S. environmental sector’s difficulty in taking advantage of opportunities related to international development projects due to foreign governments’ use of “tied-aid”

that can require or influence the purchase of goods and services from companies based in the donor country;

- *Local Content Rules* – domestic and foreign rules that mandate inclusion of domestically produced or provided goods or services inhibit U.S. environmental exports;
- *Environmental Trade Liberalization* – timely passage of various free trade agreements, negotiation of additional agreements, and progress in multilateral efforts related to environmental goods and services;
- *Environmental Regulations* – domestic and foreign environmental regulations greatly impact this industry and are the primary driver for environmental technology demand;
- *Environmental Standards* – ensuring relevant standards in foreign countries are conducive to trade;
- *Innovation* – U.S. government support for innovation within this sector is critical to its success and ability to compete internationally;
- *Business Visas* – the ability of foreign, potential purchasers to receive business visas to visit the United States in a timely manner is critical to the competitiveness of U.S. environmental businesses.

NATIONAL EXPORT INITIATIVE (NEI)

The Commerce Department's Deputy Assistant Secretary for Manufacturing, Peter Perez, outlined the President's goal of doubling exports by 2015 under the NEI and how the ETTAC would be critical in shaping U.S. policies to achieve that goal. DAS Perez noted the strength of the U.S. environmental sector and the continued expansion of foreign environmental markets indicate numerous export opportunities for U.S. environmental companies. Success of the U.S. environmental industry abroad will be critical to achieving NEI export goals.

LUNCH

ETTAC DISCUSSION

The Committee discussed possible priorities and initiatives for the group, focusing on methods to improve its processes and its effectiveness in shaping U.S. government policies, looking at past ETTAC actions as examples.

This discussion focused largely on the structure of ETTAC and, in particular, the potential formation of subcommittees to facilitate Committee work outside the quarterly meetings. The conversation identified a number of possible subcommittees, including:

- Data Subcommittee
- Tied Aid Subcommittee
- Industry Coordination Subcommittee
- Government Coordination Subcommittee
- Competitiveness Subcommittee
- Market Access Subcommittee
- Subcommittees by media: Air, Water, Waste
- Environmental Technologies Market Prioritization Study Subcommittee
- Emerging Technologies Subcommittee

- Various Market-based Subcommittees, possibly geographical or based on common characteristics (purchasing behaviors, regulatory and enforcement regimes, financing availability, etc.)

The ETTAC voted to create an Organizational Subcommittee that would meet shortly after the election of Committee Chair and Vice Chair to assess these and other approaches to structure. It was determined that this Subcommittee will solicit members and meet (physically, virtually, or via conference call) to create a tentative ETTAC organizational structure prior to the next ETTAC meeting. This Subcommittee will also develop preliminary procedures by which the various subcommittees will interact. Several members expressed an interest in meeting with ETWG agencies to determine issues for which ETTAC input is most critical.

NEXT MEETING

It was decided that the next meeting of the Committee will be held on September 15, 2011 at the U.S. Department of Commerce.

PUBLIC COMMENT

There were no comments by attending non-members during this segment

ADJOURNMENT

The meeting adjourned at 2:35 P.M.

I hereby certify that, to the best of my knowledge, the foregoing minutes are accurate and complete.

Todd DeLelle
Designated Federal Officer
Environmental Technologies Trade Advisory Committee

These minutes will be formally considered by the Council at its next meeting, and any corrections or notations will be incorporated in the minutes of that meeting.