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National Export Initiative



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National Export Initiative



President Barack Obama announced the National Export Initiative in his January, 2010 State of the Union Address.

“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





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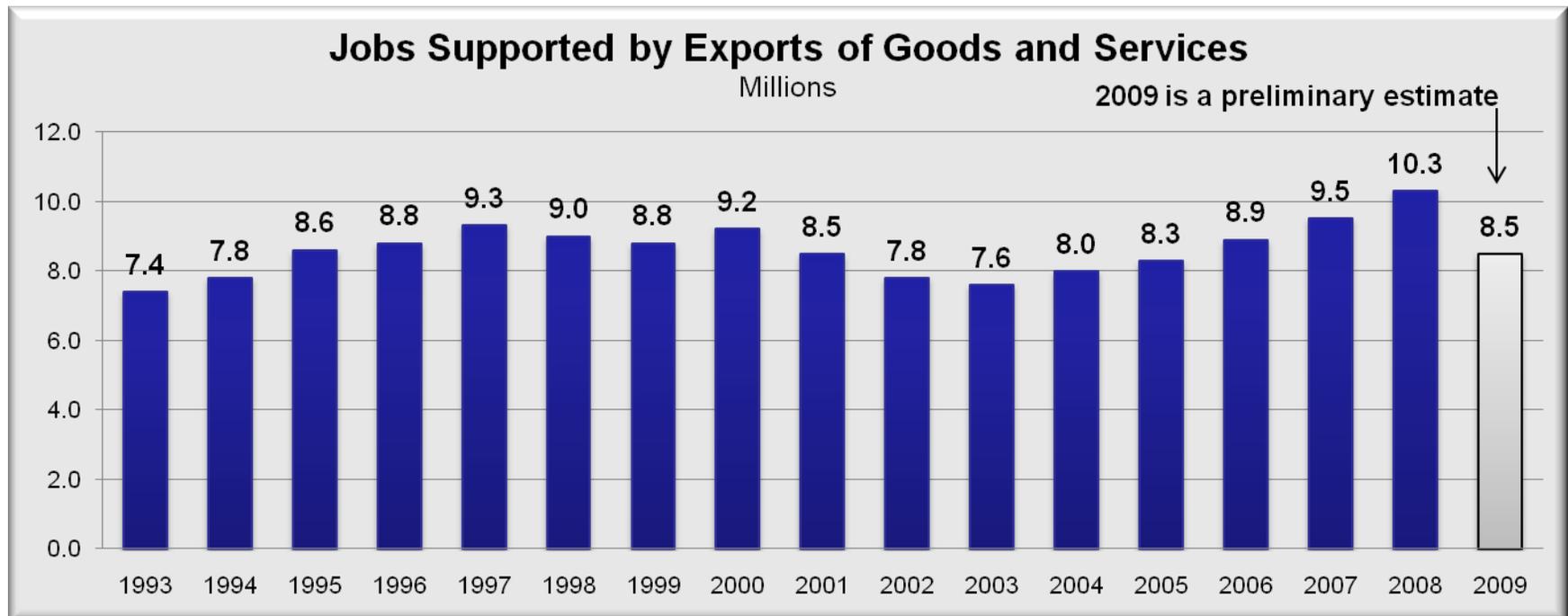
Setting the Scene:

- December 2007/September 2008
- January 2009: 11.9 million unemployed
- GDP falling, Zero credit
- Multifaceted approach (ARRA, education, energy)
- Innovation, Manufacturing
- Q1 2010: GDP = 3.7 x 3
- +600K jobs vs -3.7M





The State Of Trade: US Economy



➤ Over the last sixty years, American trade has expanded nearly 60-fold, resulting in higher incomes, improved standards of living, increased productivity, and job creation. In 2008, US exports reached the highest level since the 1870s contributing 13% of total US GDP and supported 10.3 million jobs. The economic recession of the past two years temporarily halted this significant growth.



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73%
purchasing power





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87%

economic growth





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95%
consumers





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<1%

U.S. companies





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Exports =
Opportunity





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National Export Initiative Priorities

**Export
Assistance
to SMEs**

**Federal
Export
Assistance**

**Trade
Missions**

**Commercial
Advocacy**

**Export
Credit**

**Macro-
economic
Rebalancing**

**Reducing
Trade
Barriers**

**Services
Exports**



Successes to Date

**Credit: ExIm loans
up 2x
110,000 jobs**

**Advocacy : \$11.6
billion YTD. 70K
jobs.
[2009: \$7.4B]**

**Trade Missions:
18 missions
160 companies
24 countries**

**Barriers to Trade:
47 barriers
30 markets.
Pork, poultry \$1B**



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Export Promotion Cabinet

The Export Promotion consists of top administration officials dedicated to assisting U.S. companies in promoting their exports, whether through export counseling, negotiating trade policy, or commercial diplomacy.

The National Export Initiative Executive Order created the first Export Promotion Cabinet.





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President's Export Council

- Launched on July 7, 2010
- Consists of 20 business and labor leaders
- Business leaders come from companies with export successes
- Offer their unfiltered advice and expertise to this Administration on how best to promote exports.
- Serve with congressional leaders and senior members of the Administration, including members of the Export Promotion Cabinet
- Chairman: James McNerney (Boeing)
- Vice-Chair: Ursula Burns (Xerox)





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Process

- Export Promotion Cabinet Meeting
- President's Export Council Meeting
- Trade Promotion Coordinating Committee
- Federal Register Notice
- NEI Report to the President
- National Export Strategy





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