



INTERNATIONAL
TRADE
ADMINISTRATION

The Advocacy Center

ITS America Webinar

Bryan Erwin
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“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

Since the announcement of the National Export Initiative, the Advocacy Center has assisted US companies competing for international contracts and other exporting opportunities supporting over \$84.8 billion in US export content. These projects support an estimated 430,800 jobs.



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Our mission is to coordinate U.S. Government resources and authority in order to *level the playing field* on behalf of U.S. business interests as they compete against foreign firms for specific international public contracts and other U.S. export opportunities.

The Advocacy Center has Commercial Service liaisons to five **Multilateral Development Banks** to assist U.S. firms and advocate on their behalf when they compete for Bank tenders.



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USG Advocacy is:

- Government-to-Government
- A counter weight to foreign government political pressure
- Promoting fairness and transparency in the tender processes
- Dealing project-focused, and company specific issues



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Issues below are NOT Trade Advocacy:

- FTAs
- Market Access Issues
- Enforcement of Treaties/Trade Agreements
- WTO disputes
- Overall Business Climate
- Borders/Customs Issues
- Judicial/Arbitral Actions
- Routine Commercial Assistance



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How Do We Advocate?

Engagement by Senior USG Officials with foreign governments that may take the form of:

- Official correspondence
- Focused meeting / in-person advocacy
- Talking point in bi-lateral meeting / dialogue
- Press release or meeting with foreign press





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Advocacy Process

- Advocacy Questionnaire
- Anti-Bribery Agreement
- Due Diligence
- National Interest Determination
- Crafting Appropriate Advocacy Strategy
- Coordinating the Message and Medium of Advocacy



U.S. National Interest Determination:

- Based on Material Benefit to the U.S. Economy
- U.S. content of goods or services exceeds 50% of total value is presumed in the U.S. National Interest.
- When less than 50%, other considerations include:
 - U.S. Materials and Equipment Content;
 - U.S. Labor Content;
 - Contribution to the U.S. Technology Base (including R&D);
 - Repatriation of Profits to U.S. Economy; and
 - Potential for Follow-on Business Benefiting U.S. Economy.
- All companies that apply for advocacy and whose bids are deemed to be in the U.S. National Interest shall be advocated for equally.



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<http://www.export.gov/advocacy>



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Advocacy – DOT Officials

- **April/2012** – Advocacy Talking Points for Secretary LaHood’s meeting with the Ministry of Transportation of Indonesia;
- **March/2012** – Advocacy Letter from Secretary LaHood to Latvian Minister of Transport;
- **March/2012** – Advocacy Talking Points for Assistant Secretary Susan Kurland’s meeting with officials in Brazil and Colombia;
- **February/2012** – Advocacy Letter from Secretary LaHood to the Prime Minister of Bangladesh.