

THE PRESIDENT'S EXPORT COUNCIL

WASHINGTON, D.C. 20230

June 19, 2014

President of the United States of America  
The White House  
Washington, DC 20500

Dear Mr. President,

Since the launch of the National Export Initiative (NEI) in 2010, significant strides have been made to grow American exports and create jobs. Yet, more work remains to be done. To this end, the private sector members of the President's Export Council applaud your Administration's launch of the next iteration of the NEI, NEI/NEXT, in May 2014. NEI/NEXT incorporates a variety of government-wide strategies that can have a meaningful impact on export growth, with many of these strategies based on past PEC recommendations. As NEI/NEXT continues to develop, we recommend that your Administration ensures that private sector input remains a key guiding principle.

The initial iteration of the NEI accomplished a number of important achievements. Exports have grown by \$700 billion since 2009, reaching a record high of \$2.3 trillion in 2013. Furthermore, today over 11 million jobs are supported by exports. Despite these positive gains, there is much room left to grow both American exports and the American economy.

The PEC is highly supportive of the holistic, whole-of-government approach to export promotion in NEI/NEXT. Improved, increasingly focused government export assistance programs, streamlined border procedures, enhanced transportation infrastructure, improved access to export financing, closer intergovernmental cooperation on export promotion, access to new markets for American exporters, and more sophisticated statistics to track export-related data— the PEC is excited to see these significant principles at the core of NEI/NEXT. In fact, a number of these initiatives relate directly to past PEC recommendations.

The PEC Small Business Engagement Subcommittee has hosted roundtables across the country and has consistently heard the same thing from small businesses: they cannot grow their businesses and begin exporting or expand exports to additional markets without greater access to financing. A key pillar of NEI/NEXT is expanding access to financing by helping more community banks across the country serve as a bridge for exporters to meet international demand, and by ensuring more companies know about financial services offered through the federal government that can help reduce risk.

The PEC has repeatedly focused on improved trade facilitation procedures as a key reform that will help grow exports. For example, a past PEC recommendation underscored the importance of creating a "single window" for submitting customs documentation electronically. NEI/NEXT prioritizes completing the single window architecture for imports and exports in order to streamline shipments and facilitate trade.

The PEC has recognized the importance of enhancing engagement and cooperation across all levels of government in order to increase exports. By leveraging expertise, resources, and relationships with businesses, metropolitan regions have worked hand-in-hand with state

governments and federal trade agencies to drive more and more businesses into the export pipeline. NEI/NEXT focuses on this important link among all levels of government and prioritizes the creation of more partnerships to expand the reach of export support.

The PEC has highlighted the importance of the government's role in collecting and analyzing data to help businesses make informed decisions. Services export data is particularly insufficient compared to manufacturing export data. Aspiring to a data-informed NEI/NEXT will allow business and government to harness the power of numbers to develop successful export strategies. The PEC encourages the Administration to expand the size and scope of surveys on services exports and to improve data sharing among key statistical agencies.

These examples serve to showcase the productive relationship that the PEC and other private sector stakeholders enjoy with your Administration's various export promotion agencies. This relationship benefits your Administration, the private sector, and, most importantly, small- and medium-sized enterprises looking to grow their exports that benefit from the positive impact private sector input can have on federal export promotion efforts.

As your Administration continues to implement and develop NEI/NEXT, as well as other export promotion vehicles, the PEC strongly encourages you to remain committed to seeking and implementing private sector input from businesses of all sizes. America's private sector is the front line of export growth, and no one knows better the challenges that America's businesses face in exporting than the businesses themselves.

We look forward to continuing to partner with your Administration on the implementation of NEI/NEXT and commend you for taking this important step to promote American export growth and economic prosperity.<sup>1</sup>

Sincerely,

A handwritten signature in black ink, appearing to read "Jim McNerney". The signature is fluid and cursive, with a large initial "J" and "M".

Jim McNerney

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<sup>1</sup> Please note this letter was prepared by the private sector appointed members of the PEC.