

STRATEGIC OBJECTIVE 1.1**Increase opportunities for U.S. companies by opening markets globally (ITA, NOAA, NTIA, USPTO)**

The strength of the U.S. economy continues to depend on competitive manufacturing and services sectors and a vibrant open global marketplace. Growth in key foreign markets will help drive global economic recovery. More than one billion new consumers worldwide will enter the middle class during the next 15 years, and their buying power will increase the consumption of goods and services worldwide.

As economies around the world grow, some foreign governments develop policies that create barriers to U.S. companies in those markets. These trade barriers and other trade practices cost U.S. companies billions of dollars in lost revenue. Trade barriers result not only in financial loss, but also limit the ability of U.S. companies to expand production, hire additional workers, or pursue investment opportunities. Studies indicate that trade openness added \$800 billion to \$1.4 trillion to the U.S. economy since World War II, amounting to \$7 thousand to \$13 thousand per U.S. household. Removing the remaining trade barriers could result in an additional \$400 billion to \$1.3 trillion annually, or about an additional \$4 thousand to \$12 thousand per U.S. household.

The Department will deploy its policy and promotional tools to help U.S. firms compete for new opportunities globally. A renewed focus on global competitiveness will help strengthen the long-term health of U.S. industries and stimulate domestic job creation. The Department will also use its expertise on export promotion and industry-economic-country issues to conduct holistic analyses of U.S. trade issues and needs, make recommendations, and take actions.

KEY STRATEGIES

Ensure U.S. commercial and economic interests are advanced in trade agreements and in other international fora (ITA, NOAA, NTIA, USPTO). With greater interdependencies in global supply chains and the rise of cross-border issues, the global trading system and the international agreements that govern it have become more complex. Recognizing these complexities, effective U.S. participation in bilateral, regional, and multilateral trade agreements is critical. Multiple bureaus at the

Department, including ITA, NTIA, USPTO, and NOAA, working alongside the Office of the U.S. Trade Representative, ensure that U.S. negotiating objectives reflect the priority needs of U.S. industries competing in the global market. These priorities include new agreements with strong and effective disciplines on trade barriers. Additionally, NOAA participates in international agreements to promote policies that protect the environment. The playing field is leveled when businesses from all nations share responsibility for sustainability.

Ensure that U.S. commercial interests are advanced with foreign governments (ITA, NTIA, USPTO). In many markets around the world, most U.S. companies do not have direct access to foreign government regulators or decisionmakers. Formal government-to-government mechanisms, such as the U.S.-China Joint Commission on Commerce and Trade, enable regular exchanges to raise and resolve systemic trade and investment issues. Other dialogues that involve the private sector, such as the U.S.-Brazil CEO Forum, provide U.S. companies with an opportunity to engage directly with key foreign government officials with whom they normally would not have access. Furthermore, world-wide competition for large government contracts is fierce as many of these contracts result in billions of dollars in sales. President Obama recognized the importance of such contracts and has established an Interagency Task Force on Commercial Advocacy, led by the Secretary of Commerce, to put the full force of U.S. government resources toward winning more government contracts abroad. ITA leads all U.S. government advocacy efforts, coordinating U.S. government resources and authority to level the playing field for U.S. business interests competing for specific international public contracts (both civilian and defense).

Reduce foreign trade barriers (ITA, NTIA, USPTO). Foreign government-imposed trade barriers cost U.S. exporters billions of dollars each year. Barriers include inadequate protections for IP rights; discriminatory, arbitrary, or otherwise unfair regulations and standards; lack of transparency; localization requirements; and corruption. ITA, USPTO, and NTIA, working alongside other U.S. government agencies including the Office of

the U.S. Trade Representative, will take steps to resolve trade barriers, while protecting U.S. regulatory interests, particularly those with industry-wide or market-wide impacts. Enhanced cooperation among patent and trademark offices of Europe, Japan, Korea, and the

United States will protect U.S. IP rights abroad. ITA and USPTO will also continue to share best practices and facilitate technical assistance to foreign governments and organizations to improve predictability and transparency in foreign markets.

STRATEGIC OBJECTIVE 1.1 PERFORMANCE INDICATORS	
Future Indicators <i>(the outcomes that we will strive to measure in the future)</i>	<ul style="list-style-type: none"> ● Dollar value of exports enabled by prevention, reduction, or removal of trade barriers (ITA, NTIA, USPTO)
Key Indicators <i>(the outcomes that we can measure now)</i>	<ul style="list-style-type: none"> ● Number of advocacy wins (ITA) ● Dollar value of U.S. contracts from advocacy wins (ITA) ● Number of target foreign trade barriers prevented, reduced, or removed (ITA)
Supporting Indicators <i>(other measures that have an impact on our target outcomes)</i>	<ul style="list-style-type: none"> ● Number of foreign government officials trained on best practices to protect and enforce intellectual property (IP) (USPTO)

For additional details on these performance indicators, see Appendix A in the full version of Commerce's FY 2014 - 2018 Strategic Plan.