

# NATIONAL EXPORT INITIATIVE

# NEXT

Exports are critical to the American economy.

By exporting, American businesses – including small and medium-sized and minority- and women-owned businesses – are able to grow faster, hire more employees, pay higher wages, and help spread American ideas, innovation and values.

Since mid-2009, exports have driven nearly a third of economic growth and now account for nearly 14 percent of our economy.

Now, more American businesses are exporting than ever, helping our economy grow in important ways:

- ▶ American businesses achieved record exports for four consecutive years, with exports reaching an all-time high of \$2.3 trillion in 2013, and supporting 11.3 million jobs.
- ▶ Thousands of companies across the country made exporting a strategy to grow their business.
- ▶ Dozens of states and communities turned to exports as a path for economic growth and job creation.

A new customer service-driven strategy with improved information resources that will ensure American businesses are fully able to capitalize on expanded opportunities to sell their goods and services abroad.

**The Obama Administration will build on the success of the National Export Initiative (NEI) by launching NEI/NEXT, which will help more American companies reach more overseas markets through five objectives:**

- 1** ▶ **Connecting more U.S. businesses to their NEXT global customer** with tailored industry-specific information and assistance.
- 2** ▶ **Making the (first and) NEXT international shipment easier and less expensive**, through efforts to streamline U.S. government export-related services, reporting requirements and processes, and speeding American goods to more markets through domestic infrastructure improvements.
- 3** ▶ **Expanding access to finance for U.S. businesses' NEXT export transaction**, helping more exporters obtain financing to meet international demand, and ensuring more companies know what products and services are available to reduce risk and export to new markets with confidence.
- 4** ▶ **Promoting exports and foreign direct investment attraction as the NEXT economic development priority** in communities and regions across the country by enhancing partnerships with local and state leaders and by coordinating with SelectUSA.
- 5** ▶ **Creating, fostering and ensuring U.S. business' NEXT global opportunity** by helping developed and developing economies improve their business environments, by opening new markets, and by establishing conditions and addressing barriers to allow more American exporters to compete and win abroad.

**DATA** Within each objective, the NEI/NEXT will support the creation of data to help companies make decisions and better inform communities across the country so they can integrate trade and investment into their economic development strategies.

NEI/NEXT will be implemented through the Export Promotion Cabinet and Trade Promotion Coordinating Committee (TPCC), which consists of representatives from 20 federal departments and agencies with export-related programs.