

PRESIDENT'S EXPORT COUNCIL

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MEETING

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WEDNESDAY

JUNE 10, 2015

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The President's Export Council met in the Eisenhower Executive Office Building, 17th Street and Pennsylvania Avenue, NW, Washington, DC, at 9:30 a.m., Jim McNerney, Chair, presiding.

PRIVATE SECTOR MEMBERS

W. JAMES MCNERNEY, JR., PEC Chair, Chairman, President, and Chief Executive Officer, The Boeing Company

URSULA M. BURNS, PEC Vice Chair, Chairman and Chief Executive Officer, Xerox Corporation

DAVID ABNEY, Chief Executive Officer, UPS

MARY ANDRINGA, President and Chief Executive Officer, Vermeer Corporation

KENNETH C. FRAZIER, Chairman, President, and Chief Executive Officer, Merck & Co., Inc.

RICHARD L. FRIEDMAN, President and Chief Executive Officer, Carpenter & Company, Inc.

ANDRÉS R. GLUSKI, President and Chief Executive Officer, AES Corporation

GENE HALE, Founder and President, G&C Equipment Corporation

MARILLYN A. HEWSON, Chairman, President and Chief Executive Officer, Lockheed Martin Corporation

WILLIAM HITE, General President, United Association

VANESSA KEITGES, President and Chief Executive
Officer, Columbia Green Technologies
ANDREW N. LIVERIS, Chairman and Chief
Executive Officer, The Dow Chemical
Company
RAUL PEDRAZA, Founder and President, Magno
International L.P.
VIRGINIA M. ROMETTY, Chairman, President and
Chief Executive Officer, IBM
ARNE M. SORENSON, President and Chief Executive
Officer, Marriott International, Inc.
PATRICIA A. WOERTZ, Chairman, Archer Daniels
Midland Company

CONGRESSIONAL MEMBERS

SENATOR AMY KLOBUCHAR, D-Minnesota
REPRESENTATIVE SUZAN DELBENE, D-Washington
REPRESENTATIVE MIKE KELLY, R-Pennsylvania
REPRESENTATIVE DAN KILDEE, D-Michigan
REPRESENTATIVE DAVE REICHERT, R-Washington

GOVERNORS AND MAYOR

JAY NIXON, Governor of Missouri
NIKKI HALEY, Governor of South Carolina
ASHLEY SWEARENGIN, Mayor of Fresno

WHITE HOUSE OFFICIALS

VALERIE JARRETT, Senior Advisor and Assistant to
the President for Public Engagement and
Intergovernmental Affairs
JEFF ZIENTS, Director of the National Economic
Council and Assistant to the President for
Economic Policy
BRODERICK JOHNSON, Cabinet Secretary and
Assistant to the President for Cabinet
Affairs
MAURICE OBSTFELD, Member, Council of Economic
Advisers
ANDREW MAYOCK, Associate Director, General
Government Programs, Office of Management
and Budget

ADMINISTRATION OFFICIALS

PENNY PRITZKER, Secretary of Commerce

THOMAS PEREZ, Secretary of Labor

ANTHONY FOXX, Secretary of Transportation

**AMBASSADOR MICHAEL FROMAN, United States Trade
Representative**

**MARIA CONTRERAS-SWEET, U.S. Small Business
Administration**

BRUCE ANDREWS, Deputy Secretary of Commerce

**CATHERINE A. NOVELLI, Under Secretary for
Economic Growth, Energy, and the
Environment, U.S. Department of State**

**ERIC HIRSCHHORN, Under Secretary for Industry
and Security, U.S. Department of Commerce**

**FRED P. HOCHBERG, President and Chairman,
Export-Import Bank of the United States**

**MARISA LAGO, Assistant Secretary for
International Markets and Development,
U.S. Department of the Treasury**

**MARCUS JADOTTE, Assistant Secretary for Industry
and Analysis, U.S. Department of Commerce**

**ELIZABETH LITTLEFIELD, President and CEO,
Overseas Private Investment Corporation**

**LEE I. ZAK, Director, United States Trade and
Development Agency**

**KEVIN K. MCALEENAN, Deputy Commissioner, U.S.
Customs and Border Protection**

**ALEXIS TAYLOR, Deputy Under Secretary for Farm
and Foreign Agricultural Services, U.S.
Department of Agriculture**

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Adjournment

P-R-O-C-E-E-D-I-N-G-S

9:37 a.m.

CHAIR MCNERNEY: It's great to see everybody back. I'd like to recognize some of the elected officials who are joining us today.

Governor Jay Nixon is a very good friend of Boeing, certainly, and many in this room. Thank you for being here. We look forward to hearing from you later in the program.

Three new members of the PEC who are members of Congress. We'd like to welcome Representative Mike Kelly of Pennsylvania. Congressman, good to have you here. Thank you for your service and welcome to the PEC.

Representative Dan Kildee of Michigan. Is he -- there he is. Welcome. Good to have you here.

And Susan DelBene of Washington is also here, I believe. There she is. Welcome.

And Congressman Reichert, is he with us? I was going to recognize him as the longest continuous attending member of the legislature.

1 And don't tell him I said anything. I'll
2 recognize him later.

3 Mayor Ashley Swearingin of Fresno,
4 California, welcome. Good to have you here
5 representing the U.S. Conference of Mayors.

6 And then of course we have a number of
7 the President's top advisors and members of his
8 cabinet are also here.

9 I'd like to welcome of course Valerie
10 Jarrett, senior advisor to the president.
11 Valerie.

12 As always, Jeff Zients. Jeff is over
13 here. Director of the National Economic Council.

14 Maurice Obstfeld -- I can't pronounce
15 your name as well as I should. Thank you very
16 much. I appreciate your forbearance on that one.
17 Of the Council of Economic Advisers.

18 Secretary Penny Pritzker, our sponsor,
19 our leader.

20 Secretary Anthony Foxx of the
21 Transportation Department is here.

22 And I think I saw Tom -- yes,

1 Secretary Perez is also here. It's great to have
2 him.

3 Ambassador Mike Froman is with us as
4 well.

5 And Ambassador Maria Contreras-Sweet
6 of the Small Business Administration is here.
7 So, Maria, good to see you again.

8 And thanks to you and the other
9 officials who are seated around the table who are
10 doing all the work. We actually do know that.

11 It's great to have you with us today
12 and we look forward to everyone's participation.

13 Since we last met in December this
14 group broadly speaking has continued work in a
15 number of important ways.

16 And that includes efforts to educate
17 stakeholders around the country and in D.C. about
18 why exports and trade are so important to the
19 continued growth of the American economy.

20 We've been challenged by many members
21 of the administration, most notably Ambassador
22 Froman to keep selling out there. And we're

1 doing our best.

2 I think we also undertook since we
3 last met some important midterm reviews of prior
4 letters.

5 And we worked closely with many of our
6 executive branch partners to execute against that
7 blueprint and to fine-tune it and to update it
8 where we needed to do that. And that's reflected
9 in some of the letters here today.

10 Finally, we are very excited today to
11 have a panel on 21st century competitiveness.
12 And I foreshadowed that with introducing Governor
13 Nixon and Mayor Swearengin.

14 We'll also have Governor Nikki Haley
15 from South Carolina will be joining the two of
16 them.

17 And the perspectives of these leaders
18 on the challenges, the opportunities and barriers
19 they see at the local and regional level is an
20 essential input for the Council as we try to stay
21 a step ahead of the competition around the world.

22 And I've always felt that the closer

1 you get to the ground on this issue the more easy
2 it is to understand why trade and exports are
3 critically important.

4 We'll also receive updates on the
5 economy from Director Zients and on the trade
6 agenda from Secretary Pritzker.

7 We have a really full agenda and some
8 substantive issues to discuss.

9 Hey look, this is my last meeting as
10 the chairman of the Export Council. And I know
11 all of you have had that on your calendar since I
12 started five or six years ago.

13 But I am looking forward to continued
14 service in other capacities.

15 But it has been a privilege, and I say
16 this to particularly the members of the
17 President's team and to Penny who's been a great
18 partner here.

19 It's been a pleasure to serve and a
20 privilege to serve the President as chairman of
21 this Council for the last number of years.

22 And it's been an honor to work with

1 many of you around this table.

2 I just want to recognize the original
3 renegades who I think five and a half years ago
4 there's still a number of us still here.

5 Of course, Ursula, where is Ursula?
6 Right here. Who is -- here's the world's worst
7 secret -- who is going to assume my position here
8 very soon.

9 Mary Andringa. There's Mary. She's
10 from the very beginning.

11 Dick Friedman of Carpenter & Co.

12 Dick, I see you. You were here earlier.

13 Gene Hale, partner in crime. Probably
14 has done more legwork than any PEC member.

15 Bill Hite. Bill, helmets and hard
16 hats. There's Bill.

17 Bob Iger who could not be with us
18 today. He called to offer his congratulations.

19 Andrew Liveris, our resident Greek
20 Australian American.

21 And then Raul Pedraza. Where's Raul?
22 He's right down there in his usual spot.

1 And then of course Pat Woertz. I
2 think I picked up everybody. So thanks for your
3 service and the ongoing service.

4 And quite frankly, the President has
5 demonstrated a real commitment to this Council.
6 And I did a little historical analysis I should
7 say going back a number of years.

8 And I will not name names, but let's
9 put it this way. A President has rarely been as
10 engaged in this Council as President Obama was
11 when you do the historical analysis.

12 And you'd be sort of surprised. And
13 again, I'm not going to name names. You'd be
14 sort of surprised who's committed and who isn't.
15 So, I'm just going to leave it at that.

16 The Export Council has been a great
17 model of public-private partnership. And I think
18 Ursula led the trip to Turkey last year and
19 Poland.

20 And I think that sort of embodied, I
21 think, the power of that kind of partnership
22 around the world.

1 And I would also remark on the
2 progress on small- and medium-sized businesses
3 that we made.

4 I mean, it gets lost in the debate on
5 TPA, it gets lost in the debate certainly in Ex-
6 Im more than it should.

7 But small- and medium-sized businesses
8 have made -- let's put it this way. We've tried
9 to put in place the kinds of policies that give
10 those folks as much of a chance to succeed on the
11 global stage as some of us with more natural
12 advantages have.

13 And so it's -- I think that's an
14 important part of the work and something that
15 we're proud of.

16 And the \$2.34 trillion in goods and
17 services over the last year, a record. I think
18 we all feel good about that.

19 And I think, again, back when you get
20 on the ground and understand what that really
21 means. What that really means is high-paying,
22 highly skilled, well-paid jobs for families and

1 for people and for the communities that have
2 supported services around them.

3 So, there's more work to be done. And
4 so there could not be a more natural transition
5 in the world. My right arm, my left arm, now
6 Ursula herself.

7 And we work side by side so she will
8 probably disown every policy I put in place, but
9 that's Ursula.

10 But we share the same goal. And so
11 it's going to be fun.

12 And Valerie, again, let me just finish
13 with thanking you for facilitating it all. And I
14 think you very nicely put everybody in positions
15 to succeed including myself. And so I appreciate
16 not only that partnership, but your friendship as
17 we've gone through all this.

18 So now, with that said I think the
19 normal practice. Valerie, would you like to kick
20 off the meeting?

21 MS. JARRETT: Thank you, Jim, Ursula,
22 members of the President's Export Council. Good

1 morning.

2 As Jim mentioned, we have a robust
3 agenda. You are here at a pivotal time in a
4 national debate that we'll get into in a moment.

5 But before we get into the substance
6 of the meeting I just wanted to say a few words
7 about Jim.

8 As he mentioned he is stepping down
9 after five years. In public service 5 years
10 often feels like 35 years.

11 But he has led this Council through
12 coming in at a time when our economy was still on
13 the verge of collapse to seeing the progress that
14 we've made over the last five years and the
15 advice of the Council that this Council has given
16 to the President has been inextricably linked to
17 the progress that we've made.

18 And Jim, your leadership here has had
19 a direct impact on the policies that the
20 President has adopted and has advocated.

21 And it has led to the retention and
22 creation of jobs here in America in everything

1 from growing the automobile industry to being as
2 robust as it is to the hospitality industry.

3 And everything in between, small,
4 medium, and large, have benefitted from your
5 leadership and the advice of this Council.

6 And so, on behalf of the President who
7 just returned, as I think everyone knows, from
8 the G7, having a very productive meeting and
9 threw himself fully into his agenda of getting
10 trade passed, couldn't be with us this morning.

11 But he asked me to express to you his
12 appreciation for your service.

13 You have always been there for -- not
14 just for this Council and the President, but for
15 our country.

16 And appreciating the fact that while
17 you're running this extraordinary business you
18 have always made time for the people's business.

19 And on a personal note there isn't a
20 single time that I have called you or emailed you
21 and asked for help where you have not been right
22 there. And we just appreciate that service.

1 So, to commemorate your service
2 there's kind of an inside joke between the
3 President and Jim having to do with gold watches.

4 Well, I don't have a gold watch for
5 you, but I have what I think is like the next
6 best thing. Perhaps you'll open this and show
7 the group.

8 How about a round of applause?

9 (Applause)

10 CHAIR MCNERNEY: Thank you, thank you.
11 This looks promising, it looks promising. Oh,
12 fantastic.

13 MS. JARRETT: Just to remind you that
14 you were --

15 CHAIR MCNERNEY: Presidential --

16 MS. JARRETT: Presidential cuff links
17 with President Barack Obama's name on it.

18 CHAIR MCNERNEY: Thank you.

19 (Applause)

20 MS. JARRETT: And even a more personal
21 gift from the President that you may open at your
22 leisure.

1 CHAIR MCNERNEY: Okay. Thank you very
2 much. I appreciate it.

3 MS. JARRETT: So, and as Jim also said
4 there could be nobody more capable than his left
5 and right, I don't know which to call, both hand
6 than Ursula Burns who has also been here
7 throughout, and has provided advice and counsel
8 and leadership.

9 And also on a personal note has done
10 yeoman's work for the people of our country, and
11 the businesses of our country, and helped make
12 sure that our competitiveness stays second to
13 none.

14 So, I look forward to working with you
15 in your new capacity. But it will be a seamless
16 transition beginning tomorrow.

17 So, please join me in welcoming
18 Ursula.

19 (Applause)

20 CHAIR MCNERNEY: Thank you very much,
21 Valerie. That was very nice. Ursula.

22 VICE CHAIR BURNS: I've had the

1 benefit of sitting next to Jim and Jim doing most
2 of the heavy lifting as most of you know. And I
3 come in whenever Jim needs specific help.

4 He has an expression that I love which
5 is called -- he said it earlier -- hey look.
6 Which is his phrase for "let's move along." I
7 just want to thank you as well.

8 We joined together and when we spoke
9 about this before we actually both said yes. One
10 of the key points that we talked about was we
11 would do this together if we could make a
12 difference.

13 And I think that we have been able to
14 make a difference under your leadership. We have
15 three trade agreements, we're on the verge of
16 TPA. And I think we have to get Ex-Im
17 reauthorized. You'll do that before tomorrow
18 morning.

19 CHAIR MCNERNEY: I'll try.

20 VICE CHAIR BURNS: We have midnight.
21 You still have a couple of hours.

22 I will try to do as well as you. I

1 will probably call you if I need some help.

2 I just want to thank you from all my
3 heart and for all of America and for business.

4 (Applause)

5 CHAIR MCNERNEY: I'm supposed to
6 businesslike after all this?

7 Congressman Reichert, good to have you
8 here, the longest continuing attending legislator
9 on the PEC. It's good to have you here.

10 Let's see. Secretary Pritzker. Do
11 you have some words for us?

12 SECRETARY PRITZKER: Thank you. Thank
13 you, Jim.

14 And I too want to personally thank you
15 for your service to our country. You've been a
16 fantastic leader of the PEC for the last five
17 plus years.

18 And what all of us really appreciate
19 is that you and your team have helped the Council
20 develop and prioritize recommendations and
21 deliver specific actionable advice to all of us
22 in the government.

1 And that is a tall order. It sounds
2 easy, but it's very -- a lot of people, a lot of
3 coordination, a lot of conversation. But it's
4 really helped guide us and we're very grateful
5 for that.

6 And Ursula, I want to congratulate you
7 as the new chair. I very much enjoyed leading
8 the PEC trip with you to Poland and Turkey last
9 fall.

10 I took particular delight in that our
11 press conferences were all women. I think we may
12 have shocked a few in some of those countries,
13 but it was really, I think we held our own and
14 then some.

15 And I look forward to working closely
16 with you to advance our trade and export goals
17 going forward.

18 And to all of you on the PEC, this
19 Council really plays, as Valerie said, an
20 invaluable role in advising our country's
21 international trade agenda.

22 Do not underestimate how important

1 your work is. Your recommendations have
2 contributed to many accomplishments over the last
3 several years, whether it's the three free trade
4 agreements, or we're on track to complete the
5 International Trade Data System, or the fact that
6 we are really pursuing and continue to pursue
7 meeting the visa processing goals at high-demand
8 posts around the world that you have set for us.

9 And I have enormous confidence, and as
10 you know I stake myself out as the optimist in
11 the group, that we'll add securing trade
12 promotion authority to that list which has been a
13 PEC priority for many, many years.

14 Just talking about our trade
15 agreements, U.S. companies and workers, as you
16 know, we need these trade agreements to thrive in
17 what continues to be and will be a fiercely
18 competitive global economy that all of you
19 operate in.

20 And too often, as you know, U.S.
21 companies lack access to the 96 percent of the
22 world's customers that live outside of our

1 borders, but foreign companies really have
2 relatively easy access to our marketplace.

3 And so, addressing both the barriers
4 and opening markets, but also, frankly, leveling
5 the playing field. We use those phrases, but
6 they really are real.

7 And this is the central focus of the
8 President's trade agenda. And it's really to
9 spur economic growth here at home, create jobs
10 here at home, and make sure that our American
11 workers are competing with a fair set of rules
12 around the world.

13 And we're very focused, as you know,
14 the entire administration. And Jeff and Mike
15 coordinate all of us in our efforts to get this
16 done.

17 I just will say from a personal
18 standpoint to be part of that team is something
19 I'm very proud of. And we're all in as an
20 administration to get this done, but we can't do
21 it without you.

22 And we are not over the finish line.

1 So please, let's not high-five. We have got more
2 work to do to get not just trade promotion
3 legislation done, but ultimately to get the
4 Transpacific Partnership and the Transatlantic
5 Trade and Investment Partnership passed through
6 Congress. So, more work to do.

7 It feels like we've got momentum, but
8 let's not be too optimistic.

9 Having said that, being the optimist
10 and the planner at heart the Commerce Department
11 is already working to lay the groundwork so that
12 your businesses, your supply chains and our
13 nation's small- and medium-sized businesses can
14 capitalize on the hard work that is in
15 negotiating new trade agreements, and
16 particularly let's say TPP.

17 We recognize that it's our
18 responsibility to help businesses take advantage
19 of these new trade agreements.

20 And so to that end I want to remind
21 you we have 100 U.S. export assistance centers
22 around the country.

1 Their purpose is to help American
2 businesses with every step of the export process.

3 And our staff stands ready to
4 introduce firms to overseas buyers and
5 distributors, help them with counseling and
6 advocacy, introduce them to financial
7 institutions that might finance their trade.

8 So, we have resources available to
9 support our businesses.

10 And then of course we have our 175
11 commercial service professionals that are located
12 just in the TPP countries.

13 And in fact, we're doing a review to
14 make sure we have enough resources in those
15 countries so that, as I said, as an optimist when
16 TPP is passed we're ready to provide American
17 companies with the on-the-ground assistance that
18 they'll seek to successfully navigate in those
19 new markets.

20 And as a precursor to all of this,
21 since I took office the department has led 11
22 trade missions to TPP regions. And personally

1 I've been to Japan, Vietnam, Mexico, Canada,
2 Singapore, and Malaysia as Secretary of Commerce.

3 So we are really out there trying to
4 lay the groundwork because our job in the end is
5 to bring these new trade agreements to life on
6 your behalf and on behalf of, frankly, of the
7 American worker.

8 So, one of the things, just to remind
9 you of some of the things that we are focused on.

10 We're also working to upgrade our
11 available market research on TPP countries,
12 enhancing our industry-specific expertise to
13 ensure that companies have the data in your
14 sector is available to compete.

15 And we're also improving our existing
16 tools and developing new applications so
17 businesses can plan ahead and incorporate TPP
18 into their export strategy.

19 We will work to increase opportunities
20 for U.S. companies to engage with potential
21 buyers and partners in the TPP countries through
22 trade shows and other events.

1 In addition to bringing the trade
2 agreements to life, one of the important
3 responsibilities at the Commerce Department that
4 we -- it's not solely in our purview, but also
5 with USTR is enforcing the trade rules.

6 Our team is responsible for
7 monitoring, investigating, and ensuring foreign
8 governments are in compliance with our existing
9 250 trade agreements to which the United States
10 is a party.

11 And we'll work with exporters of all
12 sizes to overcome barriers caused by foreign
13 government policies that violate our trade
14 agreement policies.

15 So, a lot at stake here, a lot of
16 potential opportunity. So thank you for all your
17 support to date.

18 Let me close by just, I have three
19 asks of this group that I want to make sure that
20 you're aware of.

21 The first is we want your input into
22 how our department can best position U.S.

1 companies to take advantage of new trade
2 agreements.

3 What information will you and your
4 suppliers need most, and in what format. And
5 what tools and assistance do you need to
6 capitalize on these new opportunities.

7 So, if you through our processes could
8 let us know that, that would be great.

9 The second is on behalf of the
10 administration I just want to make sure you're
11 aware. Our department recently accepted
12 Germany's invitation to be the partner country
13 for the next Hanover Messe, the largest
14 industrial trade fair in the world. So I hope
15 that your companies will attend the event.

16 The Hanover Messe is an opportunity
17 for you to showcase your innovative, high-quality
18 products and to hundreds of thousands of
19 attendees from around the world.

20 That event is next April. And we will
21 play, the United States will play a particularly
22 special role in that fair for next year.

1 Third and the last request is I know
2 that many of you are manufacturers and I invite
3 you to join us for Manufacturing Day on October
4 2.

5 This is an effort to expose graduates
6 and high school students to the innovative,
7 inventive businesses that characterize today's
8 manufacturing sector.

9 The goal of the event is to address a
10 PEC priority which is improving the image of
11 manufacturing.

12 Last year we had 400,000 attendees at
13 over 1,600 events around the country, but not in
14 every state.

15 This year we aspire to have more than
16 2,000 events and to have events in all 50 states.
17 And we encourage your companies to participate.
18 So, please put Manufacturing Day, October 2, on
19 your calendar.

20 And I know that you will put forward
21 a number of recommendations today. I've read
22 them.

1 Unfortunately, I will not be able to
2 spend the entire meeting with you. But you're in
3 good hands. My Deputy Secretary Bruce Andrews
4 will be here. So I look forward to receiving the
5 readout of your recommendations.

6 And let me close by just saying again
7 your recommendations, the PEC recommendations,
8 are critical in shaping our policies.

9 Your persistence is essential to
10 achieving the outcomes necessary for America to
11 lead in our increasingly globalized economy.

12 And I know that working together we
13 will not only keep America open for more growth
14 and open for more progress, but also open for
15 more business. So thank you all very much.

16 CHAIR MCNERNEY: Thank you, Penny.

17 (Applause)

18 CHAIR MCNERNEY: I can say from
19 personal experience that the Commerce Department
20 has in my memory never been more focused, and
21 active, and steam in their stride than it is
22 today.

1 I think your leadership has something
2 to do with that, a lot to do with it.

3 And I think, Ursula and I were making
4 a note on. I think there's something to be said
5 for this information engagement, the form in
6 which some of this important information is
7 presented and is required. The next level of
8 detail, I know you meant it that way.

9 I think we ought to make that one of
10 our initiatives.

11 SECRETARY PRITZKER: We would really
12 appreciate it. For the first time we have a
13 chief data officer. We have an entire effort at
14 the Department of Commerce across Commerce as it
15 relates to data and trying to make our data more
16 easily available, more digestible, more
17 practical.

18 CHAIR MCNERNEY: So there's someone we
19 can link it with.

20 SECRETARY PRITZKER: Absolutely,
21 absolutely. And I know Bruce Andrews, there he
22 is, right behind me. He can put everyone in

1 touch with Ian Kalin who runs that effort for us.

2 CHAIR MCNERNEY: Thank you, Penny.
3 Appreciate it. Jeff?

4 MR. ZIENTS: Jim, I'm going to be very
5 quick because I think a lot of the most important
6 points have already been made.

7 Thank you and Ursula for your
8 leadership.

9 Let me just do a very brief update on
10 the economy. Coming off of what was a soft first
11 quarter, we believe driven in large part by some
12 transitory issues like ports and weather, we were
13 pleased to see last Friday's jobs number, 280,000
14 jobs. That's now 12.6 million private sector
15 jobs across 63 straight months which is a record
16 in terms of the streak.

17 And unemployment has fallen from 10
18 percent down to 5.5 percent.

19 I don't need to spend much time on the
20 importance of exports with this group. I feel
21 like I'm not only preaching to the choir, I'm
22 preaching to the preachers.

1 And as Jim said, we last year hit a
2 record.

3 But the President along with this
4 group believes that increasing exports even off
5 of this high base is critical to our future.

6 And when American businesses and
7 workers compete on a level playing field we win.
8 And that's what free trade agreements are all
9 about, high-standard free trade agreements.

10 We had a couple of weeks ago a good,
11 strong bipartisan vote on TPA in the Senate. We
12 expect action in the House in the next several
13 days.

14 As Penny said we've got to keep
15 working. And I think we have a good case here
16 and good prospects, but it ain't over till it's
17 over.

18 And to that end the President has been
19 all in, fully committed both publicly at events
20 like Nike a few weeks ago where he made the
21 public case for trade, and spending a large chunk
22 of his calendar in private phone conversations,

1 in meetings with members and other key
2 constituents.

3 The cabinet has been, as Jim said, all
4 out. I think there's been 165 visits by the
5 cabinet and their senior teams to over 35 states
6 across the last few months.

7 And Secretary Foxx, Pritzker, Tom
8 Perez, Secretary Vilsack's been critical on ag
9 and in rural communities. And Carter and Kerry
10 making the national security case for trade.

11 And above all, Ambassador Froman who
12 has just been everywhere while at the same time
13 negotiating the agreement, so thank you, Mike.

14 And all of you, your support has been
15 critical in that. Members need to hear from you
16 and your employees and companies in your supply
17 chain and small businesses. And getting that
18 dialed up has been important for people to
19 understand the benefits of trade.

20 You'll hear more about TPA and TPP
21 from Mike so I want to go and close on a second
22 very important topic for exports and

1 competitiveness, and that's the reauthorization
2 of the Ex-Im Bank.

3 The case here is Fred Hochberg,
4 president of the Ex-Im Bank is very compelling.
5 Over the past six years Ex-Im has supported 1.3
6 million jobs, private sector jobs.

7 It's been reauthorized 16 times by
8 bipartisan majorities across 80 years.

9 And most importantly it doesn't cost
10 taxpayers a cent. It actually makes money.

11 So, for all those reasons we are very
12 engaged with Congress to get Ex-Im reauthorized
13 and committed to getting this done.

14 Leader McConnell promised a vote.
15 Speaker Boehner is supportive. We think that it
16 will likely start in the Senate, and we need to
17 find a credible path to Ex-Im reauthorization.
18 You'll hear more about that in a few minutes.

19 So, a lot of progress, but a lot of
20 opportunity ahead. And we've got a couple of key
21 pieces of business to do across the next several
22 weeks. Thank you, Jim.

1 CHAIR MCNERNEY: Thank you. Thank
2 you. Appreciate your guidance and push on a lot
3 of this stuff. The coordination you bring to it,
4 it's not easy.

5 We have the letters now, and we have
6 30 minutes. So we are always in this position so
7 we should be good at it at this stage.

8 You can rely on the fact that these
9 letters have been fairly well vetted.

10 So, we will let Andrew -- where's
11 Andrew? -- be an example of the kind of brevity
12 that we're looking for as he presents the first
13 letter on the trade agenda.

14 I think there's maybe another person
15 or two that may want to make a quick comment
16 after Andrew.

17 MR. LIVERIS: Yes, thank you, Mr.
18 Chairman. And Jim, thank you for your
19 leadership. I personally enjoyed the five and
20 half years.

21 And thank you, Ursula, for your
22 continued leadership.

1 In the spirit of direct instructions
2 from the chairman which I'm quite accustomed to
3 receiving we are going to be very brief. But the
4 letters speak for themselves.

5 We're the Global Competitiveness
6 Subcommittee. We have three letters.

7 The first is of course the seminal
8 letter which has been much spoke about by the
9 leaders from President Obama's administration
10 here which is the letter on leadership on trade.

11 If you go through the letter it really
12 speaks to the difference between a free trade
13 agreement and a fair trade agreement.

14 And the United States exporting high-
15 quality standards for protecting intellectual
16 property, eliminating tariffs to facilitating
17 customs, the need for strong commitments on these
18 issues, the elimination of localization
19 requirements, and really asking our negotiators
20 on TPP and TTIP to put all this into play.

21 And regulatory cooperation across
22 borders. USTR is on top of it. My firm is right

1 on top of this team. This is a letter that
2 strongly supports that process.

3 So, I'll ask a couple of members of
4 the committee to comment. Ginni Rometty is
5 first. Where's Ginni?

6 MS. ROMETTY: Okay. And I'll just do
7 the ditto on the congratulations and thank yous.

8 But I only want to call out the one
9 particular chapter and importance in how everyone
10 listens so well to the part about inclusion of
11 the modern digital economy.

12 Because that is now pervasive in both
13 the TPA -- in TTP provisions that have been
14 written there.

15 And I think that was so critical.
16 Because as we speak of lots of natural resources
17 information is as much as a natural resource.
18 We're providing that value that's going to go
19 with it.

20 So, it has done I think a great job.
21 And I salute the efforts of everyone in the
22 inclusion of that.

1 And as I say, in TPA it's part of the
2 negotiating provisions. And then in TTIP it's
3 strong provisions that are in there.

4 But I would just call out one more
5 that I don't think everyone has seen, and really
6 attribute to both Commerce and then USTR and
7 Ambassador Froman created something called the
8 Digital Dozen his team has created which is a
9 set of what I would call principles that -- no
10 one could have written them better I think, that
11 embrace what it means to have a really fair
12 digital agenda out there.

13 And we, I think, are the first country
14 to have written such an inclusive list that is
15 very clear and easy to understand.

16 Things like keep a free and open
17 internet. Or things like you can't force a
18 company to divulge something in order to
19 participate.

20 And so I think that particular --
21 those rules are spot on. You can't prohibit a
22 company from trade if they don't turn over their

1 intellectual property, as an example.

2 I think they're very well written and
3 I think they set a role model. So I really
4 commend the USTR for what they've done.

5 And I would only add I was with
6 Senator Hatch yesterday. And he couldn't have
7 been more complimentary about this particular
8 aspect -- in general, and this particular aspect.

9 And so I will just end by saying that
10 I think this has been an outstanding example of a
11 public-private partnership together, the
12 government listening and a set of provisions that
13 help both small business and big business in
14 trade in general.

15 MR. LIVERIS: Thank you, Ginni.

16 Ursula, did you want to make comments?

17 VICE CHAIR BURNS: Yes. By the way,
18 Ginni, very well said. I agree, the Digital
19 Dozen is very impactful, very well done. I'm
20 impressed.

21 One part of this agenda as well is
22 ITA. We have to be very careful and sure. Thank

1 goodness it has been added to the letter and to
2 the trade agenda in general.

3 It's not quite there yet. We have to
4 keep pushing. We cannot forget.

5 And my only request is that we don't
6 proceed without it included in any draft that
7 goes forward.

8 MR. LIVERIS: Thank you. And then I
9 think Pat Woertz, you wanted to make a couple of
10 comments?

11 MS. WOERTZ: Thank you. Let me just
12 add a couple of -- first, congratulations Jim,
13 Ursula -- a couple of points to what's already
14 been said.

15 Agriculture always continues to be
16 important in these trade issues, and particularly
17 preventing delays with agricultural products
18 coming in as well as continue to allow for
19 greater exports as part of the whole scheme.

20 I know we've all written op-eds on
21 this topic of free trade, and I just want to
22 continue to encourage my fellow members to do

1 that.

2 And not just in the major cities.
3 We've gone to the smallest of communities, you
4 know, in Lincoln, Nebraska, Clinton, Iowa,
5 Decatur, Illinois, and so forth.

6 Members, I think, appreciate that, but
7 it also helps our employees put their voice
8 forward as well. So, thank you for all that
9 you've done, Mike. It's been very much
10 appreciated.

11 CHAIR MCNERNEY: Well, these letters
12 -- thanks Andrew, and Ginni, Pat, and Ursula --
13 could not be more timely for reasons we know and
14 understand.

15 As I think Jeff suggested to us now is
16 not the time to let up. There is no home run
17 trot in sight yet.

18 Did Congressman Kelly want to offer a
19 word here?

20 REP. KELLY: We appreciate being
21 included in this.

22 You know, my background is an

1 automobile dealer. And I think one of the things
2 that we looked at always was how do we maintain
3 our base and then look at opportunities where we
4 can gain market share.

5 And certainly when we talk about 96
6 percent of the market being outside our borders
7 we want to protect what we have, but also we want
8 to grow what's still out there for us and with
9 products that get us there.

10 Chairman Hochberg was in Erie,
11 Pennsylvania explaining it. I think it's very
12 hard for people sometimes to understand Ex-Im.

13 For me it's been very easy. There's
14 many times people would come into our dealership
15 and say I'll take delivery of the car if you get
16 me financed.

17 And so for me it's down at the very
18 level, not so much in the upper echelon of it,
19 but on the blacktop where I deal with people
20 every day and look for market opportunities and
21 things that we can do to grow our economy, get it
22 back on pace.

1 I can't tell you how much I appreciate
2 the work that you're all doing.

3 I just wish the American public
4 understood it a little bit better because they're
5 in the dark on some of these things.

6 I don't know how we debunk some of
7 these ideas we have right now.

8 Dan and I and the sheriff sitting in
9 Congress, it really doesn't always get what it is
10 we're trying to get to. So I appreciate being
11 involved.

12 Thank you for all your service.

13 CHAIR MCNERNEY: Somehow I think
14 you're going to fit in here. Somehow I think
15 this is going to work.

16 REP. KELLY: And if anybody needs
17 anything for personal transportation let me know.

18 (Laughter)

19 CHAIR MCNERNEY: And before we get
20 Ambassador Froman I think --

21 REP. REICHERT: Just I know you're on
22 a tight schedule, Mr. Chairman.

1 I want to just take a moment to give
2 you a quick update. It's great to have Mike here
3 joining the team.

4 Yesterday the Ways and Means Committee
5 dropped bills TPA and TPP.

6 And maybe Mike was going to go into
7 this, but a preferences bill. We're on our way.
8 Customs bill.

9 And the word we just got as we were
10 headed down here is that we are going to have a
11 vote on Friday.

12 CHAIR MCNERNEY: That's a good sign.

13 REP. REICHERT: And by the way, I'm
14 the sponsor of the TAA bill and that's been a
15 little bit of a hiccup. But we've made some
16 progress there with the Senate.

17 So, the emphasis on your efforts this
18 week is absolutely critical. Your energy.

19 I know I get a little frustrated in
20 talking to some of the folks that we're talking
21 to. As Paul Ryan said in some cases -- maybe I
22 shouldn't say this -- it's like talking to a

1 piece of granite. The facts don't matter.

2 But you cannot give up because we are
3 swaying some of these people one at a time. So I
4 appreciate the opportunity to just quickly update
5 you on Congress.

6 CHAIR MCNERNEY: Hey, a report from
7 the battlefield. I mean, I know the work you're
8 doing there.

9 In getting the vote on Friday, for
10 those of us that aren't as engaged with deep
11 knowledge of the process, but that is a good
12 sign.

13 I mean, that says somebody thinks
14 someone's got some votes. That's what it says to
15 me.

16 Good. Thank you. Thank you,
17 Congressman. It's great to have you here.

18 Mike, would you like to provide an
19 administration response to all of this?

20 (Laughter)

21 AMBASSADOR FROMAN: I agree. I'll
22 speak very briefly. And let me maybe start with

1 the negotiations and where we are.

2 And I thank Ursula for bringing up ITA
3 as well because it is very much on our radar
4 screen.

5 We're near the end of that, but we
6 have some tricky issues with a couple of
7 countries.

8 I'll start with Geneva. ITA, I think
9 we're very close to.

10 Our environmental goods agreement
11 negotiation is actually going very well. It
12 doesn't get a lot of attention.

13 But we're working with other countries
14 in developing a long list of products where we
15 can eliminate tariffs on environmental-friendly
16 goods. I'm optimistic that that's making good
17 progress.

18 Our services negotiation, also making
19 good progress in Geneva.

20 And for the first time really in many
21 years we're having an open and honest discussion
22 about where Doha could land and how to bring Doha

1 to a close, building on the success of Bali and
2 what we hope will be the implementation of the
3 trade facilitation agreement this year.

4 So, our approach of trying to create
5 momentum through TPA and TTIP that can then spill
6 over and create momentum at the multilateral
7 level as well seems to be working.

8 And we have a ways to go on all these
9 issues, but we're seeing very good progress and a
10 more honest discussion than we've seen in a very
11 long time.

12 I'll do TTIP and then TPP. TTIP, I
13 was just in Berlin a week or so ago.

14 There's a lot of work still to be done
15 there, but the Europeans, I think at the G7 the
16 readout we received is that the Europeans are
17 very much interested in moving ahead.

18 And we're encouraging them to turn
19 that high-level political support they have for
20 TTIP into progress at the negotiating table.

21 And encouraging them also to engage
22 their publics and their stakeholders in a way to

1 help address some of the issues that have been
2 raised there, as we've been doing in this country
3 really for the last 20-plus years.

4 Ever since NAFTA we've had a robust
5 debate around trade in this country. We've
6 benefitted from that and they're now engaging in
7 that.

8 Finally, on TPP we just completed a
9 two-week session in Guam among our chief
10 negotiators where they made a lot of progress.

11 But we're down to what we knew would
12 come at the end which are the very -- a small
13 number of very difficult issues.

14 And I will tell you, and it's been
15 very clear, none of the other countries are
16 willing to come to the table, have another
17 meeting, and put their final offers on the table
18 until they see us having TPA. And they have made
19 that clear.

20 And you can understand why. All of
21 these final issues require very difficult
22 political decisions in their own systems, and

1 they're only willing to do that if they feel like
2 we've got the political support here to move this
3 forward.

4 So, the news that Congressman Reichert
5 just reported is timely.

6 And I will say the efforts that the
7 business community and others are putting
8 forward, and the mayors and Governors and others
9 are putting forward to support this is very
10 helpful. We're at a critical time there.

11 And when we get past TPA we'll need
12 something similar for TPP down the road. It may
13 not be the same intensity for six months, but
14 that too will be a big debate.

15 The final thing I would say is we've
16 benefitted enormously, we at USTR have benefitted
17 enormously from the input of this group and
18 groups like this in having business, and labor,
19 and members of Congress, and state and local
20 officials has been absolutely critical to making
21 us better negotiators, helping us refine our
22 positions.

1 And we view this as a critical part of
2 our job in terms of engagement with a wide range
3 of stakeholder points of view.

4 So thank you for all the time that
5 you've put into these letters and the other
6 activities that you undertake throughout the
7 year.

8 CHAIR MCNERNEY: Mike, you're
9 undertaking the most ambitious trade agenda in
10 history, and that's a true statement.

11 And you might just pull it off. And
12 we're going to keep supporting you. We're going
13 to keep supporting you.

14 Senator Klobuchar, welcome. It's good
15 to have you here with us today.

16 SENATOR KLOBUCHAR: Well, thank you.
17 I understand it's your last meeting. Thank you
18 for your leadership.

19 And I think right now with the Senate
20 having passed TPA we've moved onto being
21 concerned about the infrastructure bill and
22 getting that done, and looking at if there's any

1 way we could do a longer-haul bill which we would
2 really like in supporting -- many of us -- the
3 President's proposal on some international tax
4 reform in part so we could tie that into
5 infrastructure.

6 The Ex-Im Bank is really our number
7 one focus, those of us working on these issues
8 and seeing if there's any way we could either
9 attach it to -- because I think it will pass the
10 Senate and has easily -- either attach it to the
11 transportation bill, or attach it to even the
12 customs bill, but off on its own from TPA. Just
13 something that would give us a vehicle to get Ex-
14 Im done.

15 We're really concerned about that. I
16 headed up a press conference last week with Maria
17 and Heidi from the leadership. And we were
18 really trying to get that done.

19 And then the third thing I just wanted
20 to thank everyone for is their work on
21 apprenticeships.

22 I was just home a few weeks ago and I

1 could not believe we are having huge problems.
2 We have such low unemployment in Minnesota in the
3 manufacturing area. And so anything we can do.

4 I just talked to Patty about the K-12
5 bill. If there's anything more we can do to try
6 to encourage more with apprenticeships.

7 And I appreciate the letter you're
8 doing on that. So, thank you, and
9 congratulations to Ursula as well. Thank you.

10 CHAIR MCNERNEY: Thank you, Senator.
11 Good to have you here.

12 Cathy Novelli, did you want to make a
13 comment here at this juncture? Under Secretary
14 of State.

15 MS. NOVELLI: Thank you and thank you
16 both for your leadership and to everybody here
17 for their leadership.

18 And really what I wanted to say is
19 that in addition to all of the economic benefits
20 which Mike has outlined and you've all outlined
21 for the trade agenda and the trade agreements
22 it's also inextricably tied with U.S. leadership

1 more broadly and with our strategic objectives to
2 stay engaged, to stay engaged in the Asia-Pacific
3 in particular, but also with Europe.

4 And so you all are actually fantastic
5 ambassadors. Obviously we have ambassadors in
6 every country who are fighting for you all and
7 for what you're trying to achieve, but you are
8 also by your own example, by your honesty, by
9 your provision of jobs are providing a window
10 into American exceptionalism and what can be
11 happening.

12 And so we're very happy that we're
13 able to work together to support these things.

14 I just returned from Europe where I
15 was engaging with the Commission on the European
16 single digital market that they are working on.

17 And so it's great that we have these
18 principles to rely upon. I think that's going to
19 help us cabin that in.

20 And so we really want to be very
21 actively engaged in places not just where we have
22 trade agreements under discussion, but even more

1 broadly on issues like supply chain, et cetera.

2 And we look forward to working with
3 you on all of that.

4 CHAIR MCNERNEY: Great. Thank you for
5 your comments and thanks for your support here.

6 Second letter. U.S.-China BIT,
7 Bilateral Investment Treaty.

8 MR. LIVERIS: Yes, thank you. Also
9 our subcommittee.

10 Again, in the spirit of ambition and
11 Mike Froman's overachievement which we're
12 foreshadowing a BIT with China becomes the
13 seminal trade agreement through TPP, through
14 TTIP.

15 We all understand how difficult this
16 one's going to be. We all understand how
17 necessary it is and how vital the two economies
18 have to approach each other's economic dialogue.

19 As part of the strategic and economic
20 dialogue coming up it's very necessary that we
21 keep pressing the Chinese.

22 And this letter speaks to various

1 topics that the USTR is working on.

2 This letter really has a lot of
3 support from our subcommittee. I'd like Pat
4 Woertz to comment. And then Jim, you can ask
5 anyone else.

6 CHAIR MCNERNEY: Okay. Thanks,
7 Andrew.

8 MS. WOERTZ: Thank you, Andrew. I
9 would like to also support the letter and in
10 particular on the subject of agriculture -- you
11 won't be surprised.

12 We were pleased as the negotiations
13 have been proceeding to see that foreign
14 investment in selected agricultural processing
15 was removed from the new negative list for four
16 key zones, key new free trade zones in Guangdong,
17 Shanghai, Shenzhen, and Fujian.

18 And that is something we'll monitor
19 and watch. And we'd be interested to see how
20 long the pilot's duration would be, what's next
21 on the agenda, and certainly how they'll measure
22 success.

1 So we'll watch some of that quite
2 closely and would encourage, again, like the
3 letter says, continue to push.

4 CHAIR MCNERNEY: Mike, do you have a
5 comment here?

6 AMBASSADOR FROMAN: Just very briefly.
7 We have been negotiating this for about a year
8 and a half, and we've made quite good progress on
9 the base text of the agreement.

10 But the key issues I think this year
11 will be the negative list, and holding China to a
12 high standard to make sure that what they do
13 through this does actually lead to the opening
14 and the reform of their economy.

15 Our main purpose in doing this is to
16 help encourage that kind of reform. And we'll
17 need to deal with some other issues that are
18 China-specific in this context like their SOEs
19 and things of that sort.

20 And the State Department co-chairs
21 this with us. I think we're pleased with the
22 progress we've made to date, but we still have a

1 long way to go.

2 And we appreciate your support for a
3 high-standard agreement.

4 CHAIR MCNERNEY: Mike, just a quick
5 question. Does progress and momentum on TPA and
6 TPP, does that have the byproduct of helping you
7 with BIT as the geopolitics?

8 AMBASSADOR FROMAN: That's a very good
9 question. I think it does, and you all, of
10 course, who spend time in China maybe do, and
11 have meetings with leadership there.

12 Certainly the messages we're getting
13 from leadership is that they're following our
14 trade debate and TPP in particular very closely.

15 They know it will have an effect on
16 raising standards across the region that they're
17 going to have to compete with.

18 And the BIT is certainly one mechanism
19 for articulating the kind of reforms that they
20 need to do in order to achieve that.

21 CHAIR MCNERNEY: That's a good thing.
22 Cathy, do you have a comment there quickly?

1 MS. NOVELLI: Just very quickly.
2 Obviously the negative list is a sea change in
3 the way China looks at doing things.

4 Before it was you had to have express
5 permission. Now it's everything is allowed
6 unless it's prohibited. And you see that in the
7 free trade zones and we'll see it in the BIT.

8 And we've been pushing very hard
9 together with Mike to make sure that we're not
10 just cataloguing existing restrictions in China,
11 but to actually change things so that there's a
12 more open environment.

13 CHAIR MCNERNEY: Thank you. And
14 before turning to Marisa Lago from Treasury I'd
15 just like to acknowledge that Governor Haley
16 arrived who we acknowledged earlier today.
17 Welcome, Nikki. Good to have you here.

18 Marisa, are you? There you are.

19 MS. LAGO: Hi, this is Marisa. The
20 timing of this meeting is propitious because it
21 is on the eve of the annual Strategic and
22 Economic Dialogue that we have with China.

1 And that is the premier forum for
2 pushing China to deliver concrete changes.

3 The reason we place so much emphasis
4 is that this is a process that has worked.

5 We within the U.S. government are used
6 to operating across all different agencies. Not
7 as common in China.

8 And so the S&ED, the Strategic and
9 Economic Dialogue, is an opportunity to get all
10 of the Chinese government together to make
11 economic progress.

12 This year we're placing particularly
13 high emphasis, and the Chinese are as well on the
14 S&ED.

15 Why? Because it is a lead-in to
16 Chinese President Xi's visit to the U.S. in
17 September.

18 And the deliverables that we're
19 looking for reflect how complex and how rich our
20 economic engagement with China is.

21 And I thought I would list just the
22 top five things.

1 One is promoting global macroeconomic
2 rebalancing. That is what the G7 to G20 is all
3 about.

4 The second is obtaining market access
5 for U.S. technological innovations in China.

6 The third - leveling the playing field
7 for competition in China. Improving their
8 regulatory standards, and especially the
9 transparency of their regulatory standards.

10 Fourth, liberalizing investment.
11 Increasing the ability for U.S. companies to
12 invest in China without restrictions.

13 And then finally, an addition that
14 just grew out of President Obama's and President
15 Xi's agreement on climate earlier this year.

16 We are going to engage quite heavily
17 on cooperation on climate finance and clean
18 energy. Thank you.

19 CHAIR MCNERNEY: Terrific. I
20 appreciate those comments.

21 Other than ordering a whole bunch of
22 airplanes I can't think of anything I'd rather

1 have President Xi do when he's here in October.

2 (Laughter)

3 CHAIR MCNERNEY: Vanessa, did you have
4 a comment here? I saw her earlier today. Oh,
5 Jeff, sorry. Okay, fair enough.

6 Excuse me, I think, Vanessa, you were
7 going to introduce the next letter. Sorry.
8 We've built a hierarchy here that I'm not aware
9 of.

10 MR. LIVERIS: That's okay, Mr.
11 Chairman. So I'm going to introduce Vanessa.

12 CHAIR MCNERNEY: I think the problem
13 is Andrew here.

14 (Laughter)

15 MR. LIVERIS: Green here. The
16 subcommittee has also worked on green buildings,
17 that's the third letter.

18 It really marries Ambassador Froman's
19 and the comments we've just heard vis-a-vis the
20 S&ED, and how exporting technologies and
21 services, green technologies, green services fits
22 the U.S. agenda so perfectly.

1 And so we've put a letter together on
2 green buildings. And Vanessa, please comment.

3 Thank you.

4 MS. KEITGES: Thank you, Andrew. Just
5 to elaborate a little bit more on this green
6 building standard, and shed light not just on the
7 large companies like Dow that are looking at this
8 marketplace, but smaller companies like us.

9 We really have an opportunity to
10 revolutionize the way that the global green
11 infrastructure is looked at by setting these
12 green global standards which will allow us to
13 innovate these products and export them.

14 As a small business in this green
15 building world these green infrastructure
16 products are needle-movers and game-changers for
17 companies like ours.

18 They not only have green roofs but
19 low-flush toilets, energy-efficient windows,
20 solar. There are many green building products
21 that can fit these infrastructure projects.

22 And we've got these great products

1 because of green building standards like USGEC
2 which we have to meet here.

3 And it's allowed us to innovate and
4 build amazing places for people like us to live
5 and work.

6 But in this letter we highlight that
7 around the world those same green building
8 standards don't exist.

9 And it puts us at a disadvantage
10 because, for example, in a green roof here we
11 might have to manage water and reduce energy.

12 But a green roof in maybe Asia might
13 be meaning -- this is extreme, but spray-painting
14 the roof green. So we not only can't compete
15 from a price perspective, but it's actually not
16 performing in managing water, reducing air
17 pollution, waste, and all of that.

18 We've suffered in the past from U.S.
19 building products in China, for example. The
20 Europeans came in and built fire codes around
21 building standards and it allowed the European
22 companies to compete more competitively than the

1 U.S. companies.

2 We don't want to see that in the green
3 building world. We have been fortunate to
4 innovate and develop some of the best products in
5 the world.

6 So therefore in our letter we really
7 want to push for green infrastructure and
8 performance-based standards.

9 The green movement is spreading
10 throughout the world to build healthier places
11 for all of us to live and work.

12 The Pope is even talking about it, for
13 governments around the world to wake up and lead
14 in this area.

15 Therefore, in this letter we are
16 challenging the administration and the whole of
17 government to grab the reins and lead the way for
18 the global green building standards to ensure we
19 move the needle for our large companies, but to
20 also ensure that for the small businesses and the
21 entrepreneurs we can continue to innovate and
22 export in this growing green building market.

1 Thank you.

2 CHAIR MCNERNEY: Vanessa, very well-
3 articulated. Appreciate it very much.

4 Bruce, did you want to weigh in
5 quickly here?

6 MR. ANDREWS: Yes. First of all, I
7 want to thank you for the recommendations on this
8 important issue.

9 The U.S. standard system really
10 empowers the private sector to bring together the
11 technical expertise needed to develop the
12 consensus solutions that are both globally
13 relevant.

14 In areas where technologies are
15 developing quickly like this area, this is a
16 highly effective way to make sure that we have
17 practical, implementable solutions that bring
18 clarity to transactions both between buyers and
19 sellers.

20 Globally the standards in conformity
21 assessments can make or break market access for
22 our companies. And I think Vanessa, you made

1 reference to the fact of how important it is to
2 have our standards be globally relevant and lead
3 the way.

4 That's why at the Commerce Department
5 we're committed to making sure that our trading
6 partners are upholding the commitments that they
7 make.

8 The existing commitments on standards
9 included in the World Trade Organization
10 Technical Barriers to Trade Agreement and other
11 U.S. trade agreements.

12 Recognizing the importance of
13 buildings and green construction to the
14 environment, we've actively engaged our trading
15 partners in APEC, and ASEAN, the Gulf Cooperation
16 Council on best practices for developing
17 standards for green buildings and green building
18 codes to enforce those standards.

19 These efforts include developing
20 standards through open and transparent processes
21 to ensure that we have widespread participation
22 by stakeholders large and small, to develop

1 consensus solutions with the highest technical
2 merit.

3 We encourage the PEC members to
4 participate in future infrastructure trade
5 missions that we plan to do as well, including on
6 clean energy.

7 And we welcome the Council's views on
8 the ways we can better inform and empower
9 exporters in this space.

10 CHAIR MCNERNEY: Thank you, Bruce.
11 Thank you. Andrew? Okay, thank you.

12 Our next letter on domestic
13 infrastructure renewal and modernization. Andres
14 Gluski? There he is.

15 MR. GLUSKI: Well, first, Jim, thank
16 you for all your service. And congratulations,
17 Ursula.

18 On behalf of the Manufacturing
19 Services and Agricultural Subcommittee I am
20 pleased to introduce the infrastructure renewal
21 letter which aims to support the President's
22 Build America strategy, and urges additional

1 action to improve infrastructure in the U.S. as
2 we all know how important infrastructure
3 revitalization is to strengthening our
4 competitive position in the global markets.

5 Now, infrastructure is very capital-
6 intensive. To fund the nearly \$2 trillion we
7 need to once again be a world leader in
8 infrastructure from now to 2020 we have to
9 incorporate greater private sector participation.

10 So, what the letter encourages is
11 through public-private partnerships or P3s it has
12 some specific recommendations around build,
13 operate, and transfer, and also design, build,
14 operate, and maintain agreements.

15 So, this is an urge to have a long-
16 term vision for infrastructure which in the short
17 term has very beneficial effects in terms of
18 creating jobs and also helping many industries
19 here in the States, and longer term improves our
20 competitive position.

21 I think Gene wants to make some
22 comments.

1 MR. HALE: First of all, let me say,
2 Jim, thanks for your leadership. It's been a
3 pleasure working with you and it's going to be
4 sorely missed, but I thank you for your service.

5 Also I would like to thank
6 Administrator Sweet for being the keynote speaker
7 at the Los Angeles African-American Chamber
8 Dinner this year.

9 And also last year Secretary Foxx was
10 the keynote speaker.

11 So, our work is being done with the
12 help of all of you around the table. We
13 certainly appreciate that.

14 CHAIR MCNERNEY: You throw more
15 parties than anybody I know.

16 MR. HALE: I know, I know, right? I
17 never have time to have a drink though.

18 (Laughter)

19 MR. HALE: The SME Committee, we
20 certainly support what Andres is trying to do
21 here.

22 We believe that the acceleration of

1 infrastructure into the economy would greatly
2 enhance the opportunities for small businesses,
3 SMEs, and more importantly, for our veterans.

4 We think that there's tremendous
5 opportunities for our government to look at some
6 sort of harmonization of what is the definition
7 of a small business. And I think we can get more
8 of our veterans included in this process.

9 Therefore, if we can get the
10 infrastructure passed that we need I think we can
11 see a tremendous upside to SME participation in
12 this economy. Thank you.

13 CHAIR MCNERNEY: Thank you, Gene. I
14 appreciate the impact and the brevity.

15 MR. HALE: Yes.

16 CHAIR MCNERNEY: Good stuff.
17 Secretary Foxx, it's great to have you here
18 today. Did you want to weigh in on this subject?

19 SECRETARY FOXX: Thank you, Jim. I
20 extend my thanks to you as well as to Ursula and
21 to others.

22 Let me just say very briefly that the

1 letter is very welcome. The President is very
2 focused on infrastructure.

3 Obviously we've got some things to
4 deal with here with trade. My hope is that I can
5 do like the woman in When Harry Met Sally and
6 have a little bit of what Michael's having after
7 this is all over.

8 (Laughter)

9 SECRETARY FOXX: But we're going to
10 need some attention on this subject matter as it
11 goes forward.

12 Let me just say a couple of things.
13 First of all, we stand ready to work with our
14 interagency partners on the issue, the small
15 business issue.

16 We also stand ready to support the
17 work on public-private partnerships. The
18 President has tasked our department with standing
19 up a public-private partnership center.

20 We are in the throes of scaling up,
21 upscaling our ability to do this.

22 We're going to co-locate members of

1 our innovative financing teams to allow us to
2 scale what we do for creating a real operation
3 there.

4 But I do want to make one final point
5 here which is that our ability to do this is
6 going to be enhanced if we have the support of
7 Congress in breaking down some of the stovepipes
8 within an agency like DOT and other agencies
9 across government.

10 There's going to be no substitute for
11 a far-reaching policy bill on transportation.
12 Even beyond the funding, giving us the policies
13 that are going to enable us to really take this
14 letter and scale it to the next level.

15 CHAIR MCNERNEY: Okay. Thank you, Mr.
16 Secretary. Appreciate it very much.

17 Under the heading of keep the ball
18 rolling, David Abney, where -- there you are.
19 Did you want to introduce the next letter on
20 North American Supply Chain Competitiveness?

21 MR. ABNEY: I would. First, I just
22 want to express appreciation for the tremendous

1 efforts of all the people in this room to advance
2 trade policy.

3 It looks like we have a lot of
4 momentum. It means a lot to us and we're really
5 appreciative.

6 The focus of the letter is really
7 facilitating cross-border trade right here in
8 North America with particular focus on Mexico.

9 The U.S.-Mexico spend is \$550 billion,
10 a little more than \$550 billion, and that
11 supports millions of jobs.

12 And we want to endorse the
13 administration's efforts of engaging Mexico
14 through the high-level economic dialogue.

15 One priority is export and import
16 simplification. And really streamlining border
17 brokerage and the drayage processes to eliminate
18 these existing choke points that we all know are
19 out there.

20 So we look forward to continuing to
21 work with the administration to improve American
22 competitiveness.

1 And we feel like this is a real good
2 opportunity. And that's the highlights.

3 CHAIR MCNERNEY: David, I appreciate
4 the brevity. And given UPS' role in the supply
5 chain in the United States it comes from a source
6 that knows what they're talking about.

7 Bruce, did you have any remarks?

8 MR. ANDREWS: Very briefly, which is,
9 first, this is a high priority for the Department
10 of Commerce and we're very focused on this.

11 The high-level economic dialogue is
12 obviously critically important.

13 We're already seeing some successes
14 out of it, including a Tiger Team that helped
15 push the completion of the U.S. side of the
16 Brownsville, Texas West Rail, the first new rail
17 crossing between the U.S. and Mexico in more than
18 100 years. So we're making progress.

19 With regard to Canada very briefly,
20 the Beyond the Border initiative in the
21 Regulatory Cooperation Council are also seeing
22 tangible successes already.

1 And we welcome any participation and
2 suggestions that you all have in this regard.

3 CHAIR MCNERNEY: Terrific. Thanks,
4 thank you, Bruce, for your support there.

5 Moving along. Mary Andringa, Ex-Im.
6 And then I'm just guessing Fred might want to
7 comment when you're done.

8 MS. ANDRINGA: Thanks very much. And
9 again, ditto on the thanks and the
10 congratulations to both of you.

11 A lot's been said already.
12 Persistence. We can't let up. We have to hang
13 in there and make sure this trade agenda gets
14 passed, both Ex-Im reauthorization, of course,
15 TPA.

16 There just continues to be uncertainty
17 for those who export. And I think the high
18 dollar is something that has really made it more
19 difficult for our company to export more.

20 And so in talking to my team members
21 I made it very clear a week ago how important it
22 was that we have some offset by having TPA which

1 can lead to more trade agreements, and Ex-Im
2 reauthorization.

3 So, I do believe it makes a
4 difference, all the efforts that are going on.

5 Last week I think we had 600
6 manufacturers who flew into D.C. And they were
7 actually energized by Secretary Pritzker's
8 addressing them.

9 But went out and visited several
10 hundred of their members of Congress.

11 And we know that there were a few
12 people who did change their mind on these issues
13 to the right way. So, it makes a difference.
14 The op-eds, to Pat's comments.

15 Getting our supply chain involved
16 which I've done. I've sent letters to our supply
17 chain saying how important these trade
18 initiatives are.

19 And I just want to say thank you to
20 everyone for their efforts, but we cannot stop
21 until they are passed.

22 And I turn it over to our chair who's

1 ever working on this.

2 CHAIR MCNERNEY: Did Congressman
3 DelBene want to make a quick comment before Fred?

4 REP. DELBENE: Sure. Thank you very
5 much. And I appreciate being here for the first
6 time. I guess I'm starting right as you're
7 leaving.

8 But we held a roundtable in my
9 district, actually a very big event. The
10 chairman came out and Congressman Reichert helped
11 to co-host it.

12 We had to turn people away because we
13 had so many small businesses who were interested
14 in learning about the Export-Import Bank and
15 those services.

16 And it just highlights how critical
17 this is for small businesses, technology,
18 agriculture, our wineries use export-import
19 services.

20 And it's so critical for a broad range
21 of our economy. And I think it's important that
22 we continue to emphasize that.

1 Every day we wait to reauthorize this
2 we're losing business. There are many deals that
3 are going to be consummated after the end of this
4 month, and already we're losing progress on those
5 deals because we can't offer them these services.

6 So, short-term reauthorization or
7 waiting another day has an economic impact, has
8 already been having an economic impact in our
9 region, in our country.

10 And I think it's important that we
11 continue to emphasize that so that people realize
12 that time is of the essence.

13 So, thanks for all of your work, and
14 I'll turn it over to the chairman.

15 CHAIR MCNERNEY: Thank you,
16 Congresswoman. Chairman?

17 MR. HOCHBERG: Well, actually,
18 Congresswoman DelBene and Congressman Reichert,
19 we did the first, only, and so far last
20 bipartisan small business workshop in the State
21 of Washington.

22 And partly as in the sales world I

1 hate to turn anyone away so it killed me that we
2 had to turn people away.

3 But Jim, thank you. Ursula, you have
4 big shoes to fill, including on Ex-Im.

5 The President has been a spectacular
6 champion for trade and Ex-Im is an integral part
7 as we've heard from Penny, and Mike, and others
8 that we're a critical part of that tool.

9 Our authorization expires, well, 16
10 days from now. Well, 16 legislative days.
11 Congress is out on the 26th.

12 The congressman said to me before we
13 started if Congress wants to there's always time
14 to get something done this month.

15 On top of that our Board expires in 40
16 days and we would no longer have a Board that
17 could authorize transactions. So, we are really
18 getting down to the short strokes here.

19 I passed out a quick card. This was
20 a Lindsey Graham suggestion. He told me, the
21 first time I met him he said you need a pocket
22 card? I said I need a what? He said you need a

1 pocket card. So I have a pocket card.

2 This, quickly. Tomorrow -- actually,
3 on Friday we're going to release our annual
4 competitiveness report to Congress.

5 So I'm going to give you a sneak
6 preview if this is not being webcast, but a sneak
7 preview.

8 Basically, there are 85 other export
9 credit agencies just like us around the world.
10 Last year we uncovered 59. We did a little more
11 digging. There are now 85 around the world.

12 We follow rules set by the OECD for
13 transparent and responsible lending. And at this
14 point the percentage that follows those rules is
15 down to one-third. Just 15 years ago it was 100
16 percent.

17 So, 2 to 1 is sort of non-transparent,
18 non-rules based financing. That puts a huge
19 competitive pressure on U.S. companies to get
20 their fair share of deals.

21 And there's another little bullet
22 there. China has done more in the last two years

1 than we did in eight decades.

2 In eight decades we've done \$600
3 million. They have done over \$670 million just
4 in two years alone.

5 So, I only emphasize that in terms of
6 just the competitive pressure and how we are
7 really a tool to meet that competition and make
8 sure that we continue to add to the 200,000-plus
9 jobs that we added last month, and the 164,000
10 jobs we added last year.

11 And just quick talking points, we do
12 this at no cost to the taxpayer.

13 And we sent -- I'm looking at Marisa
14 -- we sent \$675 million last year alone. And I
15 like the number so much it's also the password on
16 my iPhone. So I've revealed my password, but
17 it's also 675.

18 And it's very good to be in this
19 particular room because we have our base in both
20 small businesses, large business, and the
21 Governors and the members of Congress who have
22 been very supportive.

1 But we need to get this done. We need
2 to take that uncertainty away.

3 CHAIR MCNERNEY: Yes, I agree. And I
4 know everybody is engaged in the fight here.

5 Maria, did you have a comment?

6 MS. CONTRERAS-SWEET: Well, I just
7 wanted to underscore the importance of what Fred
8 is saying.

9 I feel your sense of commitment to the
10 reauthorization of the Ex-Im Bank.

11 But I just want to say from the small
12 business standpoint that our program is so strong
13 in terms of our lending program. Eighty percent
14 of our export loans use that insurance.

15 So I'm just talking about the
16 reverberations around the country that will be
17 felt if this is not reauthorized.

18 This is not about the small versus
19 big, whether Ex-Im supports small or big. This
20 is about unilateral disarmament because every
21 other country is helping, as Fred just aptly
22 pointed out.

1 So, I just wanted to put a fine point
2 on what Fred just illustrated. Thank you.

3 CHAIR MCNERNEY: Thank you very much,
4 Maria, for your comments.

5 Fred, we're all in the fight, and
6 we're not giving up, and we're going to win.

7 Okay?

8 So, listen, we have a time challenge
9 here. And Bill, I know you've got one more
10 letter. And we've got to figure out a way to
11 either do it in two minutes right now. Because
12 we have some time running out.

13 Why don't you see if you can go for
14 it?

15 MR. HITE: Okay, I'll go for it. The
16 Workforce Readiness Subcommittee, we put together
17 our letter and submitted it.

18 It's basically broken down to three
19 things.

20 Number one is privately funded,
21 industry-led, job-driven training programs.

22 You know, we compete around the world

1 and a lot of countries pay far less wages than we
2 do. They don't have the same standard of living.
3 And so how are we going to compete?

4 We're going to compete through
5 training certification, attitudes which is work
6 ethic, and productivity. And that's the
7 foundation that is built through apprenticeships
8 and these types of programs. So it's critical
9 that we move forward with industry-led training
10 programs.

11 Where can the government come in?
12 They can identify labor trends, coordinate
13 stakeholders, match workers to private training,
14 and fund pre-apprenticeships. So they can
15 develop a pool of workers to funnel into
16 apprenticeship programs or similar type programs.

17 And recommendation three is we should
18 compile a best practice method of recruitment,
19 skilled training, and successful placement of
20 workers, and convene a national workforce summit.

21 And maybe even create a national
22 workforce committee to coordinate the training

1 and getting the workers ready to enter the
2 workforce.

3 And of course, military is something
4 that we really believe in. We have our Veterans
5 in Piping program going on. We started in 2008.
6 We're on eight military bases training active
7 service people to come right into our
8 apprenticeship. And then are the types of
9 programs we've got to be looking at moving
10 forward.

11 This year alone we'll take in over 500
12 veterans direct entry. And then we also take
13 them through Helmets to Hardhats.

14 So, it's recruiting the workforce of
15 the future, and it's getting them ready to
16 compete and be as productive as they possibly can
17 be. Two minutes?

18 CHAIR MCNERNEY: That's great, Bill.
19 I really am sorry to rush you. I think your work
20 is so important. And from Helmets to Hardhats
21 till now, I mean your impact has been big. So we
22 appreciate it.

1 Mr. Secretary, did you want to make a
2 comment? Sure.

3 SECRETARY PEREZ: Very briefly. We
4 want to hear from our distinguished guests.

5 We are all in on apprenticeship.
6 We've invested \$100 million most recently on a
7 competitive grant, not only for the trades, but I
8 was at UPS and they've taken apprenticeship to
9 great levels in logistics.

10 Healthcare, cyber security. So many
11 applications to apprenticeship.

12 We've got a team as we speak over in
13 Switzerland right now. We are working with them.

14 We've stolen a great model from the
15 UK, a leader program. So we have many companies
16 that have stepped up and said we will be leaders
17 on apprenticeship.

18 These are companies that are basically
19 doing peer mentoring for other companies. Who,
20 when they asked the question how can I afford to
21 hire apprentices the answers they're giving is
22 how can you afford not to.

1 And this is part of the President's
2 very broad initiative on skills. And it's an all
3 hands on deck enterprise because so many of our
4 agencies have skin in the game and opportunity.

5 And so this is really, I think, a
6 tremendous opportunity.

7 I want to thank Bill. I also want to
8 thank Pat and Mary who have been consistently
9 involved, and Ursula who has been consistently
10 involved.

11 Everywhere I go I hear the same thing
12 from employers. I'm bullish about the future, I
13 want to grow my business, and my biggest
14 challenge is we've got to deal with the graying
15 of the population and make sure that we have the
16 skills to compete, not just in manufacturing, but
17 across the board.

18 And this is part of the skills
19 superhighway. We're building the apprenticeship
20 on-ramp and fortifying it. And it's a big deal.

21 CHAIR MCNERNEY: Thank you. Thank
22 you, Tom. Appreciate that.

1 Now, I would recommend that we adopt
2 all the letters together en banc. And so,
3 without objection? Thank you. Second. All in
4 favor?

5 (Chorus of ayes)

6 CHAIR MCNERNEY: Any opposed?

7 (No response)

8 CHAIR MCNERNEY: Thank you very much.
9 Okay, that's done. Appreciate all the hard work
10 and sorry we had to move so quickly.

11 But the reason we moved so quickly is
12 we've got a terrific panel here. And I will try
13 to follow my own advice and introduce them in
14 about half the time that I was originally
15 planning on introducing them.

16 But the real purpose here is to cut
17 through all the political jargon and Washington
18 speak, and get more of an on-the-ground look at
19 how these three leaders have done it and so be
20 informed by their example.

21 And I think I briefly went through.
22 Governor Jay Nixon from Missouri. We know him

1 well at Boeing as we know Nikki Haley down in
2 South Carolina.

3 His list of on-the-ground
4 accomplishments of growing export jobs in
5 Missouri is -- as a matter of fact, you used to
6 have an initiative called Export Missouri as I
7 recall.

8 And has produced tangible and real
9 results, many of which I will not recite here.
10 But just to say that every other Governor knows
11 who the players are and he's a player in this
12 area.

13 I think Nikki Haley, also a second-
14 term Governor of 2010. Gee, we went down to
15 build a big factory in South Carolina and Nikki
16 has been a tireless supporter.

17 We make Dreamliners there and we
18 export 80 percent of them. And this would not
19 have happened without her.

20 And her focus on education, STEM, and
21 the innovation initiatives that support all of
22 it, also well known.

1 And then Mayor Swearingin of Fresno,
2 California. I think you -- are you in your third
3 term? Your fifth term? You say second term.
4 Term limits in California, I'm not sure what that
5 means.

6 But you all know the story of the
7 central valley's agricultural base and some of
8 the -- a lot of the success around the exports
9 there.

10 I'm sure you're running into some of
11 that with some of our partners who understand her
12 competitiveness and don't always like it. But
13 I'm sure you'll get through that.

14 So, look, we are very fortunate to
15 have the three of them. I'm sorry my
16 introductions didn't get to the essence of
17 everything you do, but fortunately I think you're
18 all well known to us.

19 So, Governor Nixon, could you kick us
20 off here?

21 GOVERNOR NIXON: Well, first of all,
22 thank you for what everybody here is doing. We

1 appreciate the work. And Governor Haley and
2 you're hear from Mayor Swearengin also.

3 Four quick points from us. When I
4 became Governor in 2009 the fundamental question
5 was how do you position your state to compete in
6 a rapidly changing, high-tech global economy.

7 It's not like one single thing you can
8 do. You have to have a comprehensive approach.

9 And so the four things that we have
10 put as markers and worked from day one on are
11 really bearing fruit as we speak today.

12 First, education and workforce
13 development. We moved up to top 10 high school
14 graduation rate, top 5 in improving our schools.

15 Focused even in the grade schools on
16 STEM. We're number one in the country in Project
17 Lead the Way for computer science programs.

18 We started science project programs
19 through Project Lead the Way now in fourth grade
20 across the State of Missouri. Put additional
21 dollars in to get that working.

22 We've also tried to make education

1 more affordable. Missouri is number one in the
2 country in keeping tuition costs for our public
3 institutions down six years in a row and we're
4 going to continue that record.

5 So I think that never forgetting that
6 as we sit across the table from companies,
7 whether in America or around the world, what they
8 want is good, productive workers for the future.

9 And if you don't forget in this job it
10 really is a benefit to you.

11 Our job as Governors, as mayors is to
12 provide two or three qualified people for every
13 job opening, and then to have our folks compete.
14 And we never forget that.

15 I talk about exports when I go to
16 kindergarten classes because, quite frankly,
17 those kids in kindergarten and first grade are
18 competing with kids in Beijing and London.
19 They're not competing with kids just in the next
20 county or in the next state.

21 Second, fiscal discipline. I think
22 this is exceptionally important at the local

1 level, exceptionally important.

2 I don't speak for all of my Governors
3 or everybody else in this situation, but we pass
4 our budgets on time. Missouri is one of the few
5 states in the country triple triple credit
6 rating.

7 We don't experiment with tax codes.
8 We don't play around. We have low taxes. We
9 have predictable.

10 And because of that in my first four
11 years we were able to retire almost \$700 million
12 of debt.

13 So this year the legislature
14 authorized another almost \$500 million to invest
15 in higher education, to invest in mental health
16 institutions.

17 We're building in the State of
18 Missouri, started last year, a brand new mental
19 health hospital center for our state. About a
20 \$211 million facility that's going to be the
21 state of the art for the country.

22 The bottom line is that having that

1 ability for folks to invest and them respect
2 deeply your fiscal discipline, incredibly
3 important when you travel around the world.

4 They're not used to -- the last trade
5 mission I took I had the Speaker of the House
6 with me, I had the President of the Senate,
7 opposite parties.

8 When we present on fiscal issues we
9 present as one voice. Incredibly important for
10 us.

11 Number three is just a focus on
12 exports. We put a program together called Export
13 Missouri focused not only on the big players, but
14 also the small players. Opened up additional
15 offices.

16 I, myself, have traveled around the
17 world and closed deals, almost \$10 billion worth
18 of deals for Missouri. And at all sizes.

19 Two small businesses, real quick
20 example. SCD Probiotics which is a probiotics
21 company that now 70 percent of their work is
22 exports.

1 A company called Masterclock, a real
2 small little company in St. Charles, Missouri.
3 Some of you may -- don't know about them, but
4 they had a little project recently to
5 resynchronize the countdown clock for NASA to
6 make sure that all of the computers were working
7 at exactly the same time.

8 They have taken that business model to
9 65 different countries to synchronize computers
10 and timing. It's an amazing little company.
11 They travel with us whenever we go
12 internationally.

13 The last part is to realize that
14 foreign investment is part of this deal. It's a
15 two-way street.

16 It's really important we talk about
17 exports. It's vital to talk about exports. But
18 it's got to be a two-way street.

19 If you're in a one-way street where
20 all you're saying is buy from me and you're not
21 in a situation of foreign investment then you're
22 in a real challenge.

1 Examples for us. I mean, whether it's
2 Saint-Gobain that's building a \$150 million new
3 factory in Missouri, or Grupo Antolin, a Spanish
4 company that's an auto supplier that's building a
5 brand new factory in Kansas City.

6 BASF, the international chemical
7 company, just made a \$150 million investment in
8 Palmyra, Missouri.

9 I mean, without saying anything -- I
10 know I'm on the web here -- you can buy Palmyra
11 for \$150 million.

12 Well, you know, I mean it's not --
13 that's a big number, okay? That's all I'm
14 saying. In a small rural area to have a company
15 from Germany make that level of agricultural
16 investment there is just nothing short of
17 incredible.

18 The last piece. Just, I was in Madrid
19 about four weeks ago. A company flew in all the
20 way from China to meet with me.

21 They had just been sourced for a part
22 in the auto chain. It's not relevant what that

1 part is, other than everybody is taking weight
2 out and adding strength.

3 And they have factories in China and
4 they have factories in Europe. And their board
5 had voted to put a factory in North America and
6 they flew all the way from China to meet with me.

7 And the reason they wanted to meet
8 with me is because what we're doing. Number one,
9 they wanted to do it in Missouri.

10 But number two, they said we want to
11 be high-quality, not just low-cost.

12 And I think that's the last thing I
13 was going to talk about here. It would be that
14 in any export, whether it's investment or export,
15 we've got to meet the high quality both in
16 delivering a product.

17 And we have tried to compete at a
18 worldwide level at that. Consequently, 2012,
19 2014, biggest record years for exports in
20 Missouri history.

21 I haven't even talked about the
22 agricultural sector. This is more on the

1 manufacturing side here.

2 But we have found that by spending
3 time establishing relationships, by having
4 confidence, by having fiscal discipline, by
5 selling our education system that we're seeing
6 our economy grow much faster than other parts of
7 the country in the export sector.

8 CHAIR MCNERNEY: Thank you, Governor.
9 That was pretty good.

10 Nikki?

11 GOVERNOR HALEY: Well, thank you.
12 Good morning and thank you for having us. I
13 bring greetings from South Carolina where it's
14 another great day there.

15 You know, when I was thinking about
16 coming here what I want to say is for all the
17 companies that are here today the states work for
18 you. Our job is to get your business going.

19 And I think a lot of -- when we look
20 at what we want to change in our states and in
21 the country in terms of business we've got to
22 look at it from what it's like to be on the other

1 side of the table.

2 And that's what we did in South
3 Carolina. We came off the 2008 recession and we
4 said how are we going to fix things.

5 And what we knew was we had to start,
6 number one, taking care of the businesses we
7 already had, look at what their vision was for
8 growing, look at where they wanted to go.

9 Secondly, we had to get into the
10 customer service business which meant agencies
11 need to understand that time is money. And if
12 you are costing a person or a business time,
13 you're costing them money, and that's no longer
14 acceptable in South Carolina.

15 You take those things and what we are
16 now proud to say is we build planes with Boeing.

17 We are now the number one BMW
18 producing plant in the world with a custom car a
19 minute.

20 We also in the last six weeks have
21 announced a new Mercedes Benz automobile plant as
22 well as a new Volvo plant that we're very excited

1 about.

2 We have five tire companies now.
3 Bridgestone, Michelin, Continental, GT Tire, and
4 we just added a new Swedish tire plant.

5 Carbon fiber. You all know it's the
6 next big thing. Toray Industries, the largest
7 carbon fiber producer in the world is now calling
8 South Carolina home.

9 All of those companies that have come,
10 they come for all the basic things.

11 They want a good workforce. They want
12 to make sure that it's going to be business
13 friendly.

14 But for states and for D.C. to really
15 help these businesses we've got to understand,
16 one, time is money.

17 We've got to understand the customer
18 service side. We need to understand that product
19 to market matters. So infrastructure,
20 infrastructure, infrastructure.

21 When you look at the fact that we've
22 got the Port of Charleston. The Port of

1 Charleston is great. We've got to deepen it.
2 We've got that green light. We've got to deepen
3 it fast.

4 We've got to get those Panamax ships
5 to come through.

6 We went ahead and did an inland port
7 so that we were getting that product to market
8 even faster. So in upstate South Carolina those
9 products were moving just as fast as if they were
10 at the Port of Charleston.

11 And so the infrastructure part when it
12 comes to exports really does matter.

13 We're proud to say that we've hit
14 record highs in terms of our exports. This past
15 year \$30 billion in export sales have been
16 exported out of South Carolina.

17 We are now the number one state in the
18 country that exports automobiles, number one
19 state in the country that exports tires. Number
20 one when it comes to lawnmowers. You name it,
21 we're working our way up on all the other lists.

22 But what I will tell you is so much of

1 that has been from getting regulations out of the
2 way, really trying to make this business-
3 friendly, focusing on our businesses more than
4 anything else.

5 We do have local programs. One is the
6 STEP program that we use with the SBA which is
7 very good at helping our businesses export.

8 But then we also have what is called
9 the SCOPE program. That's the South Carolina
10 Opportunities for Promoting Exports. And we give
11 that to any company that has 500 or less
12 employees and has been in business more than 2
13 years.

14 And what we do is we help partner them
15 with international buyers so that they can start
16 to get into the export business.

17 We also go and help them get involved
18 in international trade shows so that they can
19 sell their company and really show what their
20 product is.

21 We had great success with that because
22 a lot of companies want to export, they just

1 don't know how.

2 And so we in South Carolina very much
3 see our role as to assist our businesses, support
4 our businesses, and help them produce and be
5 successful.

6 This, at the end of the day, is all
7 about cash flow. And if companies have cash flow
8 they expand and they hire more people.

9 And in South Carolina that's very much
10 what the progress of that is.

11 And so exports is a big part of that,
12 and we're going to continue to grow that as much
13 as we can.

14 Thank you for having me.

15 CHAIR MCNERNEY: Fantastic. Thank
16 you, Nikki.

17 MAYOR SWEARENGIN: Thank you, Mr.
18 Chair, and Madam Vice Chair, honorable members of
19 Congress who are here today and officials from
20 the administration, members of the Export
21 Council. I'm Ashley Swearingin, mayor of the
22 City of Fresno in California.

1 And what I'd like to do just very
2 briefly is, first of all, speak to you on behalf
3 of the U.S. Conference of Mayors. Secondly, tell
4 you a little bit about Fresno, its attributes and
5 its industry mix. And then lastly, comment on
6 the things we've done to support our exporters in
7 our city and our region.

8 But first, on behalf of the U.S.
9 Conference of Mayors please know that we strongly
10 support TPA.

11 In fact, in June of last year at our
12 annual meeting our Conference on a strong
13 bipartisan basis passed policy in support of the
14 TPA, and then followed up with a letter of
15 support to Senate prior to their consideration.

16 The same letter was delivered today to
17 leaders on the House side of things. We had
18 almost 80 mayors signing on, again, a strong
19 bipartisan showing of support.

20 This has been a longstanding priority
21 for mayors. We certainly understand -- I like
22 the expression "preaching to the preacher." I

1 would echo that.

2 We as mayors understand that export
3 and trade are keys to growing our economy. So
4 I'm very pleased to update you on that.

5 Now, onto Fresno. You may or may not
6 know that Fresno is in the exact middle of
7 California. It is surrounded by mountains, to
8 the east of us the Sierra Nevada mountains and to
9 the west the coastal mountain range forming an
10 incredible bowl or valley that is the most
11 productive food region, the food capital of the
12 entire world.

13 Fresno is also a very large city.
14 It's the fifth largest in California with just
15 over 500,000 people. It's the 34th largest city
16 in America.

17 We have a very young, diverse,
18 energetic and fast-growing population. In fact,
19 one of the fastest-growing populations in the
20 state.

21 The City of Fresno itself is well
22 infrastructured. We have a redundant highway

1 system both in and out of the city.

2 We have efficient local roads. In
3 fact, we were recognized last year by Forbes
4 magazine as the fourth fast commute city in
5 America when considering the number of people who
6 can get to work in less than 20 minutes. I'm one
7 of those which is terrific.

8 We have the fastest growing airport on
9 the west coast. And we are investing over the
10 next four years almost half a billion dollars in
11 water and wastewater infrastructure, making us
12 one of the most secure water cities on the west
13 coast which as you can imagine is extremely
14 important.

15 We also have robust educational
16 infrastructure. One hundred thousand people
17 every year in Fresno County alone pursue training
18 beyond high school, either at the community
19 college, the university, or the vocational
20 training level. So we offer robust educational
21 infrastructure.

22 Our industry mix has been recognized

1 already, that we are dominant in production
2 agriculture.

3 But it doesn't stop with production
4 agriculture. It extends to finished food goods
5 with about 150 food manufacturers in the City of
6 Fresno alone.

7 The reason why Fresno is recognized as
8 such a productive agricultural region, we have
9 400 crops that are produced in our county alone
10 every year.

11 Fruits, vegetables, nuts, poultry,
12 cattle, dairy, everything you can possibly
13 imagine. It's about a \$125 billion economic
14 impact in an eight-county region in the middle of
15 California.

16 Related to that though, but
17 diversifying from production ag we have strong
18 growth in water and flow technology stemming, of
19 course, from our ag roots but now diversified
20 into municipal and commercial applications.

21 We have strong university centers that
22 are focused on water technology, food and

1 nutrition innovation, and other related
2 industries.

3 So, what have we done to support our
4 exporters?

5 Well, first of all, let me just say
6 we've recognized the importance of our exporters.

7 Oftentimes mayors confuse real estate
8 transactions as growing their economy. And
9 certainly while it's nice to have real estate
10 investments, particularly in underserved parts of
11 your community, the most important thing that
12 mayors can do is to lift up and support those
13 exporters which generates the wealth to then
14 translate into real estate transactions and
15 revitalizing your communities.

16 Recognizing that five years ago we
17 started a major trade show for our food
18 manufacturers. It is now the largest regional
19 food show in the nation.

20 We've got 140 exhibitors who
21 participate each year. It's fresh to finished
22 goods. We bring in buyers now from around the

1 world to see what's being produced in Fresno.

2 That's produced some success stories
3 like 6,400 cases of tortilla chips now being sold
4 to Korea from a Fresno tortilla chip
5 manufacturer.

6 We're also participating in the Global
7 Cities initiative that JPMorgan Chase and
8 Brookings are sponsoring.

9 And I can't stress this next point
10 enough. When you think about the expansion of
11 exporters in America, they are exporting in
12 cities that require land use regulations that
13 support their expansion, local roads, and
14 probably most importantly, water and sewer
15 infrastructure that can immediately accommodate
16 that expansion.

17 That all happens at the local level
18 and that's been a priority for the City of
19 Fresno.

20 In California power costs can be high.
21 We worked very hard to negotiate with the PUC a
22 reduction for larger energy users as they expand

1 or locate in high-unemployment areas of
2 California.

3 There's a 35 percent discount on
4 overall power costs for five years to help offset
5 startup capital costs.

6 And then lastly, we've worked very
7 closely with universities to support research and
8 development, and also to take advantage of
9 international trade programs that our
10 universities offer.

11 So, let me just close with this. From
12 a mayor's standpoint I think it's very important
13 that we at the local level know our role. We've
14 got to work with our state and our federal
15 partners.

16 But we've got to learn to distinguish
17 between the value of exporters versus other types
18 of businesses in our communities, champion their
19 cause, help connect those companies to their
20 customers and resources.

21 And then lastly, make room for their
22 expansion and know that that success is coming

1 and be ready from a regulatory and a water,
2 sewer, and road infrastructure standpoint.

3 So with that, Madam Vice Chair, thank
4 you so much for the opportunity to address you
5 today. And I would welcome any of you to come
6 visit us in Fresno when you're on the west coast.
7 Thank you.

8 VICE CHAIR BURNS: I think we'll all
9 take you up on it. The weather is good there.

10 We have a couple of minutes for
11 questions. And as my colleagues prepare to ask
12 them I think I'll open up with one.

13 Governor Nixon, you spent a little bit
14 of time talking about your impressive work
15 particularly in education which was an
16 outstanding set of comments.

17 And Mr. Hite spoke earlier about what
18 we call middle skills, these kind of transitional
19 skills. Not everybody needs to get a Ph.D. from
20 MIT to get a good and well-paying job.

21 Are we doing enough, do you think, in
22 developing and assuring that we have capacity in

1 this middle skill area? And if not, what more
2 can we do as employers to help you government
3 leaders actually do that?

4 GOVERNOR NIXON: Well, I think we need
5 to embrace the concept.

6 And, as was mentioned before, we also
7 need to promote some of the great careers that
8 are out there.

9 And the changes, the dramatic shifts.
10 I was at, for example, an Electrical Workers
11 training facility just the other day where that
12 organization through their own costs have built
13 that facility.

14 And their apprenticeship where they
15 reach full wage value have almost 10,000 hours of
16 training.

17 Time after time after time in the
18 private sector through organized labor and
19 through our community colleges we have
20 significant assets for training out there.

21 And how we can continue to support
22 those at the community college and private sector

1 level is important.

2 Because as you're trying to train
3 people on new types of processes, new types of
4 machines, if they don't have the real machines
5 and the real things to train on they're not going
6 to succeed.

7 So asking businesses to share with us
8 as they come into town. And we're talking about
9 our customized training program that we work with
10 them on. Asking them to share part of their
11 technology with us so that once the economic
12 development deal is done we can continue to train
13 workers in those areas is a concrete way in which
14 we can retrain folks.

15 The other thing is to shift folks from
16 one technology to another.

17 In '08 and '09 we had some downticks
18 in the auto sector. So, we took those folks and
19 put them in the power sector, trained them to be
20 linemen, and got them certifications so that they
21 can travel all across the country when you have
22 power outages and work on it.

1 So, I think not only the training up,
2 but as there are shifts inside the economy
3 getting sideways training from people who are
4 already very capable and very competitive in
5 those areas is exceptionally important.

6 Because you all don't need to hear a
7 speech about how many different jobs people are
8 going to have in their lifetime and how much
9 things change.

10 So getting the private sector to share
11 expertise and literally hardware we can put in
12 our community colleges so that folks can train
13 there, and get that sideways ability to move
14 inside and between crafts and between skills is
15 exceptionally important.

16 SECRETARY PEREZ: I just wanted to
17 make an observation.

18 I was down in South Carolina recently
19 meeting with businesses and educators. They have
20 done a great job in the apprenticeship space
21 using a tax credit that has really catalyzed
22 apprenticeship.

1 And one for instance is CVS has been
2 a prolific user of that. And they're taking
3 folks who are on TANF and food stamps and giving
4 them career pathways into pharmacy techs and
5 other areas.

6 And so I was with Senator Scott's
7 staff and recently Senator Booker's staff. The
8 bipartisanship that surrounds this issue, not
9 only apprenticeship, but your question, Ursula,
10 about middle-skill jobs.

11 I mean, there's not a lot happening on
12 the Hill in a bipartisan fashion un.

13 One of the things that is is the
14 Workforce Investment Innovation and Opportunity
15 Act which people around this table spent a lot of
16 time on.

17 And that's what it's all about. This
18 stuff done well, it isn't partisan. It's very
19 successful.

20 The apprenticeship work that South
21 Carolina is doing is being stolen by other
22 states. A form of flattery. The work that

1 Governor Nixon is doing.

2 And then the high-speed rail that
3 you're working on in Fresno. I was out there
4 recently and it really is -- those are not only
5 building infrastructure, you're building the
6 middle class.

7 So, I wanted to applaud all of you for
8 the various ways in which you're really building
9 the middle class.

10 GOVERNOR HALEY: Thank you. And you
11 know, Madam Chair, I'll just say that what we've
12 found is that international companies in
13 particular want apprenticeships.

14 They very much are used to it. They
15 respond well to it. And so apprenticeships is
16 something that we've done, we've grown. We have
17 been extremely successful at it.

18 The other side of it is we are now
19 starting, we're going to be doing videos to our
20 schools, to the parents and to the schools
21 because the guidance counselors don't know what
22 is needed anymore.

1 So we're going really down to that
2 bottom level to say, okay, let's show you don't
3 have to have a four-year college education.

4 Right now I just need you to go to technical
5 school for 18 months to be able to build a car,
6 or build a tire, or build a plane.

7 And parents need to hear it, guidance
8 counselors need to hear it, and kids need to see
9 how cool it is to work in these companies.

10 And so the apprenticeship program
11 allows us to go from that high school level up to
12 give them steps so that they can get into these
13 great jobs.

14 And we've found it to be incredibly
15 productive and are willing to share it with any
16 state that wants to talk about it because we
17 think it's that important. Thank you.

18 SECRETARY PEREZ: It's the other
19 college except without the debt. That's what we
20 call it.

21 GOVERNOR HALEY: Absolutely,
22 absolutely. Thank you.

1 MS. ANDRINGA: Thanks very much.

2 Great comments by all of you.

3 I just saw a study a couple of days
4 ago by Korn Ferry and it basically mentioned that
5 the top 10 jobs in 2010 weren't even on the radar
6 in 2004.

7 And I think to a couple of your points
8 about having to be flexible and train our great
9 future workforce really to be able to go
10 different ways.

11 I also really appreciate the comment
12 about starting in kindergarten. And Secretary
13 Pritzker again reminded all of us about
14 Manufacturing Day.

15 We'll have at least 400 to 500
16 students again come for Career Day and show them
17 all the different things that are part of
18 manufacturing, things that they don't realize.

19 And starting to get them to think
20 really early. These will be fourth graders and
21 sixth graders.

22 As well as the focus that I've

1 mentioned here before but I think is also
2 important.

3 We're in our tenth summer of hosting
4 high school and junior high teachers at our
5 company, paid sort of internships for three
6 weeks.

7 They learn about all the
8 opportunities, also what skills are needed for
9 the future.

10 And they leave there with a whole new
11 sense of how to talk to their students about,
12 first of all, the soft skills of work, but also
13 the opportunities that are right around the areas
14 that they're living.

15 So, thank you for all the great work
16 the three of you are doing and in the larger
17 governors and mayors associations as well. Thank
18 you.

19 MR. ABNEY: This question is to
20 Governor Haley.

21 I was real impressed by hearing that
22 South Carolina is accepting the fact that time is

1 money. It's something that we always see when
2 we're dealing with regulators and things like
3 that.

4 Can you talk a little bit more how you
5 were able to change that mindset?

6 GOVERNOR HALEY: So, when we first
7 came in it was your typical government that you
8 will see anywhere.

9 And I knew coming off of 2008 that the
10 only thing that our administration could control
11 was jobs. And so we needed to get jobs up and
12 running as soon as we could.

13 What I knew being in business was that
14 time was money. And a lot of time and cost can
15 happen when a piece of paper sits on a desk.

16 So we really focused in on making sure
17 all the directors of our agencies knew that they
18 worked for businesses in our state and they
19 worked for the people of our state, and that they
20 had to change the culture within their agencies.

21 The second side of that is our
22 business and regulatory board. I took everybody

1 off the board. Put all business people on the
2 board. And the chairman of that permitting board
3 is the president of a construction company. He
4 understood time was money.

5 Then we went a step further and, as
6 silly as it sounds, we had all of our public
7 servants in South Carolina start answering the
8 phones, "It's a great day in South Carolina. How
9 may I help you?"

10 They hated that. They hated that so
11 much. But the whole point was we wanted them to
12 enjoy where they worked, but we wanted to remind
13 them who it was that they worked for.

14 And now you're looking at a complete
15 culture change in the State of South Carolina to
16 where they understand your job is to solve that
17 person's problem. And you do it quickly. And it
18 matters.

19 And so it's created a new culture that
20 we now call Team South Carolina.

21 And so when one area succeeds
22 everybody celebrates. When another area is going

1 through a challenge, they help.

2 But it really is something that
3 government needs to remember. You're not there
4 for people and businesses -- you're there for
5 them. They're not there for you.

6 And I think it just reminds everybody
7 who they work for.

8 And I don't think, whether it's on the
9 local level, or the state level, or the federal
10 level, I think as leaders we need to constantly
11 remind public servants what our job is.

12 It makes them feel like they're more
13 a part of something. And so it's worked out very
14 well. Thank you.

15 VICE CHAIR BURNS: That's outstanding.
16 Any other questions for our panel?

17 If not -- I'm sorry.

18 MS. CONTRERAS-SWEET: I just wanted to
19 compliment you on identifying the STEP program as
20 a tool in your tool chest because I think it is a
21 really powerful one. So I wanted to compliment
22 you on that.

1 I also wanted just to invite you, and
2 we'd be delighted with all three of you and any
3 others in the room, to go out and to talk to you
4 about what we do for the small business.

5 Because we have growth accelerators,
6 we have scale programs, we create clusters. We
7 take the Silicon Valley model and try to
8 replicate it in other parts of the country.

9 There's so many other tools. The SBIR
10 program is the innovation grant program that the
11 federal government puts up.

12 So I would invite you to learn more
13 about the other tools that we have. I think
14 they're interesting and the communities that are
15 really harvesting them are optimizing their
16 opportunity to create job growth.

17 MAYOR SWEARENGIN: Madam
18 Administrator, I just want to compliment your
19 team back in Region 9.

20 Last week I was on the phone with
21 Administrator Davis who helped connect us to
22 Assistant Director Sade in your office with the

1 SBIC program.

2 And we're very interested in taking
3 advantage of the SBIC program to help support
4 private investment in these export-oriented
5 industries in our region. So I just wanted to
6 pass that along to you.

7 MS. CONTRERAS-SWEET: Thank you.

8 VICE CHAIR BURNS: Any other questions
9 or comments?

10 Let me just wrap up by saying this is
11 the first time that we've done this. And we
12 picked well. Three great, very enthusiastic,
13 energetic, and with great examples.

14 So, thank you, Governor Haley, thank
15 you, Governor Nixon, and thank you -- yes, for
16 the examples and your presence. I'm going to
17 actually come and visit all of your states, I
18 think. Two states and Fresno. Really, really
19 good.

20 Education. Time is money. Remember
21 who your customer is. Infrastructure is
22 important. Agriculture came up all through this.

1 It's all really good stuff, so thank you very
2 much. We'll have you back.

3 We're getting ready to close. The
4 next PEC meeting - December 3. Everybody has it
5 on their calendar?

6 In addition, the Secretary of Commerce
7 actually charged us to have another trade mission
8 to TPP countries.

9 So we'll be working with you on the
10 timing of that and the countries as well.

11 Thank you for all of the time and to
12 the administration for coming and commenting.
13 And thank you in absentia to the leader of this
14 group for five years, Mr. McNerney. So, thank
15 you all.

16 (Applause)

17 (Whereupon, the above-entitled matter
18 went off the record at 11:23 a.m.)
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This is to certify that the foregoing transcript

In the matter of: Meeting

Before: President's Export Council

Date: 06-10-15

Place: Washington, DC

was duly recorded and accurately transcribed under
my direction; further, that said transcript is a
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Court Reporter

NEAL R. GROSS

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