

The NEXT Phase of the National Export Initiative

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U.S. EXPORTS SINCE 2009

- 4 consecutive years of record exports, reaching \$2.3 trillion in 2013
- Nearly 30,000 U.S. businesses started exporting
- 1.6 million more export-supported jobs, bringing our total to 11.3 million

THE IMPERATIVE

- With more and more businesses online, it is a new era for exporting
 - Global middle class growth is creating tremendous demand for U.S. goods and services
 - The U.S. now has trade agreements with 20 countries and is negotiating agreements with countries that together make up 60+ percent of the world's GDP.
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Less than 5 percent of U.S. companies export.
More than half of those sell to only ONE market.

THE PLAN

Build on the progress made by the NEI with:



A customer service-driven initiative to ensure that more American businesses can fully capitalize on markets that are opening up around the world.

NEI/NEXT

- Helping businesses find their NEXT customer abroad
- Increasing the efficiency of a company's (first and) NEXT shipment
- Helping firms finance their NEXT order
- Helping communities integrate trade and investment into their NEXT growth plans
- Opening up the NEXT big markets around the world while ensuring a level playing field

A FOCUS ON WORKING WITH METRO AREAS AND STATES

- Strengthen the federal export assistance infrastructure and foster local export assistance pipelines
- Partner with more local leaders to share best practices; build awareness of trade and investment resources
- Prioritize, emphasize, and promote opportunities for private and non-profit players to apply to existing grant programs for funding to develop and implement regional initiatives
- Coordinate with SelectUSA to provide information and technical assistance as well as facilitate trade and investment programs

NEI/NEXT Localized

- Robust federal, state, local and non-profit trade resources in Washington State
- Wealth of available programming and partnerships
- Coordinated Visitor and Delegation events and outreach
- STEP
- Easy access to finance programs
- Overseas office support at the state and federal level

METRICS

- Continue to track the overall dollar value of U.S. exports, as well as:
 - the number of exporting companies
 - the number of markets our exporters are reaching
 - the extent to which trade agreements are helping our companies grow

THANK YOU

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