



Market Access and Compliance



- Ensuring our trading partners live up to their commitments.
- Helping U.S. companies who encounter trade barriers.



Why Monitor and Enforce Trade Agreements?

- Trade Agreements increase market access for U.S. exporters.
- Important to all stakeholders that existing trade agreements are being enforced.
- Create confidence and support for future trade opening agreements.



What Kind of Barriers Do Firms Face?

- Tariff and Customs Barriers
- Rules of Origin, Certificates of Origin
- Import Licensing
- Standards, Testing, Labeling, or Certification
- Lack of Intellectual Property Rights Protection
- Government Procurement Contracts



ITA Compliance Action

What We Do:

- Identify unfair treatment
- Form Compliance Team
 - Country, Industry, and Agreements Specialists, General Counsel, Foreign Post, Other – NIST, PTO
 - Apply FTA/WTO Analysis
- Craft Action Plan to Resolve Issue





Compliance Team

- Dedicated to resolving market access and compliance cases
- Combines experience in understanding the regulations with country expertise
- Resolve problems by persuading foreign country to come into compliance voluntarily
- Avoids time and effort involved in formal Dispute Settlement



Compliance Advocacy Tools

- Phone calls
- Meetings
- Letters
- "Non-papers"
- Demarches
- Visits by Washington officials
- Bilateral or multilateral meetings



Statutory Tools

- Special 301
- National Trade Barriers Report
- Generalized System of Preferences
- Andean Trade Preferences Act
- Many many others



Case Studies

- Bringing the facts to light – a government procurement example
- Building a case - a customs example
- Responding to changes in technical regulations – standards problems
- Launching a full-court press



ITA Compliance Activity

- REPORT A TRADE BARRIER:
<http://www.tcc.mac.doc.gov>
- STOP! INITIATIVE: Strategic Targeting of Organized Pirating (interagency effort) <http://stopfakes.gov>
- **COMMERCE IPR HOTLINE: 1-866-999-HALT**
 - Business can learn how to protect their IPR at home & overseas, or to file a complaint



Useful Links

- How to Take Advantage of Trade Agreements:
<http://www.trade.gov/td/tic>
- Trade Statistics by State –
<http://ita.doc.gov/tradestats>
- Trade Information Center
<http://www.trade.gov/td/tic/>



Useful Links

- United States Trade Representative –
<http://www.ustr.gov>
- Export Information –
<http://www.export.gov>
- Market Access or Compliance problems:
<http://www.tcc.mac/doc>
- Intellectual Property Protection:
<http://stopfakes.gov>



Contact Information

GENERAL EXPORTING INFORMATION

Trade Information Center

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