

Environmental Technologies Trade Advisory Committee (ETTAC)

May 15, 2019; 8:45 am – 3:00 pm

U.S. Department of Commerce

The Environmental Technologies Trade Advisory Committee (ETTAC) convened the second in-person meeting under its 2018-2020 charter at 8:45 a.m. EDT on May 15, 2019 at the U.S. Department of Commerce, Washington, DC.

ETTAC MEMBERS PRESENT

Ms. Adina Renee Adler	Mr. William Decker	Mr. Ashish Raval
Mr. Dean Amhaus	Dr. Clayton Erickson	Mr. Kenneth Rogers
Mr. Randy Baerg	Ms. Anne Germain	Ms. Clare Schulzki
Mr. David Biderman	Mr. Michael Goo	Mr. Bryan Stubbs
Dr. Rasto Brezny	Mr. Rick Hill	Mr. Kevin Summ
Mr. Richard Cawley	Ms. Tasha Jamaluddin	Ms. Pauli Undesser
Mr. David Cetola	Ms. Vanessa Leiby	Mr. George Vorsheim
Mr. Chuck Chaitovitz	Ms. Ramola Musante	Ms. Debra Waggoner
Mr. Michael Corvese	Mr. Anthony Quinn	

Department of Commerce, International Trade Administration (ITA) Officials Present

Amy Kreps, Designated Federal Officer, ETTAC

Americo (Mack) Tadeu, Deputy Director, The Advocacy Center

Hallie Offen, Regional Manager, Sub-Saharan Africa, The Advocacy Center

Robert Peaslee, Commercial Advisor, World Bank Office of the Executive Director

Paul Morris, Deputy Director, Industry & Analysis (I&A) Office of Industry Engagement

Elizabeth Goffi, International Trade Specialist, I&A Office of Energy and Environmental Industries

Michael Boyles, I&A Office of Standards

Shawn Ricks, Global Markets, Mexico Desk

Other U.S. Government Officials Present

Elise Owen, Standards Executive, U.S. Environmental Protection Agency (U.S. EPA)

Glenn Harrington, Office of International and Tribal Affairs, U.S. EPA

Deborah Klepp, Bureau of Oceans, Environment and Science, U.S. Department of State

Members of the Public Present

Laila Sukkariyyah, Water Environment Federation

Jose Luis Garcia Quintana, Water Environment Federation

MEETING MINUTES

Welcome and Introductions

Chair Decker called the meeting to order and he and DFO Kreps welcomed the Committee back to Washington. DFO Kreps then went through the agenda, emphasizing that the briefings were scheduled primarily in response to requests for information from the various subcommittees on topics under consideration for development of recommendations. Chair Decker then requested that a subcommittee representative provide brief introductory context for the group for each of the briefings.

Comments on Minutes from Previous Meeting

The minutes from the March 19 & 20 meeting were approved as amended, with text added to give additional detail to the “Trade Finance” topic under the Trade Promotion and Export Market Development section of subcommittee readouts.

Introduction to the Advocacy Center

Americo “Mack” Tadeu and Hallie Offen introduced The Advocacy Center (AC), its history, role and the services it offers to U.S. companies. The AC coordinates U.S. government interagency advocacy efforts on behalf of U.S. firms bidding on public sector contracts with overseas governments and government agencies to help “level the playing field”. They emphasized that there is no project size requirement and they can support sub-contractors/non-prime bidders of record in addition to primes. Interested U.S. exporters should fill out an Advocacy Questionnaire to get started. More information is available at www.export.gov/advocacy.

Introduction to the World Bank and ITA’s Liaisons to the Multilateral Development Banks

During his presentation, Robert Peaslee introduced the World Bank Group and the role of ITA’s liaison inside of the Office of the U.S. Executive Director. He described the types of opportunities presented by the MDBs, the life cycle of typical projects, and the new procurement framework as of 2016, which now emphasizes “fit-for-purpose” and “best value” considerations over the lowest bid. He noted that U.S. firms tend to be more successful in bids when life cycle cost factors are taken into account. In FY18, the United States ranked 11 among supplier countries for World Bank projects and 3rd among consulting service countries. Mr. Peaslee then discussed the steps in identifying contract opportunities and suggested that companies visit www.projects.worldbank.org to view procurement notices, plans and timelines by country or sector.

2019 Top Markets Report Introduction and Methodology

DFO Kreps introduced the proposed 2019 “priority” environmental technologies markets and the quantitative methodology employed to rank them for the “Top Markets Report”. She also described the process of qualitative analysis applied to produce the top ten in-depth case studies.

Update: “Re-Envisioning ITA’s Role with Trade Events” Program

Paul Morris briefed the ETTAC on ITA’s ongoing pilot process, including its aim to allow clients greater flexibility to tailor the level of ITA’s support and services requested for a given event. Mr. Morris also requested input from the Committee members on which ITA services are particularly helpful to U.S. companies and suggested that he return at a future meeting to provide additional updates and solicit more input from the group.

U.S. EPA’s Standards and Conformity Assessment Activities

Elise Owen introduced the two key U.S. laws that underpin EPA’s work to ensure transparency: the Administrative Procedures Act and the National Technology Transfer and Advancement Act (NTTA). Per the NTTA, generally EPA (and all U.S. government agencies) must employ private sector technical standards for U.S. government use where available. Agencies also are encouraged to participate in standards development processes. Ms. Own also noted that international standards often are referenced in EPA rules. NTTA reports are available at: <https://standards.gov/NTTAA/Report/viewAgencyReport.aspx>

Review and Approval of Recommendation Letters

The ETTAC reviewed and voted to approve two draft letters of recommendation submitted by the Trade Policy and Trade Negotiations Subcommittee focused on the announced U.S.-EU and U.S.-Japan trade negotiations.

SUBCOMMITTEE READOUTS

Cooperation on Standards, Certifications and Regulations

- *ETV Program* – The subcommittee will seek a briefing on EPA’s former Environmental Technology Verification Program and ETV’s current status as an ISO standard.

- *Trade and Market Barriers* – The subcommittee is developing a survey that will seek to identify specific barriers to trade and international market access concerns related to standards, certification and conformity assessment.
- *Focus Markets* - The subcommittee will focus on markets that do not currently recognize U.S. certification schemes or require unduly burdensome testing and certification processes, such as the EU, Brazil, Korea, China and Canada.

Trade Policy and Trade Negotiations

- *USMCA* – Shawn Ricks from ITA’s Mexico Desk briefed the subcommittee on the status of USMCA outreach and timeframe for the agreement, and answered questions from the subcommittee. She also offered to take in further questions related to the USMCA implementation process.
- *China* - The subcommittee may draft a letter of recommendation related to U.S.-China trade.
- *Multilateral Agreements* – The subcommittee sees G7-related programming opportunities to promote U.S. exports of environmental solutions, given that the U.S. will be G7 Chair. A draft letter may be forthcoming in September or November.

Trade Promotion and Export Market Development

- *Environmental Defenders* - Deborah Klepp from the State Department met with the subcommittee and described her work assisting environmental defenders. She indicated interest in engaging U.S. firms and employing more U.S. monitoring technology where possible, including through building technical capacity of local actors.
- *Re-Envisioning ITA’s Role in Trade Events* – The subcommittee seeks better information-sharing and clarification regarding the list of shows that currently are receiving ITA support.
- *U.S. Environmental Solutions Toolkit* – The subcommittee would like to review and comment on the rollout/marketing plan.
- *Salesforce CRM for Partner Posts* – The DFO will seek a briefing from ITA officials familiar with attempts to provide access to ITA’s instance of Salesforce to State Dept. partner posts.
- *International Financing* – The subcommittee will explore a potential recommendation to support the involvement of more U.S. firms in MDB procurements and seek ways to educate MDBs through ITA’s liaisons on the benefits of incorporating life cycle cost into procurements.
- *International Visibility of U.S. Firms* – The subcommittee may draft a recommendation related to improvement of marketing U.S. government services available to U.S. exporters (e.g. The Advocacy Center).

Public Comment

No issues were raised for public comment.

Adjournment

The meeting adjourned at 3:00 P.M.

I hereby certify that, to the best of my knowledge, the foregoing minutes are accurate and complete.



Amy Kreps
Designated Federal Officer
Environmental Technologies Trade Advisory Committee



Bill Decker
Chair
Environmental Technologies Trade Advisory Committee