



# Environmental Technologies Trade Advisory Committee

Meeting #4  
2022-2024 ETTAC Charter

November 14, 2023



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U.S. Department of Commerce | International Trade Administration | Industry & Analysis

# Agenda Overview

<b>10:00-10:15 am</b>	Welcome & Committee Business
<b>10:15-11:00 am</b>	Subcommittee Readouts & Discussion
<b>11:00-11:45 am</b>	Briefing on the 2023 National Export Strategy
<b>11:45-12:00 pm</b>	Break
<b>12:00-1:00 pm</b>	Working Lunch/Sub-Sector Breakouts
<b>1:00-1:15 pm</b>	Break
<b>1:15 - 2:15 pm</b>	Subcommittee Breakout Meetings
<b>2:15-2:45 pm</b>	Update on Environmental Tech Top Markets Report
<b>2:45-3:00 pm</b>	Next Steps, Public Comment & Adjourn



# Ground Rules & Digital Best Practices

- Keep microphone muted unless you are speaking
- Video on throughout the meeting
- Use headphones to improve audio and minimize background noise
- Bottom Line Up Front & ELMO
- Strive for consensus



# Review: Consensus

At decision points during ETTAC Committee meetings, we will check on the level of consensus. If anyone is a level 1 or 2, we will keep discussing.

- 5 – Strongly Agree
- 4 – Agree
- 3 – Can see the plusses and minuses, will go with the group's decision
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- 2 – Disagree
- 1 – Strongly disagree and can't support



# Meeting Dates for 2022-2024 Charter - Major conflicts?

- April 11-12, 2023 (Tues-Wed)
- June 20, 2023 (Tues)
- September 26, 2023 (Tues)
- November 14, 2023 (Tues)
- January 23, 2024 (Tues)
- March 12, 2024 (Tues)
- May 21, 2024 (Tues) \*Proposed
- July 16, 2024 (Tues)



# Subcommittee Best Practices

- Agree on and schedule subcommittee meeting dates in advance
- Set agendas for meetings
- Review issue trackers regularly and designate POCs on issues.
- Save draft recommendations to SharePoint.
- Copy ETTAC leadership (Clare, Ashish, Tasha) on subcommittee calendar invites, as well as DOC team (Megan, relevant ITA facilitators)



# 2023-2024 ETTAC Recommendations to Date

Submitted Recommendations	Recommendations in Progress
<ul style="list-style-type: none"><li>• Technical Exchanges and Market Intelligence Roundtables</li><li>• U.S. Objectives in the UNEA Intergovernmental Negotiating Committee (INC) on Plastic Pollution</li><li>• Engagement with U.S. Trade and Development Agency</li></ul>	<ul style="list-style-type: none"><li>• Low-Energy Wastewater Treatment and Reuse</li><li>• Indoor Air Quality</li><li>• 45Q Credits &amp; Rules Regarding CCS</li></ul>



# Briefing: 2023 National Export Strategy

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## Discussion Topics

Discussion on the [2023 National Export Strategy](#) which was released in June 2023. The National Export Strategy outlines actions that the U.S. Government is pursuing to better equip American companies and workers to compete globally and grow through international trade.

## Speakers:

- Tricia Van Orden, Director, Trade Promotion Coordinating Committee Secretariat, ITA
- Christian Herman, International Trade Specialist, Office of Energy & Environmental Industries, ITA





# 2023 National Export Strategy

Tricia Van Orden, Director  
Trade Promotion Coordinating Committee Secretariat  
November 14, 2023



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# About the 2023 National Export Strategy

- Government-wide strategic framework to align export promotion and trade financing activities of the U.S. government.
- Outlines actions to help American companies and workers compete internationally.
- Aims to increase and diversify exports in a variety of sectors, as well as expand the pool of exporters.
- Prepared by the International Trade Administration on behalf of the interagency Trade Promotion Coordinating Committee (TPCC).

# Trade Promotion Coordinating Committee Agencies

- U.S. Department of Commerce
- U.S. Department of State
- U.S. Department of the Treasury
- U.S. Department of Agriculture
- U.S. Department of Energy
- U.S. Department of Transportation
- U.S. Department of Defense
- U.S. Department of Labor
- U.S. Department of the Interior
- U.S. Agency for International Development
- U.S. Trade and Development Agency
- U.S. Environmental Protection Agency
- U.S. Small Business Administration
- U.S. International Development Finance Corporation
- Export-Import Bank of the United States
- Office of the United States Trade Representative
- Council of Economic Advisors
- Office of Management and Budget
- National Economic Council
- National Security Council

# Why is export promotion important?

- On average, businesses that export earn higher revenues, create more jobs, pay higher wages, and are less likely to go out of business.
- By the numbers...
  - Exports represent 10.9% of annual U.S. GDP.
  - \$2.6 trillion brought into our economy in 2021.
  - Exports supported around 9.9 million jobs each year before the pandemic.
  - 97.4% of goods-exporting companies are small- and medium-sized enterprises.
- Export promotion drives economic growth, diversification, and resiliency.

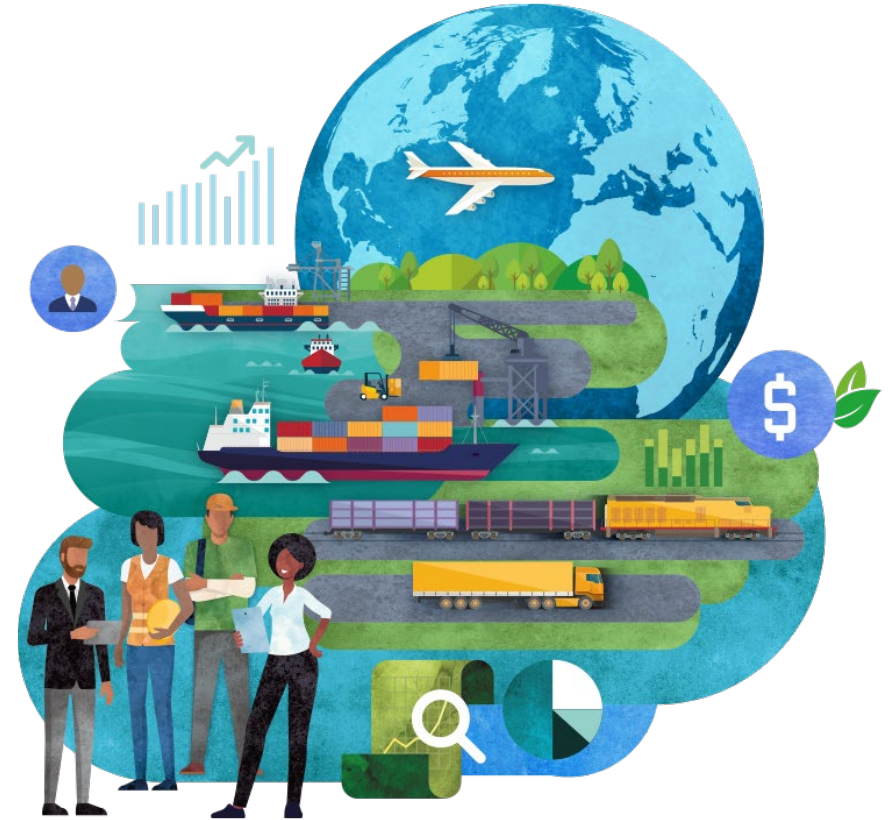
## U.S. Secretary of Commerce Gina Raimondo

“The NES is an essential element of the Department’s mission to advance U.S. leadership in the industries of the future, revitalize domestic manufacturing, and create quality jobs across the country.”



# Chapter 1: Exports and the U.S. Economy

- Presents data and analysis to lay the foundation for NES priorities and programs.
- Role of exports in U.S. economy:
  - Who is exporting;
  - What is being exported and from where; and
  - Impact of exports on the economy.



# Chapter 2: Export Assistance for Small Businesses and Underserved Communities

- Strategies to diversify the small business exporter base, particularly those from underserved communities.
- Advancing equity through enhanced accessibility and assistance, including place-based investments into programs and services for businesses in historically underrepresented and underserved communities.
- Advances federal, state, and local export promotion coordination.



# Chapter 3: Climate and Clean Technologies

- Advances U.S. competitiveness in climate and clean technologies exports to marshal U.S. innovation and ingenuity to achieve global net-zero greenhouse gas emissions by mid-century by:
  - Strengthening the domestic competitiveness of U.S. climate and clean tech market segments.
  - Promoting, demonstrating, and enabling the value proposition of U.S. climate and clean tech exports.
  - Aligning U.S. government resources to match U.S. competitive advantages and global market opportunities.





# Chapter 4: Manufacturing

- Manufacturing remains a significant driver of economic growth in the United States, generating wealth, jobs, and innovation.
- Explores key areas such as:
  - Developing supply chain resiliency.
  - Strengthening support for manufacturers through trade finance programs.
  - Promoting acceptance of international standards.
  - Increasing outreach and counseling to manufacturers through programs and partnerships.



# Chapter 5: Travel and Tourism

- Overviews [2022 National Travel & Tourism Strategy](#).
  - Promote and facilitate travel to the U.S. and ensure diverse, inclusive, accessible, and sustainable tourism experiences.
  - 5-year goal to welcome 90 million international visitors who will spend an estimated \$279 billion annually by 2027.
- Highlights efforts to support recovery and volume of travel to the United States and increase value of tourism.



# Chapter 6: International Education

- Outlines novel approaches to promote the United States as a leading study destination:
  - Connecting U.S. institutions and consortia with foreign groups interested in U.S. education.
  - Highlighting the importance of international education as a U.S. export.
  - Identifying and promoting global opportunities to the U.S. education industry.
  - Leveling the playing field in export markets.



# Chapter 7: Global Infrastructure Development

- Helps U.S. companies meet the infrastructure demands of emerging economies by:
  - Leveraging U.S. trade finance and investment programs.
  - Promoting fairness and transparency in public procurements.
  - Improving interagency coordination to support early stage and active deals.
  - Promoting commercial advocacy.
  - Increasing domestic outreach.



# Chapter 8: Agriculture, Fish, and Forestry

- Highlights strategies and programs to create more and better market opportunities for agriculture, fish, and forestry exports, including:
  - Connecting U.S. exporters with new markets.
  - Showcasing the sustainability of U.S. producers.
  - Supporting partnerships for climate-smart commodities.
  - Using trade and regulatory dialogues to expand market access.
  - Helping developing countries build their trade capacity.
  - Leveraging export financing programs to assist U.S. exporters.



# Chapter 9: Seafood

- Includes strategies to enhance the export competitiveness of the seafood industry:
  - Coordinating on interagency efforts on seafood trade policy and export promotion.
  - Facilitating trade strategies and increasing access to foreign markets.
  - Conducting trade promotion activities to support the U.S. seafood industry.
  - Improving outreach and communications with the seafood industry on trade.
  - Delivering high-quality trade data and analytics.



**Thank you!**

Read more at:

[trade.gov/national-export-strategy](https://trade.gov/national-export-strategy)

# 2023 National Export Strategy

Trade Promotion Coordinating Committee



# Subsector Breakout Discussions

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## Discussion Topics:

Committee members will break out into industry subsectors (air, water & wastewater, and waste management & recycling) to discuss priorities for their subsector and coordinate on developing and shepherding specific recommendation topics of interest within their respective subcommittees. This is an opportunity to ensure the ETTAC is addressing priorities for your subsector!

## Breakout Rooms:

- Air Pollution Monitoring & Control
- Water & Wastewater Treatment
- Waste Management & Recycling







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# 2023 Environmental Technologies Top Export Markets Report - Update

**ETTAC Meeting**  
**November 2023**

U.S. Department of Commerce | International Trade Administration

# Recap - Purpose

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- Ranking of best prospect markets for U.S. environmental tech exports
  - Composite ranking and ranking by sectors: air, water & wastewater, waste management & recycling
- Country analysis of the top-ranked economies
- Links to tools/resources within ITA and the U.S. interagency to assist U.S. exporters
- New features:
  - PowerBI dashboard display
  - Balance between mature vs. emerging markets

# Timeline

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- Gather trade data/other indicators
  - Perform statistical analysis/modeling
  - Produce country rankings
  - Create mock PowerBI dashboard and display
  - Gather feedback from stakeholders on rankings
  - Finalize rankings & conduct country case studies of top markets
  - Finalize report & publish

# What input are we seeking from the ETTAC?

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- Do the rankings reflect your industry's priorities in terms of potential markets? Are we missing any key markets?
- Do the rankings do a good job of capturing mature vs. emerging market opportunities?
- Is there value in providing both mature and emerging markets in the rankings?
- Is the dashboard display straightforward to understand and navigate? Are there additional market indicators that we should include in the dashboard?

# Next Steps

- Subcommittees to continue deliberating on potential recommendations; finalize recommendations as needed for proposed December ETTAC meeting.
- Save proposed recommendations in SharePoint.
- NEXT ETTAC MEETING: January 23<sup>rd</sup>. Let Clare and Megan know if would like to invite USG speaker(s) to speak on specific topics during committee meetings
- Fill out mid-charter survey!

