



UNITED STATES COUNCIL FOR INTERNATIONAL BUSINESS

USCIB Global Trade and Investment Agenda 2014

The United States Council for International Business (USCIB) is committed to opening global markets to its member companies by eliminating barriers to trade and investment. In 2014, our USCIB Trade and Investment Agenda will build on the work done in 2013 to move many trade and investment initiatives with the goal of bringing some of them to successful closure and substantially advancing others, including: reaching bi-partisan agreement on Trade Promotion Authority (TPA) legislation, completing the Trans-Pacific Partnership (TPP) negotiations and getting Congressional approval, finalizing the agreement on expansion of the Information Technology Agreement (ITA), making significant progress on the Trans-Atlantic Trade and Investment Partnership (TTIP) and Trade in International Services Agreement (TISA) negotiations, continuing to move the World Trade Organization (WTO) forward in positive ways following the Trade Facilitation Agreement (TFA) concluded in Bali, and taking advantage of China's interest in discussing a high-standard Bilateral Investment Treaty (BIT) with the United States.

Through our work on these trade and investment negotiations and our engagement with a wide range of intergovernmental organizations, the USCIB Trade and Investment Agenda will target many emerging policies and regulatory practices that are having a growing impact on members' business and global trade and investment flows. We will continue to educate policymakers on the global value chains that are critical to business growth and advocate against policies that restrict the movement of goods and services such as: localization barriers to trade, limitations on cross border data flows, unfair support for state-owned or state-supported enterprises, customs and border impediments, inadequate anti-bribery enforcement, inadequate or eroding IP protection, and illicit trade.

While we will actively engage U.S. policymakers on the USCIB Agenda, our members see a growing need to also engage policymakers and business leaders in other countries on the issues they are confronting in global markets. USCIB will seek to more effectively leverage its unique network of relationships with business groups in other countries that are best placed to influence the policymakers in their countries. As the U.S. industry representative to the International Chamber of Commerce (ICC), the Business and Industry Advisory Committee to the OECD (BIAC), and the International Organization of Employers (IOE), we already work closely with the foreign business groups in these organizations but will look to expand the scope of our cooperation in addressing the key trade and regulatory challenges that impede the global competitiveness of our members.

Growing trade and investment can generate much needed economic growth and job creation in the United States and around the world if policymakers take the steps needed to address barriers to trade and investment. The USCIB Trade and Investment Agenda sets out a framework for continuing to open markets in 2014.

1. Press for an Ambitious U.S. Trade Agenda that Improves Access to Major Economies and Addresses Emerging Protectionist Policies

- Short Term (6 – 12 months) –
 - Support conclusion of comprehensive, high-standard TPP agreement and approval by Congress in 2014.
 - As member of Business Coalition for Trans-Atlantic Trade (BCTT) steering committee, and co-chairs of several key issue work groups, play lead role in engaging U.S. and EU negotiators to advance an ambitious and comprehensive TTIP agreement including investment protection and regulatory policy cooperation.
 - As member of TPA coalition steering committee, build bi-partisan Congressional support for approval of well-designed TPA early in 2014.
 - Ensure U.S. is addressing through trade negotiations and bilateral engagement several issue areas of growing concern such as: localization barriers to trade, cross-border data flows, state-owned enterprises (competitive neutrality), global value chains, illicit trade, regulatory cooperation, and strengthening IP protection and preventing its erosion.
 - Support U.S. efforts to move forward in the WTO, building on the Trade Facilitation Agreement, TISA negotiations, and ITA expansion. (Agenda item 3 on rebuilding WTO)
- Medium Term (1 – 3 years) –
 - Identify new trade initiatives to follow after completion of TPP and TTIP such as expansion of TPP around the Pacific Region and/or integration of existing Free Trade Agreements (FTAs).
 - Provide thought leadership on future U.S. trade strategy and anticipate changing policy issues resulting from rapid economic and technological changes. Address growing trend of government intervention in markets.
 - Provide thought leadership on the growing inter-play between regulation – coherence versus fragmentation – and trade policy.

2. Promote Global Investment Policies that Open Markets and Level the Playing Field for U.S. Companies

- Short Term –
 - Continue leadership role on state-owned enterprise issues in the TPP, TTIP, and BIT negotiations and at the OECD.
 - Press for high-standard Investment chapters in TPP and TTIP, especially on investor-state dispute settlement; resist efforts to carve out important provisions or sectors.
 - Play lead role in working with U.S. government on China BIT. Encourage U.S. government to move forward on high-standard BIT negotiations with other key countries including India.
 - Build coalition to support maintenance of investor-state dispute mechanisms in investment agreements and ensure any discussions of a multilateral investment framework focus on including high-standard investment protections.
 - Strengthen relationships with business groups from other key countries that are our partners in international affiliate organizations and build global support on key investment issues.

- Medium Term –
 - Encourage helpful and constructive ICC approach to addressing global investment issues.

3. Urge WTO to Rebuild Confidence and Credibility Through Concrete Action on Specific Negotiations

- Short Term – advocate for WTO to restore effective role in liberalizing trade by supporting:
 - Ensure effective implementation of Trade Facilitation Agreement concluded in Bali at WTO ministerial.
 - Support efforts to conclude an agreement to expand product coverage in the ITA in 2014.
 - Press for significant progress on TISA negotiations with possible conclusion in 2014.
 - Begin discussions in the WTO on an environmental goods and services agreement that addresses tariff and non-tariff barriers.
 - Engage our business group partners from other countries directly and through our international platforms (BIAC, IOE, ICC) to build consensus views on trade agenda in the WTO, post-Bali.
- Medium Term – work to rebuild consensus in support of multilateral trade negotiations and the WTO.
 - Propose improvements to operation of WTO, including the dispute resolution process and consultation with the private sector.
 - Develop paper on changing global economic environment and growing role of large emerging economies. Underscore the importance of a rules-based trading system.

4. Leverage International Platforms to Build Global Business Support for Addressing Key Trade Policy Concerns

- Short Term – utilize ICC, BIAC and IOE where appropriate to raise global awareness on issues and build support of broad international business community. Work through our foreign business association partners to build local advocates. Engage OECD on useful work they could do in these areas. Utilize other platforms such as APEC and G20/B20, as appropriate for addressing issues such as:
 - Localization barriers to trade
 - Cross border data flows
 - Regulatory cooperation
 - Illicit trade
 - State-owned enterprises/Competitive neutrality
 - Global value chains
 - Strengthening and preventing erosion of IP protection
 - Anti Bribery/transparency
 - Supply chain transparency
- Implement strategy building on USCIB unique expertise, access and influence to intergovernmental organizations (IGOs) and the U.S. government in order to advance members' interests, enhance business participation and influence in key IGOs, and shape policy at the international level.

- Strengthen our relationships with business groups from other countries that are our partners in international affiliate organizations and build support on key trade, investment and regulatory issues. Organize meetings with these groups in Washington and in their home countries to build relations. Identify issues of common interest and pursue joint advocacy efforts.
- Medium Term –
 - Address growing concerns that some multilateral institutions are pursuing policies that will restrict international trade rather than promote trade liberalization.
 - Assist the smallest businesses and individual entrepreneurs to engage in international trade by adopting trade policies aimed at improving access to the global marketplace such as removing red tape and simplifying customs clearance procedures.

5. Leverage Coordinated USCIB Committee Work on Trade Policy Related and Regulatory Issues

- Short Term – work closely with other USCIB policy committees on issues that intersect with trade and investment policy:
 - Environment Committee – tariff reduction/elimination on environmental goods and services, IP erosion efforts in Climate Change talks, and unilateral environmental policies that become nontariff barriers to trade.
 - Customs Committee – trade facilitation and customs modernization.
 - ICT Committee – localization barriers to trade, cross border data flow and privacy.
 - Competition Committee – competitive neutrality.
 - IP Committee – IP erosion and strengthening IP protections and enforcement in trade negotiations where appropriate.
 - Labor Committee – ensure labor provisions in trade agreements are consistent with member positions in existing agreements.
 - Country/regional committees – APEC, China, emerging markets, EU
- Medium Term – identify cross-cutting issues that involve more than one committee and develop coordinated strategies to address these issues.

6. Provide Thought Leadership and Improve Analysis on Trade and Investment Policy to Inform Global Policymaking Activity

- Short Term – continue to educate policymakers on member business models that utilize global value chains by leveraging USCIB study by Prof. Slaughter through briefings on Hill, meetings with policymakers, engagement with our international organizations, possible briefing in Brussels, webinars, and other venues. Utilize study throughout the year in pushing for policies that facilitate member company competitiveness and counter policies like localization barriers to trade.
 - Encourage affiliate organizations in other countries to work with local think tanks to write on impact of policies such as localization barriers to trade and restrictions on cross border data flows on global value chains and economic growth.
 - Raise USCIB's public profile on trade and investment issues, including public speaking, media interviews, and well-prepared conferences.

- Support work of OECD on Trade in Value Added research and policy analysis.
- Create framework for potential OECD/USCIB conference on trade and investment and ICC/USCIB conference on customs and trade facilitation.
- Support business visit to OECD organized by BIAC.
- Medium Term – identify other issue areas for in-depth research and develop plan for producing one or more reports. Possible issues might include localization barriers to trade, challenges of state capitalism, cross border data flows. Work with US Council Foundation to expand study and research capabilities.