October 29, 2014

The Honorable Michael Froman  
United States Trade Representative  
600 17th Street NW  
Washington, DC  20508

Dear Ambassador Froman:

We are writing to thank you and your team at USTR for the strong support given to the APEC advertising initiative, which this year has culminated in an Action Agenda for Advertising Standards and Practice Development, scheduled to be adopted by Ministers and Leaders in Beijing next month. Advertising expenditures account for $5.8 trillion in U.S. economic output and advertising driven sales of products and services help support 21.7 million U.S. jobs.

As manufacturers and exporters our ability to access foreign markets and conduct a successful global product launch is critically dependent on our ability to promote our products in these markets. The lack of alignment of advertising standards and regulation creates obstacles and inefficiencies that have a negative impact on our ability to do business in economies in the region. It constitutes a fundamental behind the border barrier, which we have sought to address in the APEC context as a possible global model.

As you prepare for the APEC meetings in Beijing next month, we hope we can continue to count on your support in those meetings and into 2015 as we work to implement the Action Agenda through mentoring and capacity building programs and development of best practice principles. This work is intended to help economies establish or better align their advertising regulatory frameworks in accordance with international best practices and to help industry support complementary self-regulatory mechanisms aligned to international best practice and operating within these regulatory frameworks.

Our sincere appreciation again to you and your APEC staff for their thoughtful approach, support, and dedication to this important issue for all manufacturing/exporting industries.

Sincerely,

Pamela G. Bailey  
President and CEO  
Grocery Manufacturers Association

C. Lee Peeler  
President & CEO Advertising Self-Regulatory Council (ASRC)

Peter Robinson  
President and CEO  
United States Council for International Business

Cc:  
Wendy Cutler, Acting Deputy United States Trade Representative  
Bruce Hirsh, Assistant United States Trade Representative for Japan, Korea and APEC  
Ed Brzytwa, Director, APEC Affairs