

# every•day•trade : FAQ's

*What is Every Day Trade?* The trade education initiative titled "Every Day Trade" uses creative and youthful information materials to enhance young Americans knowledge of trade, exporting and Free Trade Agreements.

*When will the initiative take place?* The initiative will be presented to high schools throughout 2009.

*How will this initiative be carried out?* All 107 U.S. Export Assistance Center directors will reach out to their local high schools to present the initiative.

*How will schools be informed?* The Every Day Trade initiative is made for all public and anyone and everyone is invited to participate. The USFCS will be making a concerted effort to visit as many schools as they can throughout January 2009. However, this initiative will continue beyond January and USEAC directors will continue to schedule seminars throughout the school year. Schools that wish to host an Every Day Trade seminar will be able to do so by e-mailing [Everyday.trade@mail.doc.gov](mailto:Everyday.trade@mail.doc.gov).

*What will the presentation involve?* The presentation is created in a way to appeal to the younger generation through creative activities, comprehensible language and an edgy design element. Packets include information concerning myths and facts on trade, everyday stories regarding trade, a glossary of terms, and a variety of word games.

*Why High School Students?* In today's dynamic and globalizing world, it is essential that people know and understand the importance of trade. High School students are America's future business owners, exporters, entrepreneurs, and leaders. There is no better time than now to start educating the up and coming generation

*Why focus on Free Trade?* Globalization discussions are on the rise and the interdependent trade environment between nations will only continue to increase. Therefore it is absolutely essential to help America become educated in trade and exporting so that the United States can remain competitive and ensure their high productivity, efficiency, and standards of living. If we do not do so, other countries may capitalize on opportunities that could have otherwise been ours.