

Environmental Technologies Trade Advisory Committee (ETTAC)
November 14, 2017; 8:30 am – 3:30 pm
U.S. Department of Commerce

The Environmental Technologies Trade Advisory Committee (ETTAC) convened in-person meeting at 8:30 a.m. EST on November 14th, 2017 at the U.S. Department of Commerce, Washington, DC.

ETTAC MEMBERS PRESENT:

Mr. Philip Benson Jr.	Mr. Jeffrey Grove	Mr. Peter Tunncliffe
Mr. David Biderman	Ms. Elizabeth Holst	Mr. Kurt Tyler
Dr. Paul Bowen	Ms. Tasha Jamaluddin	Mr. George Vorsheim
Mr. Michael Corvese	Mr. Alan Krause	Ms. Debra Waggoner
Mr. William Decker	Ms. Michelle Leonard	
Ms. Anne Ellis	Mr. Anthony Licata	
Dr. Ryan Godfrey	Mr. Gabriel Restrepo	
Mr. Michael Goo	Mr. Ronald Swinko	

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

Amy Kreps, Designated Federal Officer, ETTAC

Adam O'Malley, Director, Office of Energy and Environmental Industries

MEETING MINUTES:

Welcome

DFO Kreps and Chairman Swinko briefly welcomed the Committee and provided an overview of upcoming ETTAC timeline and the November 14th meeting agenda.

ITA's Environmental Technologies Portfolio

Adam O'Malley, Director, Office of Energy and Environmental Technologies

Mr. O'Malley provided an overview of ITA's planned coverage for the environmental technologies portfolio in 2018.

Public Private Partnerships (PPP) Discussion

Jeff Grove, ASTM

Mr. Grove gave an overview of ASTM as a global forum for standards development. Experts from 125 countries collaborate and reach a technical consensus on health, safety and reliability standards and where this consensus meets WTO principles. ASTM has benefitted from two PPPs with the International Trade Administration (ITA): (1) a Market Development Cooperator Program (MDCP) award, and (2) an agreement between ASTM and ITA for an ASTM employee to be temporarily assigned to ITA's standards office.

Ebie Holst, Splashlink

Ms. Holst presented information about Splashlink, a water project tracking database that provides essential information regarding bids, tenders & requests, capital that is available to industry, and suppliers & service providers. Splashlink is a Strategic Partner with ITA and has invited Commercial Service officers to access the database for event and lead-posting purposes.

Re-Envisioning ITA's Role with Trade Events

Anne Grey, Executive Director of Trade Promotion Programs and Strategic Partnerships

Ms. Grey provided an overview summary of certain Trade Promotion Programs offered by ITA: International Buyer Program, Overseas Trade Shows and Trade Mission Program.

Paul Morris, U.S. Secretary, Trade Agreements Secretariat

Mr. Morris described how he is leading a team that seeks to hear from ITA clients about ways to re-envision ITA's role in trade events - specifically trade shows and trade missions. Mr. Morris solicited feedback from the Committee and took questions. He welcomed future input through the email portal and mentioned that this session was intended to be "just the start of the conversation". Topics the Committee raised included U.S. Pavilions at overseas trade shows, tying U.S. development assistance dollars to U.S. firms, and aligning government priorities with industry priorities.

Subcommittee Meeting Readouts & Discussion of Next Steps

Trade Promotion and Export Market Development

- Discussed how to collect and disseminate info on trade leads, how to expand the reach, impact and flow of information to U.S. companies; need to set up standards and metrics for tracking
- Reviewed overseas trade shows and how the U.S. presents itself vs. other countries; how this can be improved
- PPP's vs. PPP sponsorships – working on this topic, as well
- Putting together draft recommendation letters for review at next meeting

Professional Services and Infrastructure Advancement

- Discussed what's new and different for trade shows
- Taking inventory about how much aid is out there and how much U.S. is involved and how services are procured
- Services afford direct creation of U.S. jobs by leading design and research
- U.S. agencies that support tied aid influence how agencies and shareholders weigh in
 - Recommendation letter will be ready for draft at next meeting
- Will accept two letters from ad-hoc industry working group: solid waste management "toolkit" and disaster response/relief

Trade Policy and American Competitiveness

- Need to verify the legal and policy issues surrounding coal fire power plant financing
- The 3 top markets of each sector will be identified and will be brought back to Committee for input
 - Will be ready at next meeting
- FTA teams are trying to find ways to connect what's happening on policy side/implementation and how to link with companies addressing those issues
 - Will provide more info and a recommendation letter at next meeting
- Market Development Cooperator has a program with high rate of return (\$1 for \$133), but currently it is on hold with no budget. Would like to petition to bring back program
 - Letter will be drafted for review at next meeting
- Letter sent to Secretary Ross about NAFTA negotiations items are in discussion. Waiting for response.

Environmental Goods Agreement (EGA) Letter

The Committee voted to approve a letter in support of restarting the WTO EGA negotiations.

Public Comment

There were no public comments during the allotted time.

Adjournment

The meeting adjourned at 3:30 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

Ron Swinko
Chair
Environmental Technologies Trade Advisory Committee

These minutes will be formally considered by the Committee and any corrections or notations will be incorporated.