



Environmental Technologies Trade Advisory Committee  
(ETTAC)

**TRADE PROMOTION & EXPORT MARKET  
DEVELOPMENT (TPEMD) SUB-COMMITTEE**

MAY 15, 2018



# ETTAC Trade Promotion & Export Market Development (TPEMD) Sub-Committee

## Opportunity for Growth

- **Environmental concerns are on the rise in regions all over the globe:**
  - Climbing energy demands
  - Air-quality challenges
  - Waste recovery
  - Water quality, scarcity and infrastructure concerns
- **Geopolitical and industry critical-path dependencies**
- **U.S. companies have some of the most advanced solutions and expertise in the world**



# ETTAC Trade Promotion & Export Market Development (TPEMD) Sub-Committee

## Key Recommendation Areas:



### Lead Generation

Increase the number and quality of leads generated by the U.S. inter-agency.



### Lead Dissemination

Leads are only valuable if they are shared with U.S. businesses who can act on them.



### Metrics & Tracking

What gets measured gets managed, and introducing metrics will help to drive positive impact.



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*Increase the number and quality of leads generated by the U.S. inter-agency.*

## Lead Generation

Recommendation	Detail
<b>Establish standards to collect opportunities.</b>	Establish a list of standards for collecting data about foreign business opportunities, and promote use of these standards within Department of Commerce field offices and the interagency, and evolve them in response to feedback.
<b>Establish incentives &amp; requirements to collect opportunities.</b>	Establish incentives, performance expectations, metrics and requirements that reinforce participation of DOC and other U.S. agency field staff to contribute lead opportunities meeting the common standards.
<b>Engage non-U.S. entities and end-users in sharing opportunities.</b>	Promote, encourage and enable input of non-U.S. projects and opportunities by foreign entities and/or end users through links to the Salesforce.com tool or other platforms and channels complying with data-collection standards.





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*Increase the number and quality of leads generated by the U.S. inter-agency.*

## Lead Generation

Recommendation	Detail
<b>Amplify visibility through multiple platforms &amp; partnerships.</b>	Launch programs, platforms and partnerships that amplify the visibility of U.S. environmental companies. Develop and implement a detailed marketing plan and sustained campaigns focused on driving foreign agencies, organizations and end users interested in environmental solutions to these programs and mechanisms.
<b>Engage industry networks in sharing opportunities.</b>	Identify and engage non-U.S. industry networks and encourage them to share leads with the Department of Commerce and other U.S. agency field staff.
<b>Elevate the brand of U.S. technologies &amp; expertise.</b>	Upgrade trade show displays so that U.S. Pavilions present a more visually competitive presence and capture a greater share of floor traffic when compared to our international counterparts. Staff U.S. Pavilions with personnel who have market expertise in the region; can thoroughly engage potential customers; and provide targeted recommendations for solutions using U.S. company products and services.





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## Lead Dissemination

Recommendation	Detail
<b>Enable automated dissemination of lead opportunities.</b>	Increase the visibility of lead opportunities via online feeds, application programming interfaces (APIs) and other mechanisms to enable them to spread through digital channels.
<b>Proliferate lead dissemination through other platforms and partnerships.</b>	Leverage current and emerging platforms by developing data capture/storage/dissemination mechanisms that enable easy flow between and across current and emerging platforms such as the U.S. Environmental Solutions Toolkit, Salesforce.com and other mechanisms that may be afforded through public-private partnerships and/or alliances with industry NGOs.





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*What gets measured gets managed. Metrics will help to drive positive impact.*

## Metrics & Tracking

Recommendation	Detail
<b>Establish meaningful metrics to track the selection and procurement of U.S. goods and services</b>	Establish operational metrics with specific indicators such as the number of foreign lead opportunities posted in a given month, number of clicks on U.S. company profiles by non-U.S. stakeholders, and any mechanisms that can capture information about the selection and procurement of goods or services from U.S. exporters.
<b>Publish metrics to enable programming to adapt and improve.</b>	Publish information to enable performance improvement. Commerce's country offices could publish these metrics and statistics on country websites on Export.gov to create transparency around lead generation, distribution, and impact on American business.





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**THANK YOU**

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