

The Honorable Wilbur Ross  
Secretary  
U.S. Department of Commerce  
1401 Constitution Ave., N.W.  
Washington, DC 20230

Dear Secretary Ross:

We are writing to provide recommendations regarding several near-term solutions that would greatly bolster the competitive landscape for the U.S. environmental technology sector. The U.S. environmental industry supports over 1.6 million jobs and generates over \$345 billion in revenue annually.

The Environmental Technologies Trade Advisory Committee (ETTAC) is a federally established committee whose purpose is to advise on the policies and procedures of the U.S. government that affect U.S. environmental technology exports. In this capacity, we appreciate the opportunity to provide the following recommendations:

- Convening the U.S. government interagency, inviting World Bank President David Malpass and Chief of Procurement Enzo De Laurentiis, other multilateral bank leaders, and CEOs from the U.S. environmental technology sector in a roundtable to discuss options to reduce transaction costs and increase involvement of U.S. businesses in multilateral tenders. This discussion would be an important step in addressing the small number of U.S. firms currently responding to bank-led procurement processes. These issues are among the most pressing challenges facing U.S. companies in determining whether to engage with the multilateral banks.
- Engaging the interagency community and in-country experts to offer a series of technical exchanges and market intelligence roundtables with environmental technology sector companies as a proactive follow-up from the *Environmental Technologies Top Markets Report* — turning research into action. The U.S. companies could benefit from hearing about multiple U.S. government program opportunities within specific markets and be linked to potential customers and vice versa.
- Establishing interagency sub-working groups focused on each of the environmental technology media categories (e.g., air, water, and solid waste and recycling) under the Trade Promotion Coordinating Committee Environmental Trade Working Group. The sub-working groups should identify and promote ways to coordinate and effectively direct U.S. export financing offered by the EXIM Bank, OPIC, and USTDA to assist U.S. providers, particularly small and medium-size enterprises, in pursuing new or expanded export opportunities in environmental sectors.

The federal government has an appropriate convening role to ensure regular engagement to build U.S. trade opportunities in this space. A findings summary is attached.

ETTAC encourages you to act on these issues immediately. We look forward to working with you to support their implementation and the growth of the U.S. environmental exports.

Sincerely,

A handwritten signature in black ink, appearing to read 'W. Decker', with a long horizontal flourish extending to the right.

William Decker  
ETTAC Chair

Enclosure

## Findings Summary

**Recommendation 1:** The ETTAC recommends that the Secretary of Commerce convene a roundtable discussion with the U.S. government interagency community and invite the World Bank president, other multilateral bank leaders, U.S. environmental technology CEOs, and other senior-level executives focusing on the following objectives:

- 1.1 Develop strategies to increase participation of U.S. environmental technology firms in multilateral tenders. Explore options to evaluate large international tenders based on quality, compliance, qualification and total cost of ownership instead of price.
- 1.2. Offer suggestions for reducing transaction costs associated with multilateral tenders, including possible fast-track approaches.
- 1.3 Establish a potential pilot program to explore implementation options.

These issues are among the most pressing facing the business community when deciding whether to participate in multilateral tenders and programs.

**Recommendation 2:** The ETTAC recommends that the Department of Commerce, working via the Trade Promotion Coordinating Committee Environmental Trade Working Group (TPCC ETWG), engage interagency leaders to convene a series of roundtables designed to ease market entry and bolster exports for U.S. environmental technology companies in specific international markets of interest. Each event will be composed of leading company executives and interagency experts to explore how the U.S. government can support increased participation of the U.S. private sector in deploying solutions to address growing global environmental challenges. A key value proposition includes coordinating events that are comprised of all of the relevant federal agencies on one agenda. Overall objectives for each roundtable:

- 2.1 Explore the factors that have limited the engagement of U.S. environmental firms in providing solutions in this key overseas market.
- 2.2 Highlight market opportunities for U.S. environmental companies and share U.S. government programs and projects to assist companies in engaging in the specific markets.
- 2.3 Identify and compile needed U.S. company interests and actions in the market.
- 2.4 Make recommendations for ways in which public and private sector participants can help address issues discussed.

Preliminary focus countries: Brazil, China, India, Mexico.

**Recommendation 3:** The ETTAC recommends establishing a TPCC ETWG sub-working group focused on each key media, including air, water, and solid waste and recycling. The proposed sub-working groups should address:

- 3.1 Federal Export and Trade Financing Assistance. The sub-working group will identify and promote ways to coordinate and effectively direct U.S. export financing offered by the EXIM Bank, OPIC, and SBA to assist U.S. providers, particularly small and medium-size enterprises, in pursuing new or expanded export opportunities in the key environmental sectors. Current portfolios for environmental technologies are not strategic, but rather very ad hoc and opportunistic.

- 3.2 Trade Missions. The Department of Commerce, in consultation with TPCC ETWG agencies, as well as relevant state and local officials, and the U.S. private sector, will seek to ensure that U.S. government-led trade missions include, where appropriate, an emphasis on export opportunities for U.S. providers of water and wastewater, air, and solid waste management and recycling technologies, goods, and services. Reverse trade missions should also be considered to convene international decision makers with U.S. water and wastewater, air, solid waste management and recycling technology, product, and service providers to share U.S. experiences firsthand.
- 3.3 Commercial Advocacy. The Advocacy Center at the Department of Commerce, in consultation with the Department of State, will endeavor to ensure that the U.S. government's overseas commercial advocacy programs include, where appropriate, an emphasis on export opportunities for U.S. providers of environmental technologies, goods and services.

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