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## TRADE PROMOTION FOR THE NEXT 100 YEARS

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**TO:** NATIONAL ASSOCIATION OF DISTRICT EXPORT COUNCILS  
(NADEC) ADVISORY BOARD LEADERSHIP

**FROM:** NADEC ADVISORY BOARD TASKFORCE MEMBERS

**SUBJECT:** REINVIGORATING U.S. GOVERNMENT TRADE PROMOTION  
INFRASTRUCTURE FOR THE NEXT 100 YEARS

**DATE:** MAY 24, 2021

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The Advisory Board of the National Association of District Export Councils (NADEC) convened a taskforce to prepare a white paper highlighting the strategic needs of U.S. exporters to meet the global competitive challenges of the 21<sup>st</sup> century.

The U.S. Department of Commerce has played a historic role in developing and implementing export promotion policies and programs over the last century. Forty (40) years have passed since the creation and development of the U.S. & Foreign Commercial Service network of offices through the U.S. and in embassies around the world. Over this period the Commercial Service developed a strong culture of support for the American business community. It developed tailored trade promotion solutions as well as a national and global team of highly experienced and motivated trade professionals. This unique national human capital cohort, together with District Export Councils across America, is poised to take U.S. export development to the next level.

The purpose of this white paper is to underscore the urgent global competitive threats facing America's export model, principally from China but also from other major competitors. Proposals contained herein recommend resource solutions and updated organizational structures required to help America retain and create more noble export jobs in America and strengthen U.S. competitiveness globally.

Thank you to the NADEC Advisory Board Co-Chairmen, Dr. Robert Brown and Dr. Ozkam Erdem, and to the NADEC Chairman, Shawn Levsen, for the opportunity to submit this set of ideas. The undersigned former senior commercial officers, former political appointees, and trade leaders served on the taskforce and humbly submit the attached paper for your consideration.



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Carmine D'Aloisio

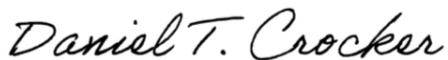
Former Career Minister, Minister-Counselor for Commercial Affairs in Italy, and Senior Commercial Officer for Europe, U.S. & Foreign Commercial Service, ITA

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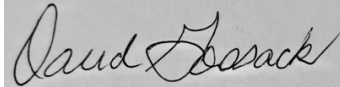
Former Senior Commercial Officer & Deputy Assistant Secretary for Europe & Eurasia, U.S. & Foreign Commercial Service, ITA



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David Gossack

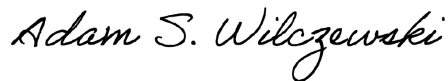
Former Vice President for Asia, US Chamber of Commerce; Former Career Minister-Counselor, Senior Foreign Service in Asia, U.S. & Foreign Commercial Service, ITA



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