



NATIONAL EXPORT INITIATIVE CELEBRATES THREE YEARS

- Three years ago, the President announced a government-wide strategy to promote exports to strengthen America's economy, support additional jobs here at home, and ensure long-term, sustainable growth – the National Export Initiative.
 - The Obama Administration has made it a top priority to improve the conditions that directly affect the private sector's ability to export, working to remove trade barriers abroad, help firms and farmers overcome hurdles to entering new markets, and assist with financing.
 - The President set an ambitious goal of doubling U.S. exports by the end of 2014, and increasing the jobs supported by exports by two million.
- These efforts are paying off – and helping to change the way America does business. Now more than at any time in our history, more Americans are selling more U.S. goods and services to the 95 percent of consumers who live outside of our borders.
- We are making progress toward the NEI goal. In 2012, U.S. exports hit an **all-time record of \$2.2 trillion** and supported 9.8 million U.S. jobs, despite significant economic headwinds from abroad.
 - Growth in exports of goods and services outpaced the growth of imports of goods and services in both dollar and percentage terms for the first time since 2007, with exports growing by \$92.6 billion or 4.4 percent.
 - Exports as a share of U.S. GDP were 13.9 percent in 2012, tying the record set in 2011.
 - Jobs supported by exports increased to 9.8 million in 2012, up 1.3 million since 2009.
 - The growth in exports came despite a slowdown in the world economy and in world trade volumes.
- [Your efforts are helping us reach our goal. Tell your export story, and how you used U.S. Government resources, if applicable.]
- The United States reached record levels of exports for 2012 with more than 70 trading partners, including major emerging markets and 11 free trade agreement (FTA) partners (Australia, Canada, Chile, Colombia, Costa Rica, Jordan, Mexico, Nicaragua, Oman, Panama, and Peru).
- **Small businesses:** Small- and medium-sized enterprises (SMEs) have played a critical role in driving record export growth.
 - The Administration has focused its efforts on increasing the number of U.S. SME exporters and making it easier for them to access federal export assistance.
 - All federal agencies involved in export financing are collaborating to ensure small businesses experience a no-wrong-door approach and easily receive information about the financing that fits their needs. In addition, the Small Business Administration is training community banks across the country on the elements and importance of export financing.
 - The Export-Import (Ex-Im) Bank helped more than 3,300 small businesses expand their export sales in 2012. More than 650 small businesses worked with

the Ex-Im Bank for the first time in 2012, and Ex-Im authorized a record amount in export financing for small businesses: 6.1 billion. Ex-Im estimates 85 percent of Bank transactions benefit small businesses.

- From the launch of the NEI through 2012, the Small Business Administration (SBA) backed more than 2,400 loans to 3,500 small businesses through its financing programs, supporting a combined \$3.4 billion in small business sales during that period.
- **The NEI at the local level:** If we're going to move the dial on exports, we must work from the ground up. That's why the U.S. Government is leveraging its interagency field network and partners, such as the Brookings Institute Metropolitan Export Initiative, to ensure that cities and states have the tools they need to incorporate local export promotion into their economic development and long-term planning.
 - Specific data for your state and/or metropolitan area can be accessed at: <http://www.trade.gov/mas/ian/statereports/> and <http://www.trade.gov/mas/ian/metroreport/>.
 - Find your local export resources here: <http://export.gov/eac/>

SECTOR EXPORT INFORMATION:

- **Manufacturing:** Exports are boosting the U.S. manufacturing sector.
 - Manufactured goods exports increased by 47 percent between 2009 and 2012, reaching a record \$1.35 trillion for 2012.
 - The manufacturing sector has added roughly half a million jobs over the last three years, the most for any such period since 1996.
 - **Aerospace:** U.S. exports of civilian aircraft are up by more than one-third in 2012 from 2011. This sector remains a strong area for export growth to emerging markets in Asia and the Middle East, and is a continued bright spot for U.S. exports in the European markets.
 - **Motor Vehicles and Parts:** After a full recovery from the recession, the U.S. automotive industry has continued to be a strong area of growth for U.S. exports. Automotive vehicle and parts exports were up by more than 10 percent in 2012, compared to 2011.
 - U.S. exports of motor vehicles and parts totaled \$132.7 billion in 2012, an increase of nearly 80 percent from the \$74.2 billion of these goods exported in 2009.
- **Services:** The United States remains the largest exporter of private commercial services in the world.
 - In 2012, U.S. services exports totaled \$632.3 billion, up 4.4 percent from 2011.
 - With U.S. services imports growing at only 2.2 percent last year, the trade surplus in services grew by \$16.8 billion, led to an overall reduction in the U.S. trade deficit.
 - As part of the effort to grow services exports, the U.S. Trade Representative recently notified Congress that the Administration intends to enter into negotiations for a new trade agreement aimed at promoting international trade in services.
 - **Travel and Tourism:** Travel and tourism is our largest category of services exports. In 2012, more than 66 million international tourists visited the United States, generating an all-time record of \$168 billion in revenue – an increase of 10 percent from 2011.
- **Agriculture:** In 2012, agricultural exports reached a record \$145.4 billion – an increase of 38 percent from 2011, helping to support more than one million jobs on and off the farm. This

increase was achieved while farmers weathered the worst drought in decades. The agricultural trade surplus in 2012 also reached a record of \$38.1 billion.

NEI SUCCESSES:

A Commitment to U.S. Companies

The Administration will continue to support U.S. companies in selling their goods and services abroad by helping to create opportunities and to level the playing field. Click the links below to learn more about how we're:

- Continuing to build our [trade advocacy and export promotion](#) efforts;
- Promoting the availability of [export financing](#);
- Educating U.S. companies about [markets opened](#) by our free trade agreements, including those that went into effect in 2012; and concluding new trade agreements to address existing and newly emerging obstacles to U.S. exports in markets of opportunity;
- [Enforcing U.S. trade rights](#) under international agreements; and aggressively investigating unfair trade practices affecting U.S. exports or imports into the U.S. market.