

114TH CONGRESS
1ST SESSION

H. R. 2587

To further enhance the promotion of exports of United States goods and services, and for other purposes.

IN THE HOUSE OF REPRESENTATIVES

JUNE 1, 2015

Mr. CHABOT (for himself and Mr. LARSEN of Washington) introduced the following bill; which was referred to the Committee on Foreign Affairs

A BILL

To further enhance the promotion of exports of United States goods and services, and for other purposes.

1 *Be it enacted by the Senate and House of Representa-*
2 *tives of the United States of America in Congress assembled,*

3 **SECTION 1. SHORT TITLE.**

4 This Act may be cited as the “State Trade Coordina-
5 tion Act”.

6 **SEC. 2. MEMBERSHIP OF REPRESENTATIVES OF STATE**
7 **TRADE PROMOTION AGENCIES ON TRADE**
8 **PROMOTION COORDINATING COMMITTEE.**

9 Section 2312(d) of the Export Enhancement Act of
10 1988 (15 U.S.C. 4727(d)) is amended—

1 (1) by redesignating paragraph (2) as para-
2 graph (3); and

3 (2) by inserting after paragraph (1) the fol-
4 lowing new paragraph:

5 “(2) REPRESENTATIVES FROM STATE TRADE
6 PROMOTION AGENCIES.—The TPCC shall also in-
7 clude 1 or more members appointed by the President
8 who are representatives of State trade promotion
9 agencies.”.

10 **SEC. 3. FEDERAL AND STATE EXPORT PROMOTION COORDI-**
11 **NATION PLAN.**

12 (a) IN GENERAL.—The Secretary of Commerce, act-
13 ing through the Trade Promotion Coordinating Committee
14 and in coordination with representatives of State trade
15 promotion agencies, shall develop a comprehensive plan to
16 integrate the resources and strategies of State trade pro-
17 motion agencies into the overall Federal trade promotion
18 program.

19 (b) MATTERS TO BE INCLUDED.—The plan required
20 under subsection (a) shall include the following:

21 (1) A description of the role of State trade pro-
22 motion agencies in assisting exporters.

23 (2) An outline of the role of State trade pro-
24 motion agencies and how it is different from Federal

1 agencies located within or providing services within
2 the State.

3 (3) A plan on how to utilize State trade pro-
4 motion agencies into the Federal trade promotion
5 program.

6 (4) An explanation of how Federal and State
7 agencies will share information and resources.

8 (5) A description of how Federal and State
9 agencies will coordinate education and trade events
10 in the United States and abroad.

11 (6) A description of the efforts to increase effi-
12 ciency and reduce duplication.

13 (7) A clear identification of where businesses
14 can receive appropriate international trade informa-
15 tion under the plan.

16 (c) DEADLINE.—The plan required under subsection
17 (a) shall be finalized and submitted to Congress not later
18 than 12 months after the date of the enactment of this
19 Act.

20 **SEC. 4. ANNUAL FEDERAL-STATE EXPORT STRATEGY.**

21 (a) IN GENERAL.—The Secretary of Commerce, act-
22 ing through the head of the United States Commercial
23 Service, shall develop an annual Federal-State export
24 strategy for each State that submits to the Secretary of
25 Commerce its export strategy for the upcoming calendar

1 year. In developing an annual Federal-State export strat-
2 egy under this subsection, the Secretary of Commerce
3 shall take into account the Federal and State export pro-
4 motion coordination plan developed under section 3.

5 (b) MATTERS TO BE INCLUDED.—The Federal-State
6 export strategy required under subsection (a) shall include
7 the following:

8 (1) The State’s export strategy and economic
9 goals.

10 (2) The State’s key sectors and industries of
11 focus.

12 (3) Possible foreign and domestic trade events.

13 (4) Efforts to increase efficiencies and reduce
14 duplication.

15 (c) REPORT.—The Federal-State export strategy re-
16 quired under subsection (a) shall be submitted to the
17 Trade Promotion Coordinating Committee not later than
18 February 1 of each year.

19 **SEC. 5. COORDINATED METRICS AND INFORMATION SHAR-**
20 **ING.**

21 (a) IN GENERAL.—The Secretary of Commerce, in
22 coordination with representatives of State trade promotion
23 agencies, shall develop a framework to share export suc-
24 cess information, and develop a coordinated set of report-
25 ing metrics.

1 (b) REPORT TO CONGRESS.—Not later than 1 year
2 after the date of the enactment of this Act, the Secretary
3 of Commerce shall submit to Congress a report that con-
4 tains the framework and reporting metrics required under
5 subsection (a).

6 **SEC. 6. ANNUAL SURVEY AND ANALYSIS AND REPORT**
7 **UNDER NATIONAL EXPORT STRATEGY.**

8 Section 2312 of the Export Enhancement Act of
9 1988 (15 U.S.C. 4727) is amended—

10 (1) in subsection (c)—

11 (A) in paragraph (5), by striking “and” at
12 the end;

13 (B) in paragraph (6), by striking the pe-
14 riod at the end and inserting “; and”; and

15 (C) by adding at the end the following:

16 “(7) in coordination with State trade promotion
17 agencies, include a survey and analysis regarding the
18 overall effectiveness of Federal-State coordination
19 and export promotion goals on an annual basis, to
20 further include best practices, recommendations to
21 better assist small businesses, and other relevant
22 matters.”; and

23 (2) in subsection (f), in paragraph (1), by in-
24 serting “(including implementation of the survey and

- 1 analysis described in paragraph (7) of that sub-
- 2 section)” after “the implementation of such plan”.

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