

115TH CONGRESS  
2D SESSION

# H. R. 6150

To establish the Rural Export Center, and for other purposes.

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IN THE HOUSE OF REPRESENTATIVES

JUNE 19, 2018

Mr. CRAMER (for himself and Mr. PETERSON) introduced the following bill;  
which was referred to the Committee on Foreign Affairs

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## A BILL

To establish the Rural Export Center, 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 “Promoting Rural Ex-  
5 ports Act of 2018”.

6 **SEC. 2. FINDINGS.**

7 Congress finds the following:

8 (1) Rural businesses are often located far from  
9 information clusters and major transportation cor-  
10 ridors.

1           (2) Because of their location, rural businesses  
2 face higher barriers to accessing international mar-  
3 kets.

4           (3) A dedicated Rural Export Center within the  
5 United States and Foreign Commercial Service pro-  
6 viding business- and product-specific support can  
7 help companies in the United States looking to ex-  
8 port their products.

9 **SEC. 3. ESTABLISHMENT OF THE RURAL EXPORT CENTER.**

10 (a) DEFINITIONS.—In this section:

11           (1) ASSISTANT SECRETARY.—The term “Assist-  
12 ant Secretary” means the Assistant Secretary of  
13 Commerce and Director General of the United  
14 States and Foreign Commercial Service appointed  
15 pursuant to section 2301(a)(2) of the Export En-  
16 hancement Act of 1988 (15 U.S.C. 4721(a)(2)).

17           (2) COMMERCIAL SERVICE.—The term “Com-  
18 mercial Service” means the United States and For-  
19 eign Commercial Service established under section  
20 2301(a)(1) of the Export Enhancement Act of 1988  
21 (15 U.S.C. 4721(a)(1)).

22 (b) ESTABLISHMENT OF THE RURAL EXPORT CEN-  
23 TER.—

24           (1) IN GENERAL.—Not later than 1 year after  
25 the date of the enactment of this Act, the Assistant

1 Secretary shall establish a Rural Export Center (in  
2 this section referred to as the “Center”) for the pur-  
3 pose of providing businesses located in rural areas in  
4 the United States with resources to help those busi-  
5 nesses export their products.

6 (2) LOCATION OF THE CENTER.—

7 (A) IN GENERAL.—The Center shall be es-  
8 tablished at an office of the Commercial Service  
9 in the United States in existence before the  
10 date of the enactment of this Act.

11 (B) CRITERIA FOR SELECTING LOCA-  
12 TION.—In selecting a location for the Center,  
13 the Assistant Secretary shall give preference—

14 (i) based on expertise and operations  
15 at Commercial Service offices that support  
16 rural businesses exporting to new markets  
17 before the date of the enactment of this  
18 Act; and

19 (ii) to such offices not located in  
20 major metropolitan areas.

21 (C) LOCATION OF STAFF.—Any researcher  
22 or staff directly supporting the operation of the  
23 Center shall be primarily based at the Center.

24 (c) EXPORT CENTER OPERATIONS.—

25 (1) IN GENERAL.—The Center shall—

1 (A) provide in-depth, customized, and ac-  
2 tionable market research services that—

3 (i) a business may opt into based on  
4 need; and

5 (ii) are—

6 (I) focused on actionable and  
7 measurable results for a business;

8 (II) business- and product-spe-  
9 cific;

10 (III) targeted to not more than 3  
11 international markets;

12 (IV) based on high-quality data,  
13 including data from international  
14 trade association subscription data-  
15 bases; and

16 (V) based on market analysis and  
17 export services of the Commercial  
18 Service available before the date of  
19 the enactment of this Act, including  
20 the Rural America's Intelligence Serv-  
21 ice for Exporters program; and

22 (B) conduct strategic planning and export  
23 support services for rural businesses as needed.

1           (2) MEASURE OF EFFECTIVENESS.—To meas-  
2           ure the effectiveness of the Center, the Center shall  
3           collect and make available data on—

4                   (A) the number of businesses that sign up  
5                   for market research assistance;

6                   (B) the number of export assistance serv-  
7                   ices a business engages in following the re-  
8                   search assistance, including—

9                           (i) trade shows;

10                           (ii) trade missions; and

11                           (iii) other services facilitated by the  
12                   Center; and

13                   (C) the total monetary value of exports fa-  
14                   cilitated by the services provided by the Center.

15           (3) WEBSITE FOR THE CENTER.—The Center  
16           shall maintain an internet website that includes—

17                   (A) data collected by the Center;

18                   (B) best practices for rural businesses be-  
19                   ginning to evaluate export opportunities; and

20                   (C) appropriate contact information for  
21                   staff at the Center.

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