

TPCC-REEE 101

Interagency Support for U.S. Export
Promotion and Export Financing

Trade Promotion Coordinating Committee (TPCC)

- The TPCC is an interagency committee chaired by the Secretary of Commerce.
- It was established under the Export Enhancement Act of 1992 ([15 U.S.C. 4727](#)) to provide a unifying framework to coordinate the export promotion and export financing activities of the United States Government and to develop a government-wide strategic plan for carrying out such programs.
- The United States does not have a single agency or government department responsible for creating a unified approach to governing export promotion; instead, 20 different departments and agencies approach exports with differing mandates.
- The TPCC serves as the coordinating body designed to ensure that these agencies and departments act together and work to implement the Administration's export promotion agenda, through periodic principals meetings and more frequent working group meetings on a variety of subjects.

Trade Promotion Coordinating Committee (TPCC)

The TPCC statutory mandate includes:

1. Coordinate the development of the trade promotion policies and programs of the United States Government
2. Provide a central source of information for the business community on Federal export promotion and export financing programs
3. Coordinate official trade promotion efforts to ensure better delivery of services to United States businesses, including: (a) Information and counseling on United States export promotion and export financing programs and opportunities in foreign markets; (b) representation of United States business interests abroad; and (c) assistance with foreign business contacts and projects;
4. Prevent unnecessary duplication in Federal export promotion and export financing activities; and
5. Assess the appropriate levels and allocation of resources among agencies in support of export promotion and export financing and provide recommendations to the President based on its assessment.

Trade Promotion Coordinating Committee

Working Group on Renewable Energy and Energy Efficiency (TPCC-REEE)

- The TPCC-REEE is a sub-group of the TPCC focused on the coordination and development of government-wide export assistance to goods and services related to renewable energy and energy efficiency.
- The TPCC-REEE is co-chaired by the U.S. Department of Commerce Assistant Secretary for Industry & Analysis (DOC/ITA/I&A) and the U.S. Department Energy Assistant Secretary for Energy Efficiency & Renewable Energy (DOE/EERE)
- The TPCC-REEE held its first meeting on January 22, 2010.
- Under the National Export Initiative (NEI), the TPCC-REEE coordinated and created the [Renewable Energy and Energy Efficiency Export Initiative \(RE4I\)](#) in 2010.

TPCC-REEE ... continued

Drawing on [external stakeholder feedback](#), the TPCC-REEE created a [report](#) in 2010 that

1. Assessed U.S. **competitiveness**
2. Highlighted three common hurdles facing RE&EE exporters
 1. *Shortage of appropriate financing*
 2. *Limited market access*
 3. *Lack of contacts with qualified foreign partners and customers*
3. Described actions under four priority areas agreed upon by eight U.S. government agencies to address these challenges
 1. *Tailor financing to RE&EE companies*
 2. *Improve market access*
 3. *Enhance information and trade promotion efforts to link buyers and sellers*
 4. *Strengthen U.S. government services*
4. Announced 23 New Commitments – including the establishment of the REEEAC (!)

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... FAST FORWARD to 2016

- There have been **six** TPCC-REEE meetings since the REEEAC III recommendation was delivered to Secretary Pritzker to rejuvenate the TPCC-REEE
- This includes a Principal's meeting in June 2016:
<http://energy.gov/eere/articles/us-government-agencies-enhancing-their-services-clean-energy-exporters>
- Efforts since include (but not limited to):
 - Interagency financing workshops at the Clean Energy Ministerial and Solar Power International
 - Holding the first Energy Storage Trade Policy Roundtable

Trade Promotion Coordinating Committee Working Group on Renewable Energy and Energy Efficiency (TPCC-REEE)



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The **Department of Commerce's International Trade Administration (ITA)** is the lead trade-promotion agency of the U.S. government. ITA provides practical information to help businesses select markets and products, ensures that companies have access to international markets as required by U.S. trade agreements, and safeguards businesses from unfair competition because of dumped and subsidized imports. ITA houses three business units that help exporters.

- Global Markets (GM) keeps world markets open to U.S. products with a team of country specialists and with the U.S Commercial Service that provides a point of contact for companies in 109 cities around the country and in more than 80 countries around the world to help U.S. companies enter and expand in foreign markets.
- Industry and Analysis (I&A) provides industry specialists that can identify trade opportunities for specific products or services.
- Enforcement & Compliance (E&C) identifies and pursues foreign unfair subsidies practices that impede U.S. exporters' access to foreign markets.

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Working Group on Renewable Energy and Energy Efficiency (TPCC-REEE)



The [U.S. Department of Energy](#) seeks to advance the national, economic, and energy security of the United States; to develop technologies to mitigate the effects of climate change and to enable adaptation; to promote scientific and technological innovation in support of that mission; and to ensure the environmental cleanup of the national nuclear weapons complex. The Department of Energy works directly with foreign governments and institutions to promote dissemination of RE&EE technologies, with programs directed to international research and development, technical assistance and training, policy support, and market development assistance. The Department of Energy also coc-hairs the TPCC Working Group on Renewable Energy and Energy Efficiency with the Department of Commerce.

Trade Promotion Coordinating Committee

Working Group on Renewable Energy and Energy Efficiency (TPCC-REEE)



The [Export–Import Bank of the United States](#) (EXIM) is the official export credit agency of the United States. EXIM assists in financing the export of U.S. goods and services to international markets by providing export financing products that fill gaps in trade financing and assuming credit and country risks that the private sector is unable or unwilling to accept.

EXIM has special provisions aimed at leveling the playing field for U.S. exporters by matching the financing that other governments provide to their exporters. EXIM provides working capital guarantees (pre-export financing), export credit insurance, loan guarantees, direct loans (buyer financing), and project and structured finance.

The bank works in more than 150 countries and operates on a self-sustaining basis.

Trade Promotion Coordinating Committee

Working Group on Renewable Energy and Energy Efficiency (TPCC-REEE)



The [Foreign Agricultural Service \(FAS\)](#) of the [U.S. Department of Agriculture \(USDA\)](#) works to improve foreign market access for U.S. products, build new markets, improve the competitive position of U.S. agriculture in the global marketplace, and provide food aid and technical assistance to foreign countries. FAS has the primary responsibility for USDA's international activities—market development, trade agreements and negotiations, and the collection and analysis of statistics and market information.

Through its services, FAS also administers USDA's export credit guarantee and food aid programs, and helps increase income and food availability in developing nations by mobilizing expertise for agriculturally led economic growth.

FAS also enhances U.S. agriculture's competitiveness by providing linkages to global resources and international

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[Agency for International Development \(USAID\)](#) is an independent federal government agency that receives overall foreign policy guidance from the Secretary of State. Our work supports long-term and equitable economic growth and advances U.S. foreign policy objectives by supporting:

- economic growth, agriculture and trade;
- global health; and,
- democracy, conflict prevention and humanitarian assistance.

Recognizing the additional pressures a changing climate will put on poor countries, USAID is focusing on the development of new and innovative approaches to delivering and deploying clean energy technologies, specifically through piloting new business models, applying renewable energy applications, financing approaches, and forming public-private partnerships.

Trade Promotion Coordinating Committee

Working Group on Renewable Energy and Energy Efficiency (TPCC-REEE)



The [Overseas Private Investment Corporation](#) (OPIC) helps U.S. businesses invest overseas, fosters economic development in new and emerging markets, complements the private sector in managing risks associated with foreign direct investment, and supports U.S. foreign policy. OPIC financing provides medium- to long-term funding through direct loans and loan guarantees to eligible investment projects in developing countries and emerging markets. By complementing the private sector, OPIC can provide financing in countries where conventional financial institutions often are reluctant or unable to lend on such a basis.

OPIC insurance is available to U.S. investors, contractors, exporters, and financial institutions involved in international transactions. Political risk insurance can cover currency inconvertibility, expropriation, and political violence, and it is available for investments in new ventures, expansions of existing enterprises, privatizations, and acquisitions with positive developmental benefits. OPIC works in more than 150 emerging markets and transitioning economies and operates on a self-sustaining basis by supporting commercially viable projects on commercial terms.

Trade Promotion Coordinating Committee

Working Group on Renewable Energy and Energy Efficiency (TPCC-REEE)



The [U.S. Department of State](#) advances U.S. objectives and interests in the world by developing and implementing the president's foreign policy agenda. The Department of State is the lead U.S. agency in implementing the international components of policies to address climate change and to foster sustainable development.

The Department of State undertakes a range of activities to promote the international deployment of RE&EE technologies, including the Energy and Climate Partnership of the Americas, the U.S.–China Energy Cooperation Program, and the Asia-Pacific Partnership on Clean Development and Climate, as well as the Major Economies Forum on Energy and Climate.

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The [U.S. Trade and Development Agency \(USTDA\)](#)'s mission is to advance economic development and U.S. commercial interests in developing and middle-income countries. To this end, the agency funds various forms of technical assistance, investment analysis, training, orientation visits and business workshops that support the development of a modern infrastructure and a fair and open trading environment. In carrying out its mission, USTDA gives emphasis to economic sectors that may benefit from U.S. exports of goods and services.

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The [U.S. Trade Representative](#) (USTR) is a Cabinet member who serves as the President's principal trade advisor, negotiator, and spokesperson on trade issues. USTR coordinates trade policy, resolves disagreements, and frames issues for presidential decision. USTR negotiates free trade agreements and Trade and Investment Framework Agreements that help to open foreign markets to U.S. exports. USTR's Office of Environment and Natural Resources has broad responsibilities to leverage trade negotiations and relationships to pursue environmental goals, including the reduction of trade barriers facing the RE&EE efficiency industries