



INTERNATIONAL
TRADE
ADMINISTRATION

Working with the TPCC-REEE

Renewable Energy & Energy Efficiency Advisory Committee Meeting
May 4, 2017



Trade Promotion Coordinating Committee

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



Trade Promotion Coordinating Committee (TPCC) -- Mandate

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.



TPCC-REEE Background

- 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 Background (continued)

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

1. Assessed U.S. **competiveness**
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 (!)



February 2016 – REEEAC III, Recommendation

Recommendation #1: Rejuvenate the Trade Promotion Coordinating Committee’s Renewable Energy and Energy Efficiency (TPCC RE&EE) Working Group to address strategic issues impacting the effectiveness of trade promotion programs

Key Components and Steps toward Success

1. Provide a strategic and coordinated approach to the development of trade promotion programs that facilitate visits to the United States for foreign delegations intended to establish business partnerships with U.S. exporters, including reverse trade missions, U.S. “road shows” and site visits, International Buyer Program delegations, and other visits by international buyers and foreign government officials.
2. Improve the development and execution of trade missions targeting the RE and EE sector that involve U.S. leadership from multiple agencies and/or target cross-sector emerging markets, like smart cities.
3. Establish an industry steering committee that can play a consultative role throughout execution of the above steps.



Recommendation Implementation

Recommendation (REEEAC III): Rejuvenate the Trade Promotion Coordinating Committee's Renewable Energy and Energy Efficiency (TPCC RE&EE) Working Group to address strategic issues impacting the effectiveness of trade promotion programs

- There have been seven TPCC-REEE meetings since the REEEAC III recommendation was delivered to Secretary Pritzker to rejuvenate the TPCC-REEE in 2016
- This includes a Principal's meeting in June 2016:
<http://energy.gov/eere/articles/us-government-agencies-enhancing-their-services-clean-energy-exporters>



TPCC-REEE Objectives

Market Intelligence:

Analyze, exchange, and disseminate data related to U.S. global competitiveness in RE&EE

Events and Government Dialogues:

Foster the deployment of U.S. RE&EE technologies, goods, and services globally

Communication:

Improve customer service for U.S. RE&EE exporters



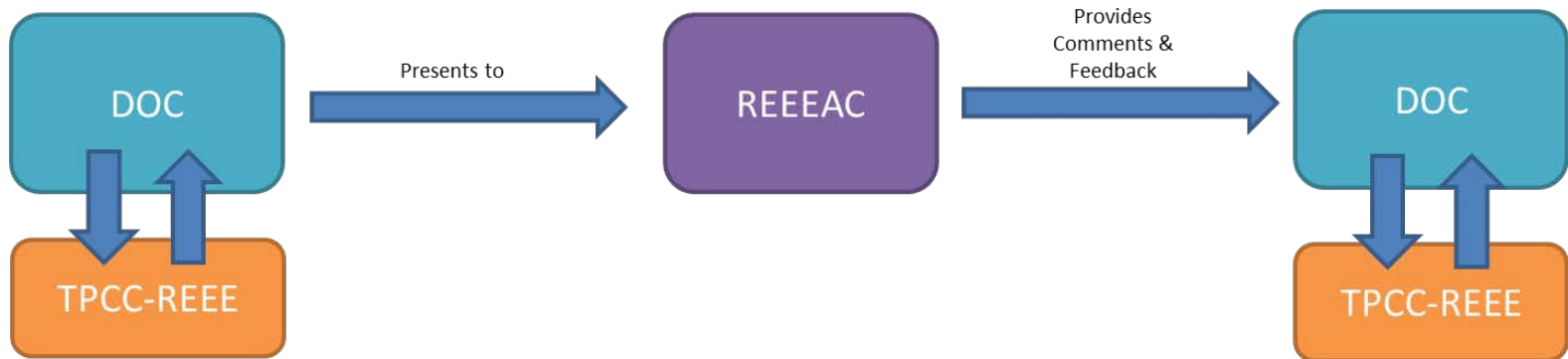
Highlights of Recent Efforts

- Financing Workshop held at Clean Energy Ministerial (June)
- Financing Workshop held at and Solar Power International (September)
- Energy Storage Trade Policy Roundtable & Development of Interagency Strategic Plan (October)
- Project Finance Training for DOC Staff (December)
- Power Africa Breakfast Briefing at Power-GEN International (December)
- Energy Storage Briefing at DistribuTECH (January/February)
- Trade Association Roundtable at TPCC-REEE meeting (March)
- U.S.-Mexico Geothermal workshop (April)

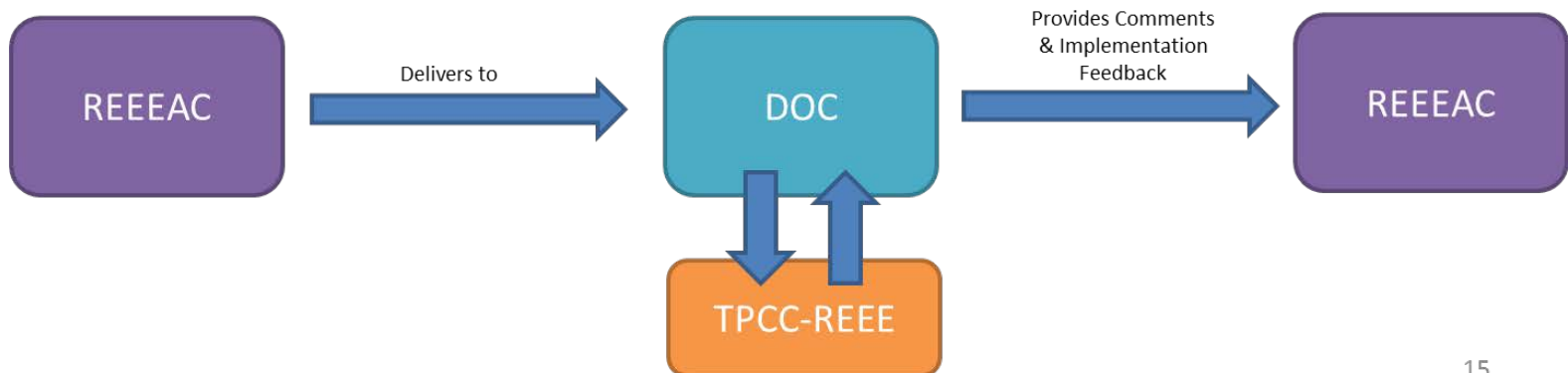


REEEAC + TPCC-REEE Relationship

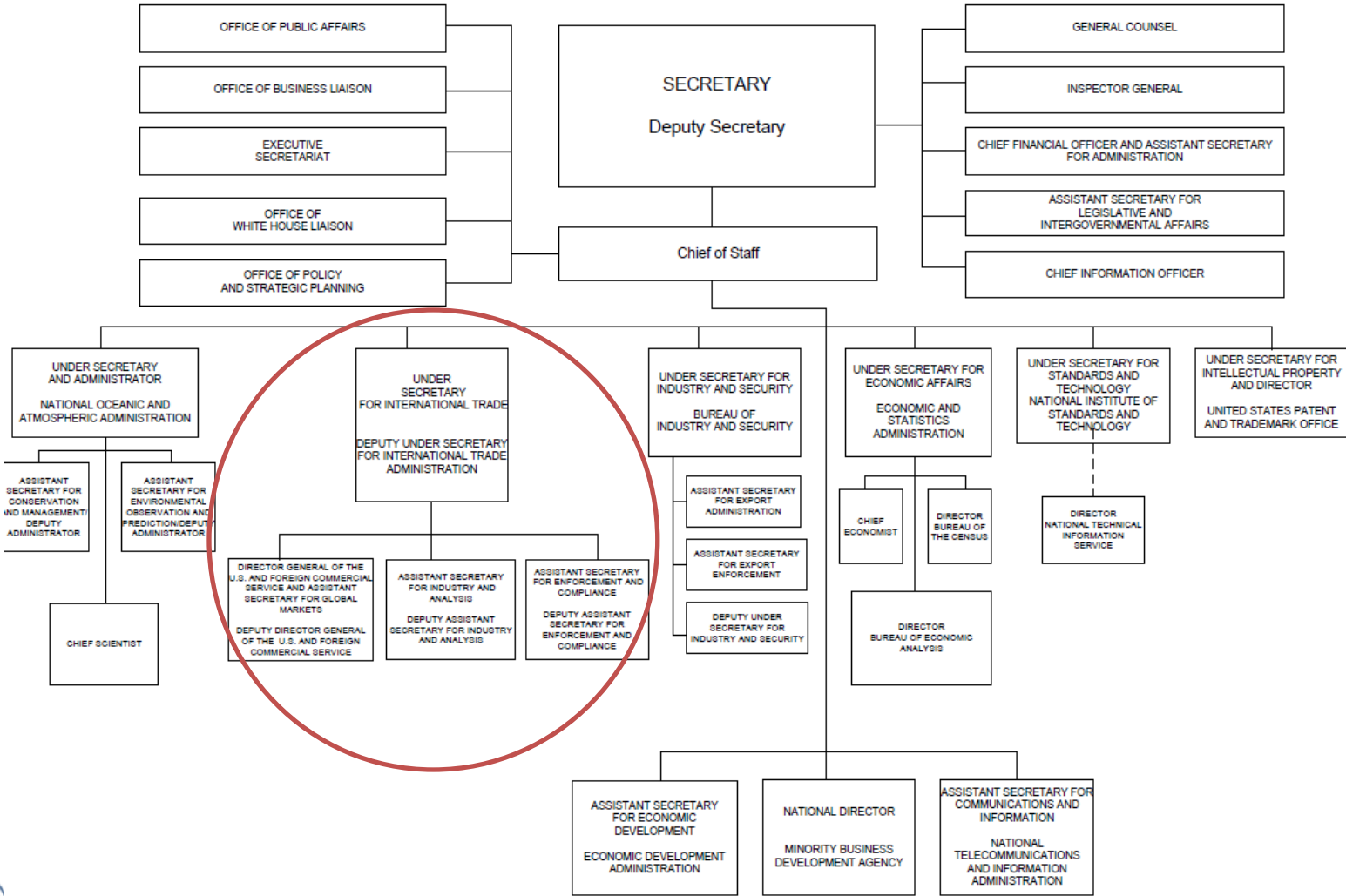
1. Review USG programs and activities



2. Committee Brings Issues to DOC Attention



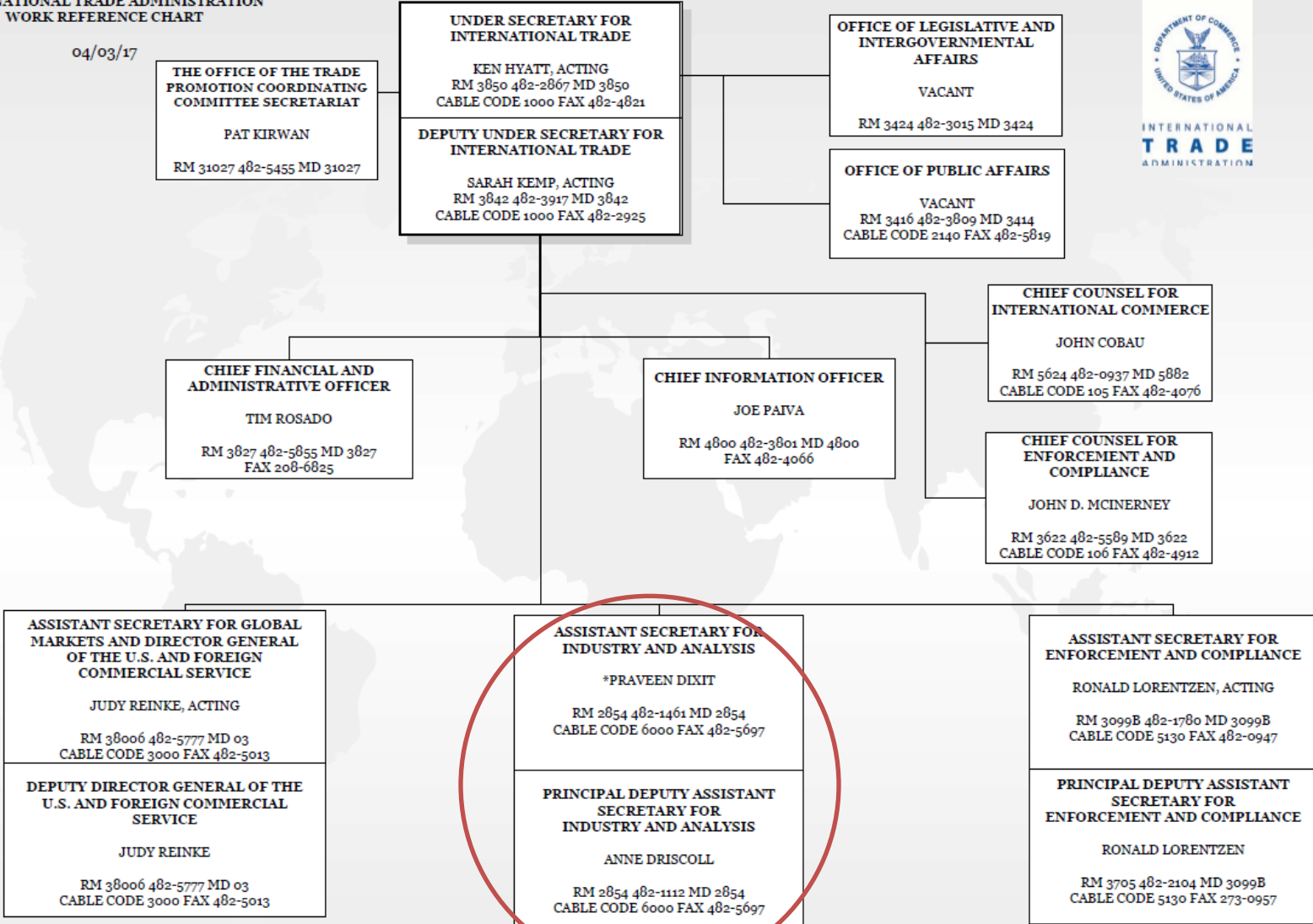
U.S. DEPARTMENT OF COMMERCE



Working with the TPCC-REEE

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WORK REFERENCE CHART

04/03/17



*Performing the non-exclusive functions and duties of the PAS position



Questions?



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