



INTERNATIONAL
T R A D E
ADMINISTRATION

The International Trade Administration (ITA) Consolidation

As prepared for Congressional briefings

Spring 2013

ITA Consolidation Overview

- Transitions the organization from four to three business units which will be organized along functional lines - *regions, industries, and enforcement/compliance* - to provide more effective and efficient services to U.S. companies.
- \$8 million in achievable savings will be redirected to execute priority programs.
- ITA's mission will remain the same: *to create prosperity by strengthening the international competitiveness of U.S. industry, promoting trade and investment, and ensuring fair trade and compliance with trade laws and agreements.*
- Implementation planned to take place through FY13.

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Guiding Principles of the ITA Consolidation

- Realign and consolidate **regional expertise** *to maximize U.S. commercial interests in priority markets;*
- Leverage and strengthen our **industry expertise and strategic partnerships** *to strengthen U.S. industry's international competitive advantage;* and
- Consolidate our **trade agreement compliance** and **trade law enforcement** expertise to ensure a more integrated approach *to combating foreign trade barriers and unfair trade practices.*

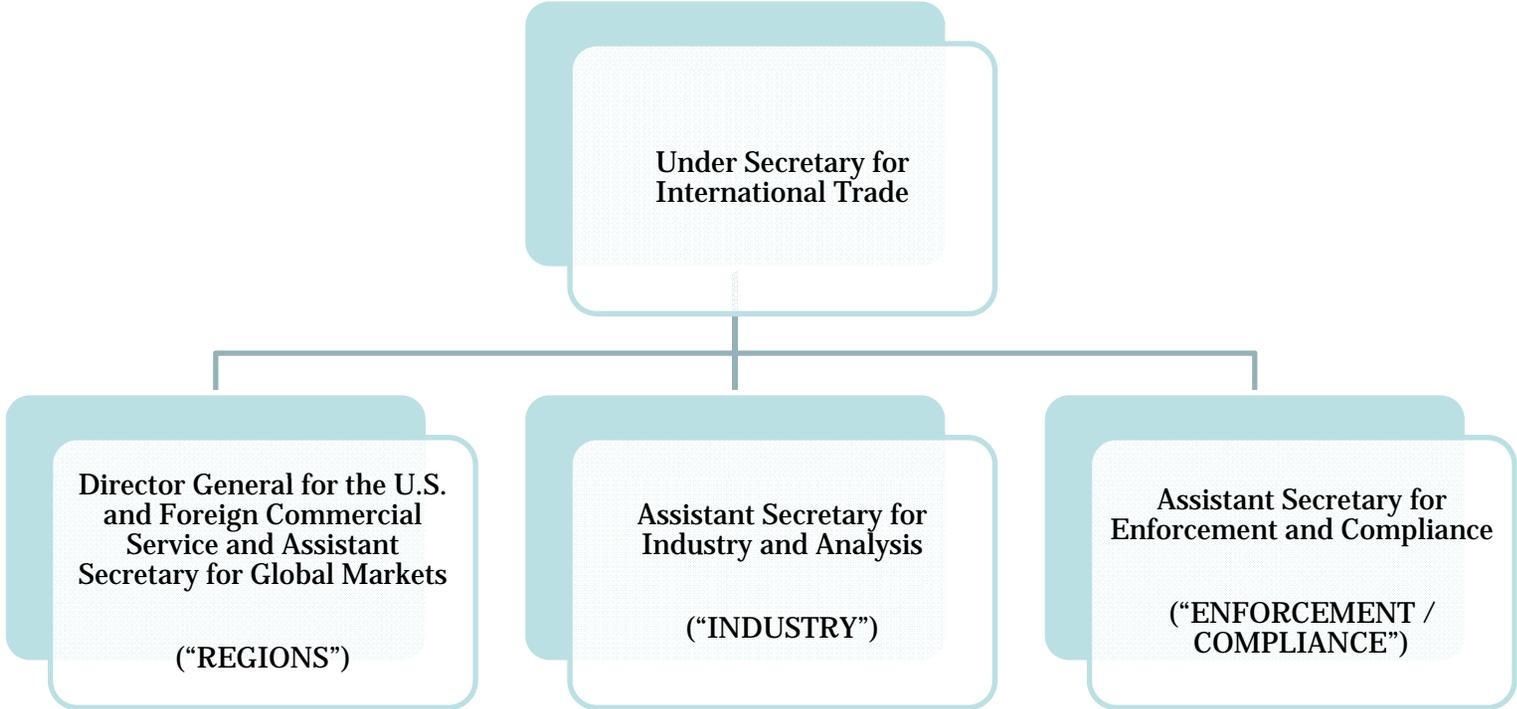
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Benefits of the ITA Consolidation

- **Reduces redundancies and operating costs, enabling ITA to redirect those savings to execute priority programs; and**
- **Enables a more effective and efficient decision making and strategic planning process that can adapt to changing priorities and new global realities to meet customers' needs.**
- **Better serves ITA's customers through a strategic realignment of expertise by region and industry and an enhanced focus on trade enforcement and compliance.**

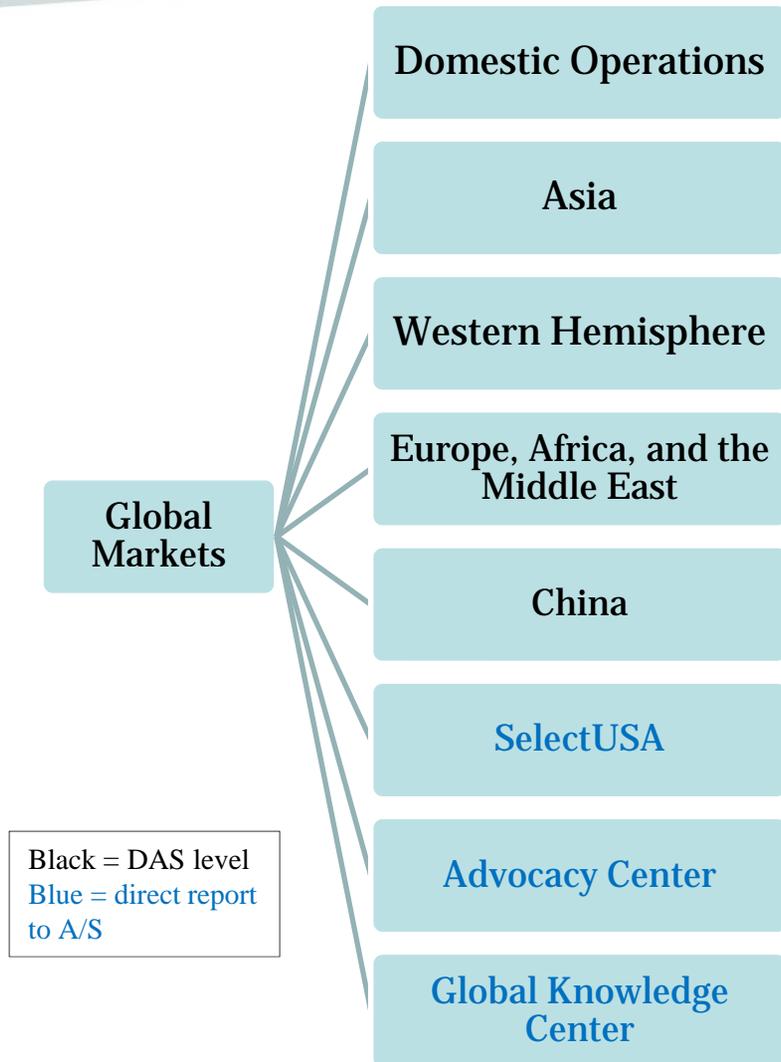
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Proposed ITA Organization Chart in FY14



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Global Markets (“Regions”)



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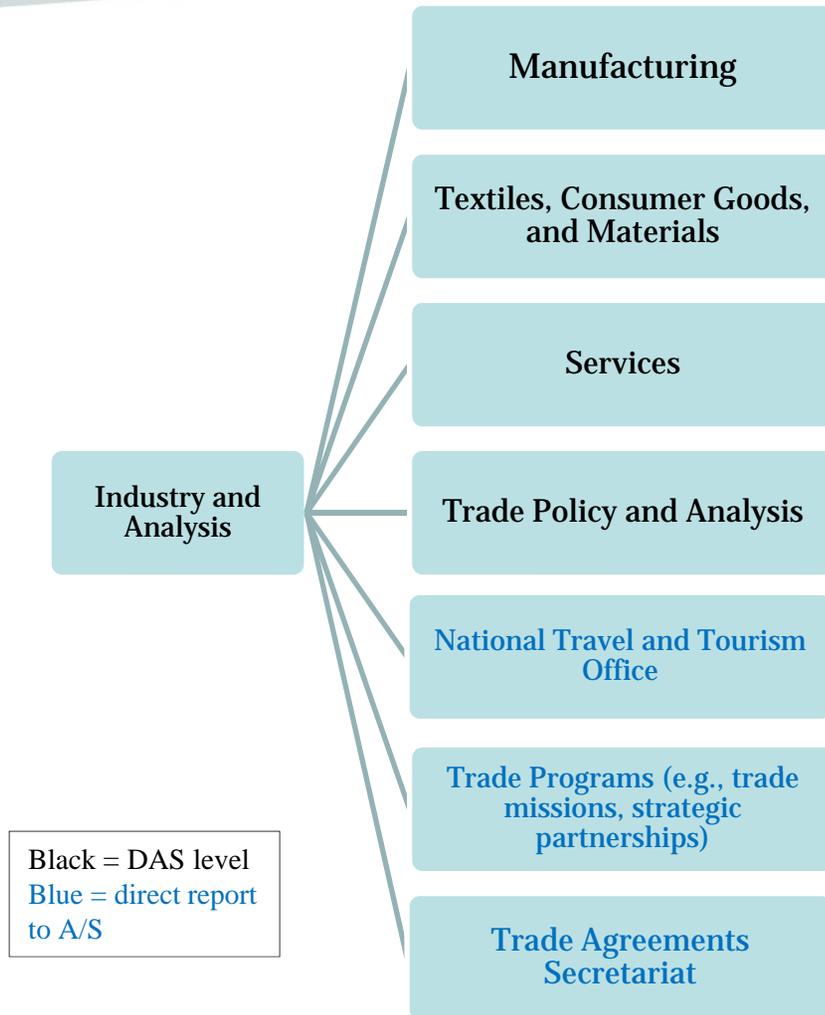
What is “Global Markets”?

The Global Markets unit will combine ITA’s country and regional experts, overseas and domestic field staff, and specific trade promotion programs to provide to U.S. firms the full suite of country-specific export promotion services and market access advocacy, while promoting the United States as an investment destination.

Benefits to ITA Customers:

- Integrates trade promotion, market development, and commercial diplomacy efforts under one unit to advance U.S. exports.
- Provides companies with “one stop shop” assistance for challenges associated with exporting.

Industry and Analysis (“Industry”)



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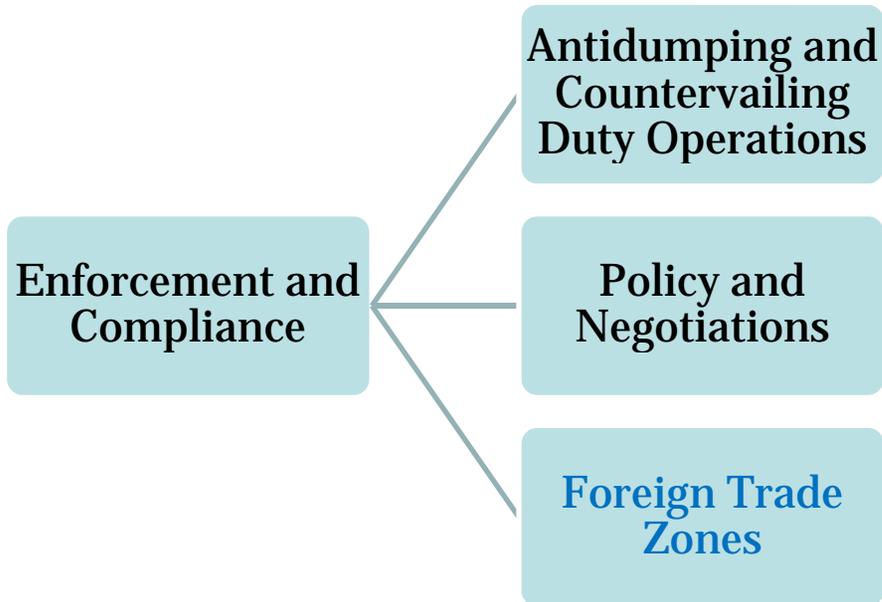
What is “Industry and Analysis”?

The Industry and Analysis unit will combine ITA’s industry, trade, and economic experts to advance the competitiveness of U.S. industries through the development and execution of international trade and investment policies and promotion strategies and will leverage ITA’s relationships with industry to increase U.S. exports.

Benefits to ITA Customers:

- A more holistic and comprehensive response to industry-specific and company needs, ranging from connecting them to the best export markets for their products or services, to ensuring foreign markets continue to remain open for their industry, especially for emerging industries.

Enforcement and Compliance



Black = DAS level
Blue = direct report
to A/S

What is “Enforcement and Compliance”?

The Enforcement and Compliance unit will enhance ITA’s responsibilities to enforce U.S. trade law and ensure compliance with trade agreements negotiated on behalf of U.S. industry.

Benefits to ITA Customers:

- More effectively integrates ITA’s trade remedies and trade agreements compliance and enforcement efforts, responding to the President’s calls for increased attention and actions to address the problems of foreign unfair trade barriers and practices, and the related violations of U.S. trade laws and agreements.
- Tailored to interact more effectively with the President’s Interagency Trade Enforcement Center.

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