

Partnership with America's Seaports to Further the National Export Initiative

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American Association of Port Authorities



Alliance of the Ports of Canada, the Caribbean, Latin America and the United States

Seaports
Deliver
Prosperity

THE NEW ENGLAND TRADE DEVELOPMENT SUMMIT

October 18, 2011

American Association of Port Authorities

Representing Seaports of the Western Hemisphere

- 150 Members from throughout Western Hemisphere
- AAPA provides a space for collaboration and exchange of best practices
- Fostering collaboration among members and allied groups. We do this through:
 - Education and Training
 - Networking and one on one interaction
 - Legislative and Policy support
 - Outreach – The Importance of Ports



Seaport Industry Overview

Committed to Keeping Seaports Navigable/Secure/Sustainable

- For centuries seaports have been an economic lifeline
- Seaports help build and grow international trade; strengthening local and national economies
- Provide high paying jobs and increase standard of living
- Seaports connect us to the rest of the world
- Keeping seaports modern, navigable, safe and in the national interest are **CORE PRIORITIES** for AAPA

Seaports as Partnerships

- A successful seaport is supported by its partners including federal, state and local governments and the private sector.
- Ports are investing over \$2 billion/year in their facilities, and rely on the federal, state and local governments to uphold their end of the bargain maintaining the waterside and landside connections to ports.
- Modern, navigable seaports are vital to international commerce, economic prosperity and must remain a federal priority, even in these times of fiscal restraint.

Seaports as Critical Link to Global Trade

- Seaports support 13 million family wage jobs
- Every \$1 billion in exports creates an estimated 15,000 jobs in the U.S.
- President Obama's call to double U.S. exports presents a tremendous opportunity.
- Last week's trade agreements with South Korea, Colombia and Panama will boost exports.

IMPERATIVE THAT PORT-RELATED INFRASTRUCTURE
ON BOTH LANDSIDE AND WATERSIDE
HAVE A HIGH PRIORITY IN FEDERAL PROGRAMS

Need for Investment and a **STRONG** Federal Partner

- Maintaining our national infrastructure that supports foreign and interstate commerce is not only a Federal responsibility but is in the national interest.
- Navigation channels and connecting landside infrastructure are generally outside of ports' domain
- Investing federal, state, local and private resources into seaports and connecting infrastructure is critical
- On the landside—bottlenecks often outside port gates
- On the waterside, federal navigation channel dimensions are not keeping pace with needs (especially with Panama Canal expansion)

U.S. Seaports: National Export Initiative Significance

U.S. seaports are a crucial resource:

- **Port officials' knowledge of foreign market conditions, basic U.S. export transaction requirements and logistics**
- **Ports have partnerships with overseas ports, carriers, shipping clients, logistics providers, associations**
- **Ports have access to information on foreign trade leads**
- **Ports have access to local U.S. firms in their backyard**
- **Mission is to facilitate commerce, create jobs and be economic engines for their cities, regions and the U.S.**

Partnership with America's Seaports to Further the National Export Initiative

Purpose: To leverage the knowledge and resources of U.S. seaports and Federal experts to expand local, national exports and job growth

- **March 2011: AAPA Spring Conference: Initiative announced by National Export Initiative Director Courtney Gregoire**
- **July 2011: Port of Oakland: Partnership Memorandum signed by AAPA President Kurt Nagle and Under Secretary of Commerce for International Trade Francisco Sánchez**



Partnership Program Elements

- ***Exporter Education Workshops and Webinars***
 - **Sponsored by participating seaport and local partner with business outreach (Chamber of Commerce, World Trade Center, University)**
 - **Goal: to help make local small/medium businesses and new-to-export firms “export-ready”**
 - **Port officials, U.S. Commercial Services, U.S. Export Assistance Center specialists, and local trade experts under the big tent of the Port Authority answering potential exporters’ five key questions:**
 - **How do I find overseas markets and trade leads?**
 - **How do I finance my export transaction and reduce its risks?**
 - **How do I structure my export transaction and prepare my export contract and documentation?**
 - **How do I arrange export shipping and logistics?**
 - **How can I educate my staff?**

Success Story: Port of Los Angeles

- **Model for Partnership Initiative: Port of Los Angeles Trade Connect program**
- **Notable Trade Connect export successes for Los Angeles region:**
 - **High-quality Pima cotton and California wine sales to buyers in India**
 - **Frozen French fries from Los Angeles supplier to Japanese trading company**
 - **Los Angeles-area natural food sales to store in China**
 - **Boyd's Coffee to agents in Japan and China**
 - **U.S. scrap tires to Japanese paper mills (clean energy source)**
- **Results: increased business for Port, expanded U.S. exports, and local economic development**

Partnership Roles and Responsibilities

Participating Seaport

- *Brand event, identify local trade/business association cosponsor*
- *Ensure event is advertised on port/association web pages and media*
- *Ensure participant registration on export.gov/ports webpage*
- *Agree to request webinar participants to register on export.gov for access to Federal Government export resources and counseling*
- *Agree to provide post-webinar export counseling and to share trade leads with interested webinar participants*
- *Agree to participate with ITA and AAPA in follow-up assessments and to share results of post-event export counseling*

Local Trade/Industry Association

- *Outreach and invitations to audience*
- *Advertise event on association web pages and media*
- *Ensure participant registration via export.gov/ports webpage*
- *Agree to request participants to register on export.gov for access to Federal Government export resources and counseling*

American Association of Port Authorities

- *Advertise event on AAPA website*
- *Participate with ITA and Port in webinar follow-up assessments*

U.S. Dept. of Commerce / International Trade Administration

- *Advertise event on www.export.gov/ports*
- *Provide event toolkit and setup materials, assist in providing speakers*
- *Lead event follow-up assessments (2-week, 4-week, 2-month) with port to discuss results, participant counseling requests, export successes*
- *Report post-event export successes on export.gov/ports website*

Next Steps

- *Upcoming outreach event to AAPA member ports via webinar*
- *Now working with already interested seaports to set up webinars and events*
- *For more information:*
 - **Partnership website:** www.export.gov/ports
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