



INTERNATIONAL  
**TRADE**  
ADMINISTRATION

# The Advocacy Center

**Jason M. Evans**  
Regional Manager, Asia-Pacific  
The Advocacy Center  
U.S. Department of Commerce



INTERNATIONAL  
**TRADE**  
ADMINISTRATION

The **Advocacy Center** exists at the intersection between business and foreign policy, where commercial diplomacy efforts are required to let U.S. exporters compete fairly.

Our mission is to coordinate U.S. Government resources and authority in order to *level the playing field* on behalf of U.S. exporter interests as they compete against foreign firms for specific international public contracts.

The Advocacy Center also has Commercial Service liaisons to five **Multilateral Development Banks** to assist U.S. exporters and advocate on their behalf when they compete for Bank tenders.



INTERNATIONAL  
**TRADE**  
ADMINISTRATION

## USG Advocacy is

- Government-to-Government (G2G)
- A counter-weight to foreign government political pressure
- Intended to promote fairness in the tender process

**The Advocacy Center and its guidelines were developed for project- focused, company specific issues.**



INTERNATIONAL  
**TRADE**  
ADMINISTRATION

## Advocacy vs. Policy

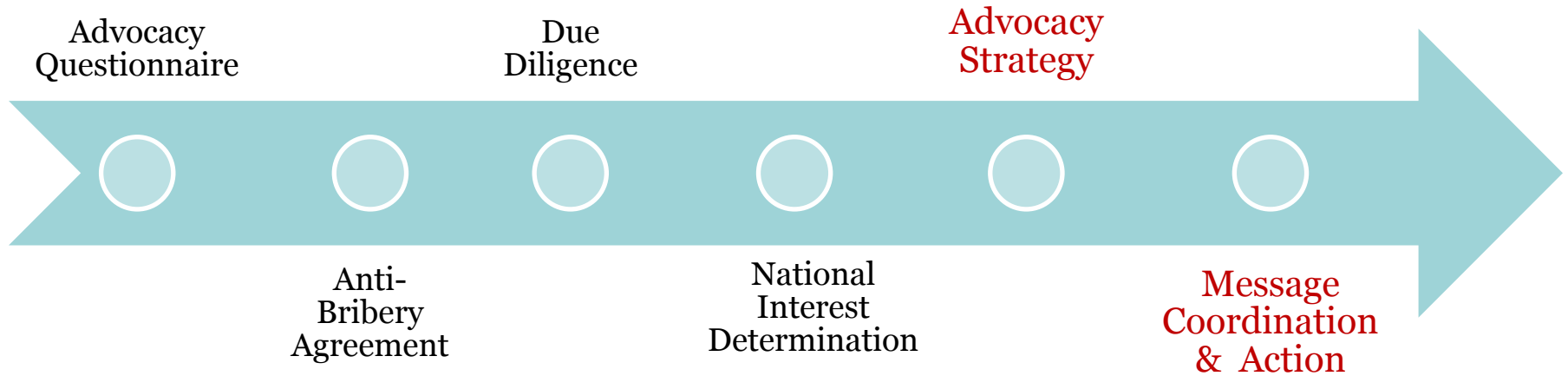
### **Issues below are NOT Trade Advocacy:**

- Market Access Issues
- Enforcement of Treaties/Trade Agreements
- Overall Business Climate
- Judicial/Arbitral Actions
- Routine Commercial Assistance



INTERNATIONAL  
**TRADE**  
ADMINISTRATION

# Advocacy Process





INTERNATIONAL  
**TRADE**  
ADMINISTRATION

## Advocacy Questionnaire

- Project Description
  - Transaction Details
  - Estimated Project Values
  - Expected Project Partners
  - Export License Information, if applicable
- Type of Assistance Requested
- Expected Decision Date
- Foreign Government Decision-Makers
- Potential Competitors

## National Interest Determination

- Based on **Material Benefit to the U.S. Economy**
- All companies that apply for advocacy and whose bids are deemed to be in the U.S. National Interest shall be advocated for equally.



INTERNATIONAL  
**TRADE**  
ADMINISTRATION

## How Do We Advocate?

**Engagement by Senior USG Officials with overseas governments that may include these forms:**

- Official correspondence
- Focused meeting / in-person advocacy
- Talking point in bi-lateral meeting / dialogue
- Meetings at multilateral events



INTERNATIONAL  
**TRADE**  
ADMINISTRATION

# Inter-Agency Task Force







INTERNATIONAL  
**TRADE**  
ADMINISTRATION

# Advocacy Strategies

The Advocacy Center is the gateway to U.S. Government Advocacy at various levels. Advocacy is always government-to-government and typically addressed to the advocating official's direct counterpart



## Senior Commercial Officer/Economic Counselor

- Staff-level decision-makers
- Sub-cabinet officials



## Ambassador

- Ministers, Cabinet-level officials
- Chief executives at the sub-national-level



## Cabinet Secretary

- Ministers, Cabinet-level officials



## President

- Heads of State



INTERNATIONAL  
**TRADE**  
ADMINISTRATION

# Advocacy in Asia-Pacific

**The Asia-Pacific region is a key market for Advocacy.**

## Wide Reach

- 420 open cases in the region
- ~\$320 billion in potential U.S.-sourced goods & services
- Serving large economies like China to small economies like Fiji

## Continued Success

- 110 Wins with \$53 billion in U.S. Export Content from 2012

## Deep Portfolios

- Aviation
- Energy & Power
- ICT
- Defense
- Infrastructure



INTERNATIONAL  
**TRADE**  
ADMINISTRATION

# Advocacy Center Website

- Staff Listing
- Advocacy Guidelines
- Advocacy Questionnaire and Anti-Bribery Agreement

<http://www.export.gov/advocacy>

**Main Line: 202-482-3896**

**Jason.Evans@trade.gov**