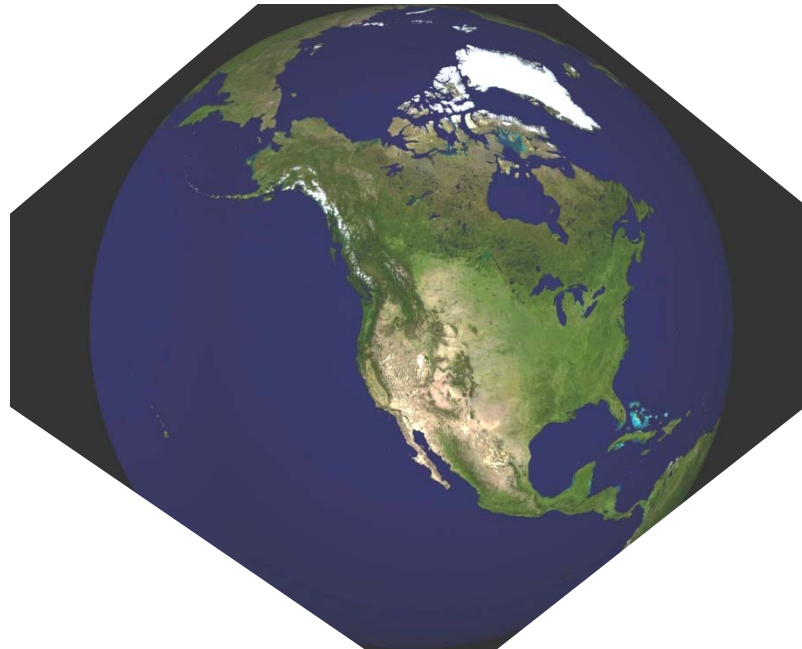




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North American Competitiveness



Geri Word

Office of the Western Hemisphere

International Trade Administration

U.S. Department Of Commerce



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North American Competitiveness

- Supply Chain Efficiency
- Regulatory Cooperation
- Intellectual Property Rights



NAFTA OVERVIEW

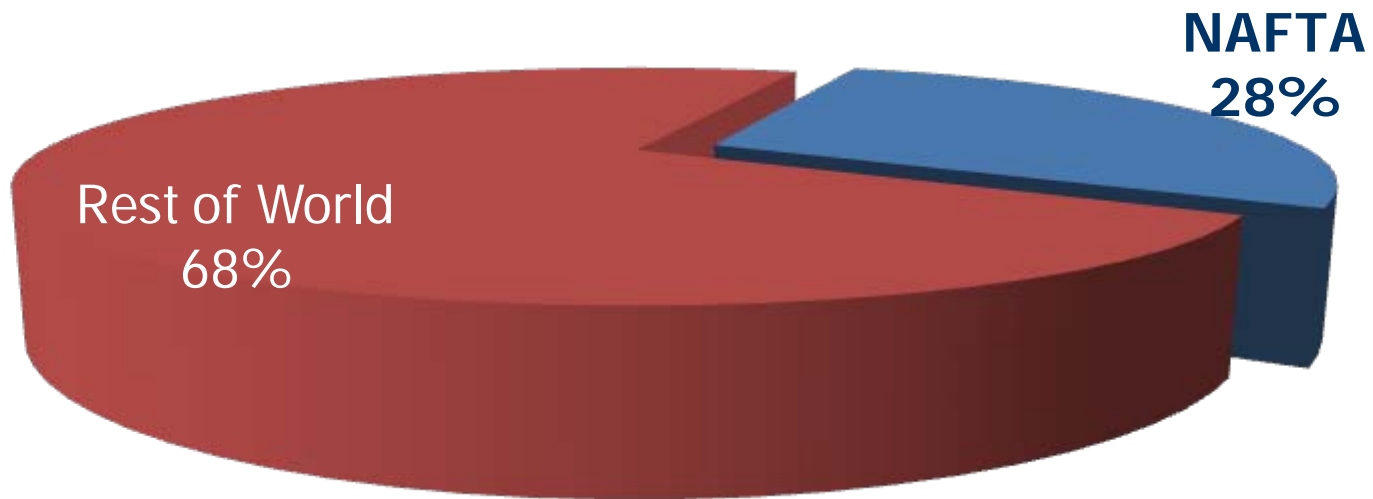
- Canada and Mexico are our first and third largest trading partners and accounted for nearly 32 percent of our goods exports to the world in 2008.
- From 1993 to 2008, merchandise trade among the NAFTA nations has more than **tripled** from \$297 billion to \$986.7 billion.
- That amounts to \$2.7 billion of goods crossing our borders daily or **\$1.9 million a minute.**
- U.S. two-way merchandise trade with Canada and Mexico more than exceeds U.S. two-way merchandise trade with the European Union and Japan combined.



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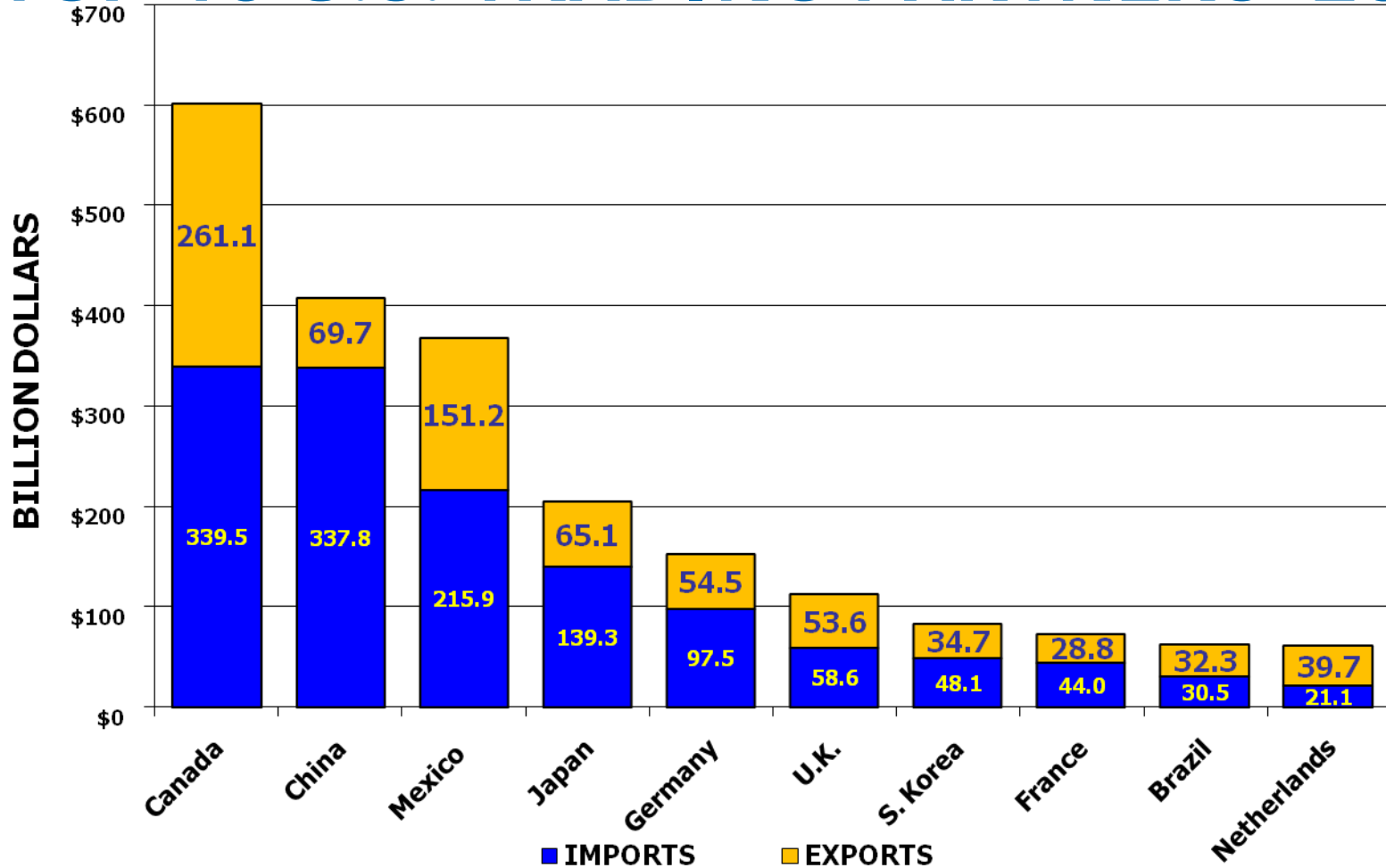
NAFTA REGION

Approximately 1/3 of the World's GDP \$16.9 Trillion in 2008



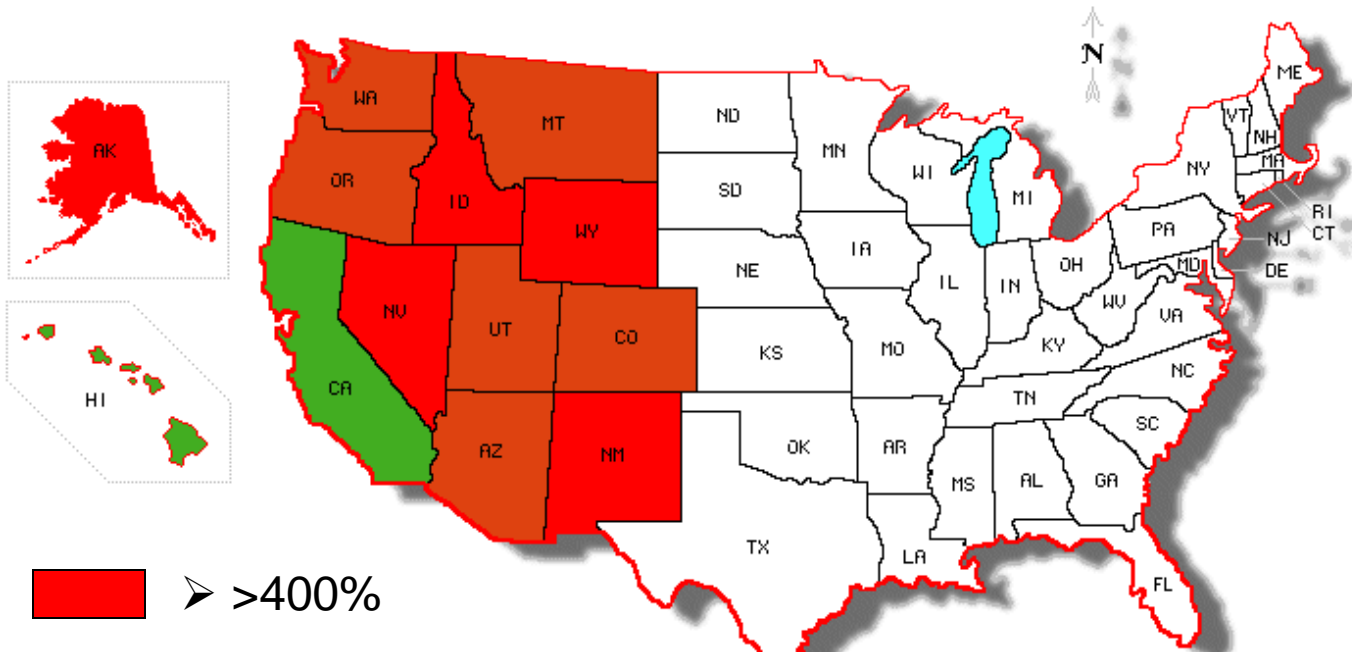


TOP 10 U.S. TRADING PARTNERS 2008






✓ Merchandise exports between CSG-West members and our NAFTA partners grew on average nearly **370%** between 1993 and 2008...



 ➤ >400%

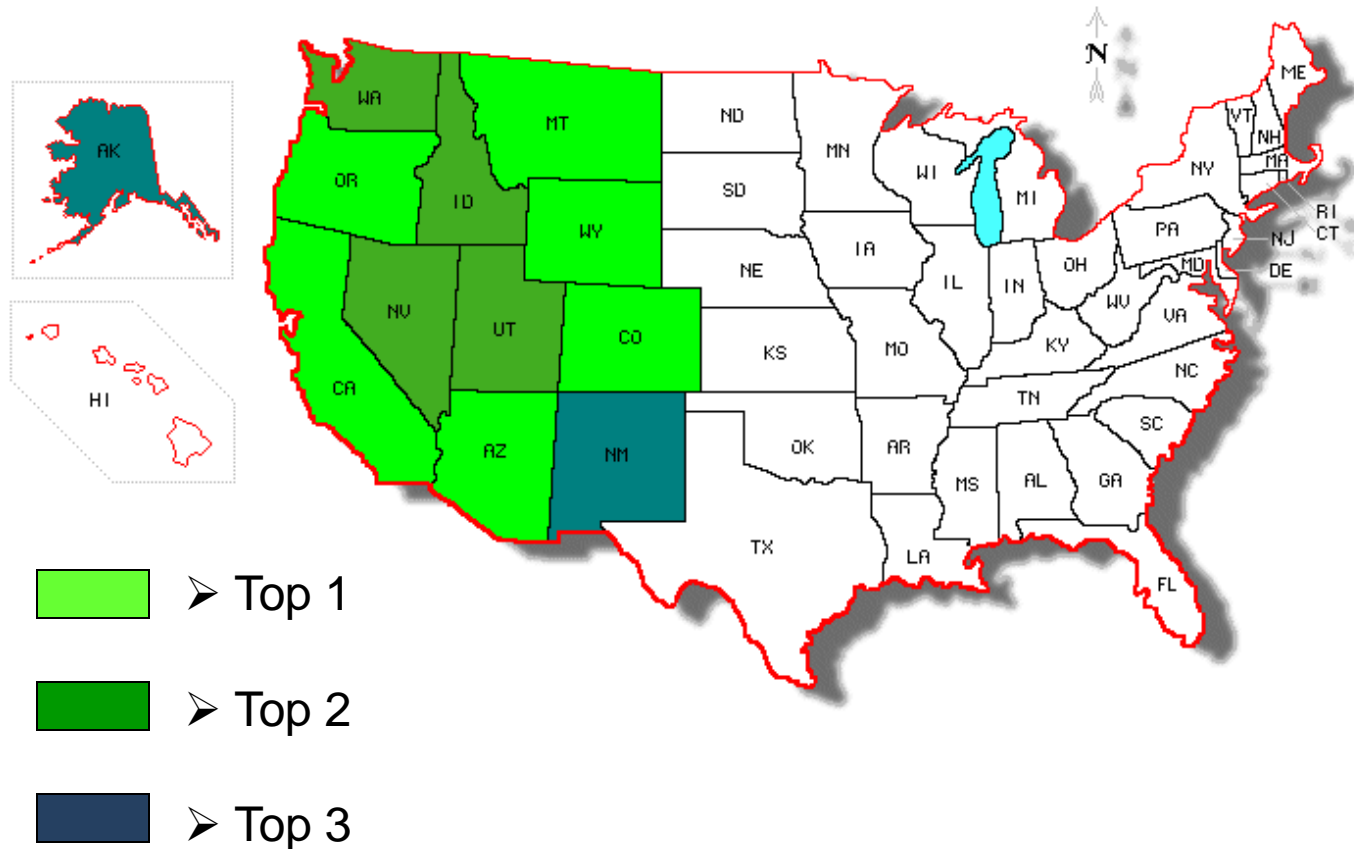
 ➤ 200-400%

 ➤ 0-200%

✓ ...compared to merchandise exports between the U.S. and its NAFTA partners, which increased nearly **230%**.



✓ Mexico or Canada were in the **top 3 export markets** for all continental CSG-West members 2008.





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North American Supply Chain

- Upgrading transportation and logistics networks.
- Improving coordination on customs procedures and infrastructure projects.
- Facilitating borders.



North American Supply Chain

Border Facilitation Working Group

- Created in 2007. Led by the White House and Presidencia.
- Coordinates efforts to increase border security, and facilitate trade and travel between the U.S. and Mexico.
- Accomplishments:
 - Harmonized hours of operation,
 - Completed additional or segregated FAST lanes,
 - Improved Presidential Permitting process.



Regulatory Cooperation

- Critical to economic competitiveness and a top priority.
- Eliminating conflicting or duplicative requirements.
- The three countries will seek additional projects for enhancing regulatory cooperation.



Regulatory Cooperation

- Achievements of developing common practices, guidelines, and tools:
 - Harmonized energy efficiency standards,
 - Coordinated on regulatory impact analyses,
 - Coordinating on sectoral initiatives in areas such as:
 - ✓ Motor vehicle and traffic safety,
 - ✓ Vehicle emissions,
 - ✓ Organics, chemicals, and pesticide regulations.



Intellectual Property Rights (IPR)

- Domestic and international IPR regimes fuel economic growth.
- U.S. IPRs are valued at \$5.5 trillion.
- U.S. IPRs contribute to 40 percent of U.S. economic growth.
- The cost of counterfeit and pirated goods cost the U.S. **\$200-250 billion each year** in lost sales.
- Health and Safety aspects.



Intellectual Property Rights (IPR)

- Trilateral public-private working group
- IPR Action Strategy:
 - Detection and Deterrence,
 - Public Awareness,
 - Measuring Piracy and Counterfeiting.



Capstone Example of North American Competitiveness

- **Auto industry**

- ✓ Enhancing the North American supply chain
- ✓ Promoting compatible regulations and standards
- ✓ Protecting intellectual property





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Thank You

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