

May 23, 2013

The Honorable Sam Graves  
Chairman  
United States House of Representatives  
2361 Rayburn House Office Building  
Washington, DC 20515

Dear Chairman Graves:

On behalf of the Small Business Exporters Association (SBEA)—the largest and oldest nonprofit association in the country dedicated exclusively to small and mid-size exporters, and our umbrella advocacy organization the National Small Business Association (NSBA), I am pleased to support three critical small-business exporting bills: *Export Coordination Act of 2013 (H.R. 1909)*, *State Trade Coordination Act of 2013 (H.R. 1926)* and *Transparent Rules Allow Direct Exporting (TRADE) for Small Businesses and Jobs Act (H.R. 1916)*.

These three bills introduced by you, and your colleagues Reps. Steve Chabot and Scott Tipton will help reduce some of the key barriers and obstacles faced by small-business exporters. While an increase in exports helps boost GDP and stimulate growth, small and medium-sized enterprises (SME's) rely heavily on exporting to reach new global markets and expand their customer base.

The economic difficulties over the past few years, coupled with ongoing outsourcing, have put small businesses at a distinct disadvantage in the global economy. NSBA and SBEA have been urging for years—decades, even—that more must be done to emphasize the needs of small business within the scope of U.S. trade in order to enhance exporting opportunities for small U.S. companies.

With more than twenty federal departments and agencies playing some role in international trade, it is important that SME's have a place to turn. As many of these agencies overlap and offer duplicative services, *the Export Coordination Act of 2013 (H.R. 1909)* establishes stronger congressional oversight and coordination of the federal export promotion agencies. This proposal goes hand-in-hand with a key recommendation NSBA and SBEA have been making for years—a One-Stop Shop for small exporters.

Increased coordination between agencies will help more small businesses access the tools they need to export. Especially for small companies that are new to exporting and those with specialty products for exotic markets, there are undeniable fear factors, such as knowing exactly where to go and who to call. H.R. 1909 could alleviate some of this anxiety.

The *State Trade Coordination Act (H.R. 1926)* would establish the framework to ensure that federal and state trade agencies work in unison to assist their local exporters. SBEA and NSBA have long stated that enhanced export training and technical assistance are essential to small exporters' success. Cross-agency outreach guides and learning materials on the intended foreign markets with virtual marketplace and virtual trade missions would make it easier and less expensive for small businesses to reach foreign partners.

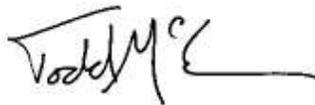
SBEA and NSBA are pleased with the reintroduction of the *TRADE for Small Businesses and Jobs Act (H.R. 1916)*. Foreign laws and regulations can change daily, making it increasingly difficult for a small business to stay up-to-date on when and how to comply with these regulations, which it acts as a deterrent to explore new markets. This measure addresses these concerns by directing the pertinent agencies to monitor and collect up-to-date information on tariff and non-tariff laws, regulations and practices. It will then be presented in a clear and easy-to-read format, and will serve as a resource for businesses looking to enter a new market. We would recommend that this information is then published on one centralized website.

Just over one percent or 287,000 of the approximately 27.9 million small businesses in the U.S. currently export. Although the number of small exporters has been steadily growing their share of overall U.S. exports—34 percent in 2010, up from 27 percent in 2002—exporting still is not as much a part of the business culture in the U.S. as it is worldwide. The presence of SME's in America's global trade strategy must continue to increase and the government needs to ensure that they facilitate the exporting process, and not hamper it through excessive regulations.

With ongoing economic challenges facing the U.S., we must formulate ways to gain competitiveness over other developed nations. We are pleased to endorse these three bills—H.R. 1909, H.R. 1926 and H.R. 1916—as they will help create jobs while simultaneously expanding trade activities of small businesses.

Thank you for your continued leadership on this critical issue and I commend you for working to bring these pieces of legislation to the House floor.

Sincerely,

A handwritten signature in black ink, appearing to read "Todd McCracken". The signature is stylized and includes a long horizontal line extending to the right.

Todd McCracken  
President & CEO

Cc: Rep. Steve Chabot, Rep. Scott Tipton