



June 16, 2015

The Honorable Steve Chabot  
Chairman  
Committee on Small Business  
U.S. House of Representatives  
2361 Rayburn House Office Building  
Washington, D.C. 20515

The Honorable Gerry Connolly  
U.S. House of Representatives  
2238 Rayburn House Office Building  
Washington, D.C. 20515

Dear Chairman Chabot and Congressman Connolly:

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 the *Export Coordination Act of 2015 (H.R. 2586)*. This legislative initiative 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 job growth, small and medium-sized enterprises (SME's) rely heavily on exporting to reach new global markets and expand their customer base.

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 2015* establishes stronger congressional oversight and coordination of the federal export promotion agencies. By streamlining the export process more small businesses will have the opportunity to sell goods and services overseas. 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. 2586 could alleviate some of this anxiety.

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. The lack of transparency and information available to small-business exporters has made the process of exporting even more difficult to pursue. Thus far, federal government trade promotion assistance has not been clear, available, or centralized enough to help small businesses—especially those new to exporting—who need these services.



By amending the *Export Enhancement Act of 1988* to revise the duties of the Trade Promotion Coordinating Committee (TPCC), your legislation will give newfound clarity and instructions to SME's across the nation looking to export their products. Requiring clearly defined roles of each of the federal agencies in the export process, streamlining and consolidating export information into a centralized listing of federal and state-led trade events and missions, and encouraging state-led trade agencies to have a voice in the national export strategy will all aid small exporters. H.R. 2586 ensures the government helps to further facilitate the exporting process, and not hamper it through excessive regulations.

SBEA and NSBA have long supported initiatives to increase exporting among small businesses, and this legislation could act as a catalyst for the expansion of small-business exports while easing the process for potential exporters to flourish.

Thank you for your continued leadership on this critical issue and I look forward to working with you to ensure improved trade promotion and assistance that will better support small exporters.

Sincerely,

A handwritten signature in black ink, appearing to read "Todd McCracken", with a long horizontal line extending to the right.

Todd McCracken  
President & CEO