

103^D CONGRESS
2^D SESSION

H. R. 3813

To amend the Export Enhancement Act of 1988 to promote further United States exports of environmental technologies, goods, and services.

IN THE HOUSE OF REPRESENTATIVES

FEBRUARY 8, 1994

Mr. GEJDENSON (for himself, Mr. STUDDS, Ms. FURSE, Ms. CANTWELL, Mr. ROTH, and Mrs. MEYERS of Kansas) introduced the following bill; which was referred to the Committee on Foreign Affairs

A BILL

To amend the Export Enhancement Act of 1988 to promote further United States exports of environmental technologies, goods, and services.

1 *Be it enacted by the Senate and House of Representa-*
2 *tives of the United States of America in Congress assembled,*

3 **SECTION 1. SHORT TITLE.**

4 This Act may be cited as the “Environmental Export
5 Promotion Act of 1994”.

1 **SEC. 2. PROMOTION OF UNITED STATES ENVIRONMENTAL**
2 **EXPORTS.**

3 (a) ENVIRONMENTAL TECHNOLOGIES TRADE ADVI-
4 SORY COMMITTEE.—Section 2313 of the Export Enhance-
5 ment Act of 1988 (15 U.S.C. 4728) is amended—

6 (1) by striking subsection (d);

7 (2) by redesignating subsection (c) as sub-
8 section (e); and

9 (3) by inserting after subsection (b) the follow-
10 ing:

11 “(c) ENVIRONMENTAL TECHNOLOGIES TRADE ADVI-
12 SORY COMMITTEE.—

13 “(1) ESTABLISHMENT AND PURPOSE.—The
14 President shall establish the Environmental Tech-
15 nologies Trade Advisory Committee (hereafter in
16 this section referred to as the ‘Committee’). The
17 purpose of the Committee shall be to provide advice
18 and guidance to the Working Group in the develop-
19 ment and administration of programs to expand
20 United States exports of environmental technologies,
21 goods, and services.

22 “(2) MEMBERSHIP.—The members of the Com-
23 mittee shall be drawn from representatives of—

24 “(A) environmental businesses, including
25 small businesses;

1 “(B) trade associations in the environ-
2 mental sector;

3 “(C) private sector organizations involved
4 in the promotion of environmental exports; and

5 “(D) other appropriate interested members
6 of the public.

7 “(d) EXPORT PLANS FOR PRIORITY COUNTRIES.—

8 “(1) PRIORITY COUNTRY IDENTIFICATION.—

9 The Working Group, in consultation with the Com-
10 mittee, shall annually assess which foreign countries
11 have markets with the greatest potential for the ex-
12 port of United States environmental technologies,
13 goods, and services. Of these countries the Working
14 Group shall select as priority countries 5 with the
15 greatest potential for the application of United
16 States Government export promotion resources relat-
17 ed to environmental exports.

18 “(2) EXPORT PLANS.—The Working Group, in
19 consultation with the Committee, shall annually cre-
20 ate a plan for each priority country selected under
21 paragraph (1), setting forth in detail ways to in-
22 crease United States environmental exports to such
23 country. Each such plan shall—

24 “(A) identify the primary public and pri-
25 vate sector opportunities for United States ex-

1 porters of environmental technologies, goods,
2 and services in the priority country;

3 “(B) analyze the financing and other re-
4 quirements for major projects in the priority
5 country which will use environmental tech-
6 nologies, goods, and services, and analyze
7 whether such projects are dependent upon fi-
8 nancial assistance from foreign countries or
9 multilateral institutions; and

10 “(C) list specific actions to be taken by the
11 member agencies of the Working Group to in-
12 crease United States exports to the priority
13 country.”.

14 (b) ADDITIONAL MECHANISMS TO PROMOTE ENVI-
15 RONMENTAL EXPORTS.—Section 2313 of the Export En-
16 hancement Act of 1988 is further amended by adding at
17 the end the following:

18 “(f) ENVIRONMENTAL TECHNOLOGIES SPECIALISTS
19 IN THE UNITED STATES AND FOREIGN COMMERCIAL
20 SERVICE.—

21 “(1) ASSIGNMENT OF ENVIRONMENTAL TECH-
22 NOLOGIES SPECIALISTS.—The Secretary of Com-
23 merce shall assign a specialist in environmental tech-
24 nologies to the office of the United States and For-
25 eign Commercial Service in each of the 5 priority

1 countries selected under subsection (d)(1), and the
2 Secretary is authorized to assign such a specialist to
3 the office of the United States and Foreign Com-
4 mercial Service in any country that is a promising
5 market for United States exports of environmental
6 technologies, goods, and services. Such specialist
7 may be an employee of the Department, an employee
8 of any relevant United States Government depart-
9 ment or agency assigned on a temporary or limited
10 term basis to the Commerce Department, or a rep-
11 resentative of the private sector assigned to the De-
12 partment of Commerce.

13 “(2) DUTIES OF ENVIRONMENTAL TECH-
14 NOLOGIES SPECIALISTS.—Each specialist assigned
15 under paragraph (1) shall provide export promotion
16 assistance to United States environmental busi-
17 nesses, including, but not limited to—

18 “(A) identifying factors in the country to
19 which the specialist is assigned that affect the
20 United States share of the domestic market for
21 environmental technologies, goods, and services,
22 including market barriers, standards-setting ac-
23 tivities, and financing issues;

24 “(B) providing assessments of assistance
25 by foreign governments that is provided to pro-

1 ducers of environmental technologies, goods,
2 and services in such countries in order to en-
3 hance exports to the country to which the spe-
4 cialist is assigned, the effectiveness of such as-
5 sistance on the competitiveness of United
6 States products, and whether comparable Unit-
7 ed States assistance exists;

8 “(C) training Foreign Commercial Service
9 Officers in the country to which the specialist
10 is assigned, other countries in the region, and
11 United States and Foreign Commercial Service
12 offices in the United States, in environmental
13 technologies and the international environ-
14 mental market;

15 “(D) providing assistance in identifying
16 potential customers and market opportunities in
17 the country to which the specialist is assigned;

18 “(E) providing assistance in obtaining nec-
19 essary business services in the country to which
20 the specialist is assigned;

21 “(F) providing information on environ-
22 mental standards and regulations in the coun-
23 try to which the specialist is assigned; and

24 “(G) providing information on all United
25 States Government programs that could assist

1 the promotion, financing, and sale of United
2 States environmental technologies, goods, and
3 services in the country to which the specialist is
4 assigned.

5 “(g) ENVIRONMENTAL TRAINING IN ONE-STOP
6 SHOPS.—In addition to the training provided under sub-
7 section (f)(2)(C), the Secretary of Commerce shall estab-
8 lish a mechanism to train—

9 “(1) Commercial Service Officers assigned to
10 the one-stop shops provided for in section
11 2301(b)(8), and

12 “(2) Commercial Service Officers assigned to
13 district offices in districts having large numbers of
14 environmental businesses,

15 in environmental technologies and in the international en-
16 vironmental marketplace, and ensure that such officers re-
17 ceive appropriate training under such mechanism. Such
18 training may be provided by officers or employees of the
19 Department of Commerce, and other United States Gov-
20 ernment departments and agencies, with appropriate ex-
21 pertise in environmental technologies and the international
22 environmental workplace, and by appropriate representa-
23 tives of the private sector.

24 “(h) INTERNATIONAL REGIONAL ENVIRONMENTAL
25 INITIATIVES.—

1 “(1) ESTABLISHMENT OF INITIATIVES.—The
2 TPCC shall establish international regional environ-
3 mental initiatives the purpose of which shall be to
4 coordinate the activities of Federal departments and
5 agencies with the activities of State and local gov-
6 ernmental institutions and the private sector to build
7 environmental partnerships between the United
8 States and the geographic region outside the United
9 States for which such initiative is established. Such
10 partnerships shall enhance environmental protection
11 and promote sustainable development by using tech-
12 nical expertise and financial resources of the United
13 States in the region and by expanding United States
14 exports of environmental technologies, goods, and
15 services to that region.

16 “(2) ACTIVITIES.—In carrying out each inter-
17 national regional environmental initiative, the TPCC
18 shall—

19 “(A) support the development of sound en-
20 vironmental policies and practices in countries
21 in the geographic region for which the initiative
22 is established, including the development of en-
23 vironmentally sound regulatory regimes and en-
24 forcement mechanisms, through the provision of
25 foreign assistance;

1 “(B) identify and disseminate to United
2 States environmental businesses information re-
3 garding specific environmental business oppor-
4 tunities in that geographic region;

5 “(C) coordinate existing Federal efforts to
6 promote environmental exports to that geo-
7 graphic region, and ensure that such efforts are
8 fully coordinated with environmental export
9 promotion efforts undertaken by the States and
10 the private sector;

11 “(D) increase assistance provided by the
12 Federal Government to promote exports from
13 the United States of environmental tech-
14 nologies, goods, and services to that geographic
15 region, such as trade missions, reverse trade
16 missions, trade fairs, and programs in the Unit-
17 ed States to train foreign nationals in United
18 States environmental technologies; and

19 “(E) increase high-level advocacy by Unit-
20 ed States Government officials for United
21 States environmental businesses seeking market
22 opportunities in that geographic region.

23 “(i) ENVIRONMENTAL TECHNOLOGIES PROJECT AD-
24 VOCACY CALENDAR.—The Working Group shall maintain
25 a calendar, updated at the end of each calendar quarter,

1 of significant opportunities for United States environ-
2 mental businesses in foreign markets and trade promotion
3 events, which shall be made available to the public. Such
4 calendar shall—

5 “(1) identify the 50 to 100 environmental infra-
6 structure and procurement projects in foreign mar-
7 kets that have the greatest potential in the calendar
8 quarter for United States exports of environmental
9 technologies, goods, and services; and

10 “(2) include trade promotion events, such as
11 trade missions and trade fairs, in the environmental
12 sector.

13 “(j) DEFINITION.—For purposes of this section, the
14 term ‘environmental business’ means a business that pro-
15 duces environmental technologies, goods, or services.”.

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