

103<sup>D</sup> CONGRESS  
2<sup>D</sup> SESSION

# H. R. 3813

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IN THE SENATE OF THE UNITED STATES

APRIL 20 (legislative day, APRIL 11), 1994

Received; read twice and referred to the Committee on Banking, Housing, and  
Urban Affairs

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## AN ACT

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 Secretary, in carrying out the duties of the chair-  
15 person of the TPCC, shall establish the Environ-  
16 mental Technologies Trade Advisory Committee  
17 (hereafter in this section referred to as the ‘Commit-  
18 tee’). The purpose of the Committee shall be to pro-  
19 vide advice and guidance to the Working Group in  
20 the development and administration of programs to  
21 expand United States exports of environmental tech-  
22 nologies, goods, and services.

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

25 “(A) environmental businesses, including  
26 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;

5           “(D) States (as defined in section  
6           2301(i)(5)) and associations representing the  
7           States; and

8           “(E) other appropriate interested members  
9           of the public.

10 The Secretary shall appoint as members of the Committee  
11 at least 1 individual under each of subparagraphs (A)  
12 through (E).

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

14       “(1) PRIORITY COUNTRY IDENTIFICATION.—

15       The Working Group, in consultation with the Com-  
16       mittee, shall annually assess which foreign countries  
17       have markets with the greatest potential for the ex-  
18       port of United States environmental technologies,  
19       goods, and services. Of these countries the Working  
20       Group shall select as priority countries 5 with the  
21       greatest potential for the application of United  
22       States Government export promotion resources  
23       related to environmental exports.

24       “(2) EXPORT PLANS.—The Working Group, in  
25       consultation with the Committee, shall annually cre-

1       ate a plan for each priority country selected under  
2       paragraph (1), setting forth in detail ways to in-  
3       crease United States environmental exports to such  
4       country. Each such plan shall—

5               “(A) identify the primary public and pri-  
6       vate sector opportunities for United States ex-  
7       porters of environmental technologies, goods,  
8       and services in the priority country;

9               “(B) analyze the financing and other re-  
10       quirements for major projects in the priority  
11       country which will use environmental tech-  
12       nologies, goods, and services, and analyze  
13       whether such projects are dependent upon fi-  
14       nancial assistance from foreign countries or  
15       multilateral institutions; and

16              “(C) list specific actions to be taken by the  
17       member agencies of the Working Group to in-  
18       crease United States exports to the priority  
19       country.”.

20       (b) ADDITIONAL MECHANISMS TO PROMOTE ENVI-  
21       RONMENTAL EXPORTS.—Section 2313 of the Export En-  
22       hancement Act of 1988 is further amended by adding at  
23       the end the following:

1       “(f) ENVIRONMENTAL TECHNOLOGIES SPECIALISTS  
2 IN THE UNITED STATES AND FOREIGN COMMERCIAL  
3 SERVICE.—

4           “(1) ASSIGNMENT OF ENVIRONMENTAL TECH-  
5 NOLOGIES SPECIALISTS.—The Secretary shall assign  
6 a specialist in environmental technologies to the of-  
7 fice of the United States and Foreign Commercial  
8 Service in each of the 5 priority countries selected  
9 under subsection (d)(1), and the Secretary is author-  
10 ized to assign such a specialist to the office of the  
11 United States and Foreign Commercial Service in  
12 any country that is a promising market for United  
13 States exports of environmental technologies, goods,  
14 and services. Such specialist may be an employee of  
15 the Department, an employee of any relevant United  
16 States Government department or agency assigned  
17 on a temporary or limited term basis to the Com-  
18 merce Department, or a representative of the private  
19 sector assigned to the Department of Commerce.

20           “(2) DUTIES OF ENVIRONMENTAL TECH-  
21 NOLOGIES SPECIALISTS.—Each specialist assigned  
22 under paragraph (1) shall provide export promotion  
23 assistance to United States environmental busi-  
24 nesses, including, but not limited to—

1           “(A) identifying factors in the country to  
2           which the specialist is assigned that affect the  
3           United States share of the domestic market for  
4           environmental technologies, goods, and services,  
5           including market barriers, standards-setting ac-  
6           tivities, and financing issues;

7           “(B) providing assessments of assistance  
8           by foreign governments that is provided to pro-  
9           ducers of environmental technologies, goods,  
10          and services in such countries in order to en-  
11          hance exports to the country to which the spe-  
12          cialist is assigned, the effectiveness of such as-  
13          sistance on the competitiveness of United  
14          States products, and whether comparable  
15          United States assistance exists;

16          “(C) training Foreign Commercial Service  
17          Officers in the country to which the specialist  
18          is assigned, other countries in the region, and  
19          United States and Foreign Commercial Service  
20          offices in the United States, in environmental  
21          technologies and the international environ-  
22          mental market;

23          “(D) providing assistance in identifying  
24          potential customers and market opportunities in  
25          the country to which the specialist is assigned;

1           “(E) providing assistance in obtaining nec-  
2           essary business services in the country to which  
3           the specialist is assigned;

4           “(F) providing information on environ-  
5           mental standards and regulations in the coun-  
6           try to which the specialist is assigned; and

7           “(G) providing information on all United  
8           States Government programs that could assist  
9           the promotion, financing, and sale of United  
10          States environmental technologies, goods, and  
11          services in the country to which the specialist is  
12          assigned.

13          “(g) ENVIRONMENTAL TRAINING IN ONE-STOP  
14          SHOPS.—In addition to the training provided under sub-  
15          section (f)(2)(C), the Secretary shall establish a mecha-  
16          nism to train—

17               “(1) Commercial Service Officers assigned to  
18               the one-stop shops provided for in section  
19               2301(b)(8), and

20               “(2) Commercial Service Officers assigned to  
21               district offices in districts having large numbers of  
22               environmental businesses,

23          in environmental technologies and in the international en-  
24          vironmental marketplace, and ensure that such officers re-  
25          ceive appropriate training under such mechanism. Such

1 training may be provided by officers or employees of the  
2 Department of Commerce, and other United States Gov-  
3 ernment departments and agencies, with appropriate ex-  
4 pertise in environmental technologies and the international  
5 environmental workplace, and by appropriate representa-  
6 tives of the private sector.

7 “(h) INTERNATIONAL REGIONAL ENVIRONMENTAL  
8 INITIATIVES.—

9 “(1) ESTABLISHMENT OF INITIATIVES.—The  
10 TPCC shall establish one or more international re-  
11 gional environmental initiatives the purpose of which  
12 shall be to coordinate the activities of Federal de-  
13 partments and agencies in order to build environ-  
14 mental partnerships between the United States and  
15 the geographic region outside the United States for  
16 which such initiative is established. Such partner-  
17 ships shall enhance environmental protection and  
18 promote sustainable development by using in the re-  
19 gion technical expertise and financial resources of  
20 United States departments and agencies that pro-  
21 vide foreign assistance and by expanding United  
22 States exports of environmental technologies, goods,  
23 and services to that region.

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

4                   “(A) support, through the provision of for-  
5                   eign assistance, the development of sound envi-  
6                   ronmental policies and practices in countries in  
7                   the geographic region for which the initiative is  
8                   established, including the development of envi-  
9                   ronmentally sound regulatory regimes and en-  
10                  forcement mechanisms;

11                  “(B) identify and disseminate to United  
12                  States environmental businesses information re-  
13                  garding specific environmental business oppor-  
14                  tunities in that geographic region;

15                  “(C) coordinate existing Federal efforts to  
16                  promote environmental exports to that geo-  
17                  graphic region, and ensure that such efforts are  
18                  fully coordinated with environmental export  
19                  promotion efforts undertaken by the States and  
20                  the private sector;

21                  “(D) increase assistance provided by the  
22                  Federal Government to promote exports from  
23                  the United States of environmental tech-  
24                  nologies, goods, and services to that geographic  
25                  region, such as trade missions, reverse trade

1 missions, trade fairs, and programs in the  
2 United States to train foreign nationals in  
3 United States environmental technologies; and

4 “(E) increase high-level advocacy by  
5 United States Government officials (including  
6 the United States ambassadors to the countries  
7 in that geographic region) for United States en-  
8 vironmental businesses seeking market opportu-  
9 nities in that geographic region.

10 “(i) ENVIRONMENTAL TECHNOLOGIES PROJECT AD-  
11 VOCACY CALENDAR AND INFORMATION DISSEMINATION  
12 PROGRAM.—The Working Group shall maintain a cal-  
13 endar, updated at the end of each calendar quarter, of  
14 significant opportunities for United States environmental  
15 businesses in foreign markets and trade promotion events,  
16 which shall be made available to the public. Such calendar  
17 shall—

18 “(1) identify the 50 to 100 environmental infra-  
19 structure and procurement projects in foreign mar-  
20 kets that have the greatest potential in the calendar  
21 quarter for United States exports of environmental  
22 technologies, goods, and services; and

23 “(2) include trade promotion events, such as  
24 trade missions and trade fairs, in the environmental  
25 sector.

1 The Working Group shall also provide, through the Na-  
2 tional Trade Data Bank and other information dissemina-  
3 tion channels, information on opportunities for environ-  
4 mental businesses in foreign markets and information on  
5 Federal export promotion programs.

6 “(j) REGIONAL CENTERS.—The Secretary, through  
7 the Assistant Secretary of Commerce and Director Gen-  
8 eral of the United States and Foreign Commercial Service,  
9 is authorized to provide matching funds for the establish-  
10 ment in the United States of regional environmental busi-  
11 ness and technology cooperation centers that will draw  
12 upon the expertise of the private sector and institutions  
13 of higher education and existing Federal programs to pro-  
14 vide export promotion assistance related to environmental  
15 technologies, goods, and services.

16 “(k) DEFINITION.—For purposes of this section, the  
17 term ‘environmental business’ means a business that pro-  
18 duces environmental technologies, goods, or services.”.

Passed the House of Representatives April 19, 1994.

Attest: DONNALD K. ANDERSON,  
*Clerk.*