

GREEN EXPORT PROMOTION AND JOB CREATION ACT

Introduced by Congressman Howard L. Berman

Overview:

Currently, the United States accounts for only a small proportion of the growing \$900 billion global market for environmental and renewable energy technology products and services. In 2008, the U.S. share was less than 10 percent despite being a global leader in environmental technologies. Expanding the export of American-made goods and services in this sector, including companies focused on pollution control and clean-up, sanitation, and renewable energy generation, distribution and use, is one of the best ways for green American businesses to grow and create jobs. The Green Export Promotion and Job Creation Act is designed to provide U.S. environmental and clean energy technology producers with the counsel and promotion activities their foreign competitors receive from their home governments. By helping U.S. firms enter the global green marketplace they will have new opportunities to expand production and create new jobs, all at no new cost to taxpayers.

Why Promotion of Green Products and Clean Energy Is Necessary:

The United States is a global leader in environmental technologies yet it now trails Germany, China, and Japan in the export of environmental goods. In 2008, the United States accounted for only 9 percent of global environmental exports versus 16 percent for Germany. In this competitive marketplace where foreign governments have been actively promoting their companies, the U.S. government needs to do a better job of helping American companies locate and connect with foreign buyers. The Commerce Department found that 30 percent of companies that do not export would do so if they had more specific information on opportunities.

This Reform Would:

The Green Export Promotion and Job Creation Act would better connect U.S. companies with business opportunities overseas for American manufactured environmental and clean energy technology products and services, enabling the United States to secure a larger share of the global green economy.

Promote American Firms Specializing in Green Manufacturing and Services

- Require the Secretary of Commerce to establish an on-line directory of U.S. companies that would allow foreign buyers to find American companies that provide environmental and clean energy goods and services
- Develop a mechanism for U.S. firms to register in the on-line directory

Identify and Connect American Companies with Foreign Business Opportunities

- Establish a database to identify potential overseas customers and create an on-line mechanism to inform U.S. firms about such opportunities

Enhance Accountability of Green Export Promotion Efforts

- Establish a system to determine the effectiveness of U.S. export promotion services in green technology goods and services
- Requires the Government Accountability Office to compare the effectiveness of U.S. export promotion programs with those of other major trade competitors, and to make recommendations to Congress on how U.S. programs can be strengthened to counteract foreign government competition
- Require Congress to receive an annual report on implementation of export promotion for green technology goods and services