



**Mr. John Neuffer**

**Vice President, Global Policy, Information Technology Industry Council, Washington, DC**

As Vice President for Global Policy, John Neuffer leads ITI's global team to expand market access opportunities for member companies in developed and emerging economies. He directs all of ITI's global government relations efforts in the arenas of trade, standards and regulatory policy. In that capacity, he builds strong relationships with foreign governments and industry associations around the world, and advances the high-tech industry's trade agenda in Washington. Since joining ITI in 2007, he has often been quoted in leading media outlets on policy trends and developments impacting industry in key global marketplaces.

Before joining ITI, Neuffer served for two years as Deputy Assistant U.S. Trade Representative for Asia-Pacific Economic Cooperation (APEC) Affairs. Neuffer was responsible for developing U.S. trade policy with APEC, a constellation of 21 economies from around the Asia-Pacific, and led U.S. government teams in negotiations to open markets in the region. Neuffer also served as for over five years as Deputy Assistant U.S. Trade Representative for Japan, where he was responsible for setting and implementing trade policy with Japan. In this role, he led U.S. government delegations in trade talks and worked with U.S. corporations and industry associations on trade matters relating to Japan in a broad range of sectors.

Prior to his tenure with the Office of the U.S. Trade Representative, Neuffer was a Senior Research Fellow and Political Analyst with the Mitsui Kaijyo Research Institute in Japan for nine years. As a leading commentator on Japanese politics and policy at the Institute, he published a widely read newsletter and wrote regular commentary for the Asian Wall Street Journal, TheStreet.com and Newsweek Japan. John has lived in Japan 11 years and speaks Japanese.