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BUSINESS OUTREACH ACTIVITIES AND ADVOCACY

Office of Business Liaison
April 1994



U. S. DEPARTMENT OF COMMERCE

BUSINESS OUTREACH ACTIVITIES AND ADVOCACY
Office of Business Liaison
April 1994

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US DEPARTMENT OF COMMERCE

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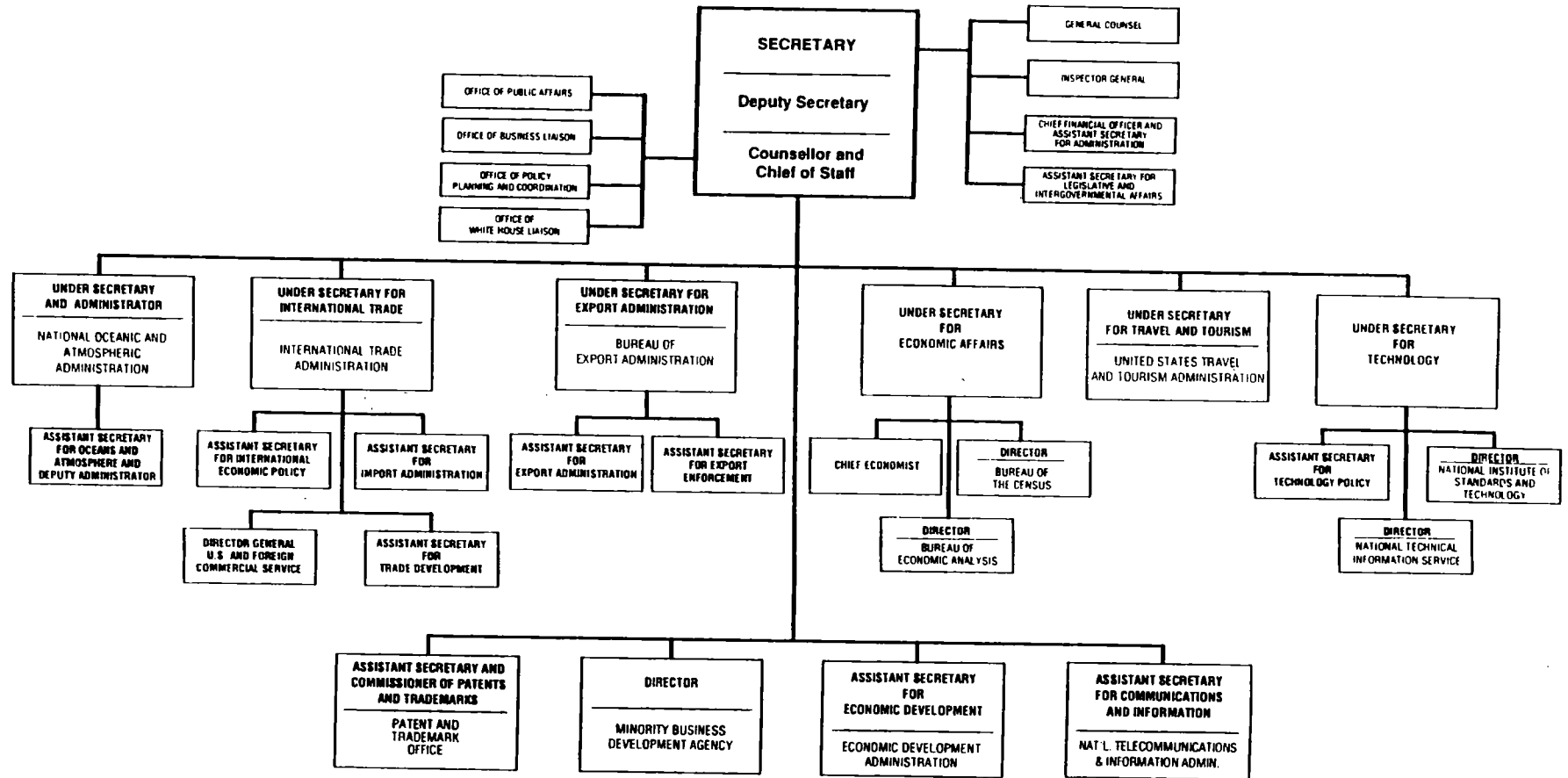
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A

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U.S. DEPARTMENT OF COMMERCE



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B

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OFFICE OF THE SECRETARY OFFICE OF BUSINESS LIAISON

MAJOR INITIATIVES

The Office of Business Liaison (OBL), serving as the main contact between the Secretary and the business community, promotes the full range of the Department's policy initiatives. Such initiatives have included: the Trade Promotion Coordinating Committee (TPCC), the North American Free Trade Agreement (NAFTA), the Health Care Security Act, the National Information Infrastructure (NII) and promoting environmental technologies. Other responsibilities include: develop and promote a cooperative working relationship and ensure effective communication between the Department and the business community; keep the business community aware of Department and administration resources, policies, and programs, and keep Department and administration officials aware of issues of concern to business; promote business involvement in departmental policy-making and program development; provide technical assistance to businesses that desire help in dealing with the government; service as the focal point for all Department of Commerce agencies' contacts with the business community.

OUTREACH ACTIVITIES

I. CONFERENCES

- OBL planned two (2) Department of Commerce sponsored or co-sponsored conferences that included Presidential and Secretarial participation. The *"Future of the American Workplace"* Conference and the *1993 Technology Summit* were attended by over 1,000 representatives from the private sector.

II. BUSINESS DEVELOPMENT MISSIONS

Russia

- Key organizer for Presidential Business Development Mission to Russia for 28 CEO's. Over 300 companies expressed interest in participating.

South Africa

- Key organizer for Business Development Mission to South Africa for 25 CEO's.

Latin America

- Key organizer for Business Development Mission to Argentina, Brazil and Chile at the end of May.

China

- Key organizer for Business Development Mission to China, scheduled for August.

III. TRADE PROMOTION COORDINATING COMMITTEE (TPCC)

- Hosted briefings for over 250 members of the business community.
- Held 20 issue-specific meetings between senior Department of Commerce staff and representatives of companies and trade associations.
- Sent a mailing to small- and medium-sized businesses recommended by Members of Congress, requesting suggestions on improving current government export programs.
- Arranged Secretarial business community roll-out for the release of the TPCC report, including: CEO briefings, a luncheon with the President, Cabinet members and 21 CEO's; and concluding with a presidential press conference announcing the recommendations of the TPCC and the Administration's National Export Strategy.

IV. INDUSTRY SECTOR MEETINGS

- Helped coordinate three industry sector meetings for over 70 corporate leaders in the aerospace, automotive and high-technology sectors.

V. ENVIRONMENTAL TECHNOLOGIES

- Helped to coordinate "Environmental Partnership" outreach strategy, and extended invitations to over 200 business leaders for a briefing around Earth Day activities.
- Facilitated the involvement of nearly 50 environmental technology companies and associations in the formal announcement of the "Environmental Technologies Exports: A Strategic Framework for U.S. Leadership" report.

VI. NORTH AMERICAN FREE TRADE AGREEMENT (NAFTA)

- Served as the Administration's liaison to the Northeast region's business community, providing over 100 companies with industry-specific information on the effects NAFTA would have on their industry.
- Assisted the White House in securing the participation of approximately 150 small- and medium-sized businesses in "Products Day" at the White House.

VII. HEALTH CARE

- Supported a Department of Commerce effort to privately brief 115 associations.
- Organized with the White House three industry specific briefings.
- Mailed health care information booklets to over 150 key trade associations.

VIII. CALIFORNIA INITIATIVE

- Coordinated the 1993 Technology Summit in California, as well numerous meetings between the Secretary and business leaders such as the California Business Roundtable, the Joint Venture of Silicon Valley, the World Forum of Silicon Valley, various CEO's from the semiconductor industry and women business leaders in California.
- Worked in conjunction with the White House to plan a Presidential Economic Summit and Town Hall Meeting in Los Angeles. OBL was directly responsible for securing the participation of over 100 private sector representatives.

IV. NATIONAL WOMEN'S BUSINESS COUNCIL (NWBC)

- Acting as the Secretary's liaison to the Council, OBL has worked closely with the Executive Director to increase procurement opportunities and access to capital for women business owners. Aided in securing Congressional reauthorization and identification of a new Executive Director and staff.
- Helped plan and execute, with the Federal Reserve Board, an " Access to Capital" Symposium in which nearly 75 government and private sector representatives participated.
- Identified funds to conduct a survey, through the U.S. Census Bureau, impacting women business owners.

V. PRIVATE SECTOR DATABASE

- Created a comprehensive database of critical U.S. companies and trade associations, by sector, including tracking all Secretary/CEO meetings. Currently, the database contains almost 3,000 records, with a goal of approximately 10,000 entries.

VI. BUSINESS ASSISTANCE PROGRAM

- This program provides guidance and direction on the programs and services available through all Federal agencies to the business community. In 1993, over 4,800 telephone and letter inquiries were processed.

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C

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NATIONAL OCEANIC and ATMOSPHERIC ADMINISTRATION (NOAA)

MAJOR INITIATIVES

I. Modernization of National Weather Service

- NEXRAD is a program designed to disseminate the next generation of weather radar technology across the country, including the installation of over 150 Dopplar radar systems.

II. Marine Science Applications

- Targeted support through the National Sea Grant program to encourage business development of marine resources in the areas of aquaculture and marine biotechnology.

III. Mapping and Charting

- Provides support for development of new digital based mapping products to assist U.S. businesses.

IV. Environmental Information

- Provides environmental data to newly emerging environmental technology firms.

OUTREACH ACTIVITIES

- I.** Conducts ongoing meetings, seminars and presentations on new NOAA products and services.
- II.** Administers the Sea Grant Marine Advisory Services - actively encourages technology transfer of marine related research and development to small businesses.
- III.** Produces service catalogues and provides referral service to companies involved in fisheries management.

EFFECT for U.S. INDUSTRY

- I.** Provides data for businesses that can be developed into value-added products and services.
- II.** Provides technology transfer of research to small and newly emerging environmental technology firms.
- III.** Overseas Active Small Business Innovative Research Program providing grants to businesses for development of technology.
- IV.** Operates referral service to provide businesses with sound scientific advice for decision-making.
- V.** Develops all nautical and aeronautical charts for U.S. commercial transportation.

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D

Divider Title: _____

INTERNATIONAL TRADE ADMINISTRATION

MAJOR INITIATIVES

I. National Export Strategy

- Created report released by POTUS in September 1993 with 65 specific recommendations to re-vamp federal export promotion programs
- Leading 19 agency effort to implement reforms of concern to U.S. exporters including reforming:
 - export finance systems;
 - information and counseling systems;
 - overseas networks;
 - reduction of regulatory barriers; and
 - creation of strategic resource allocation; creation of advocacy center
- Established the Advocacy Center to coordinate USG efforts in providing high-level advocacy on behalf of U.S. firms bidding on foreign procurement.

II. Big Emerging Markets Initiative

- Phase two of National Export Strategy:
 - Create focused strategy to assist U.S. companies in penetrating key markets.
- Major market studies and export development programs are underway for: China, India, Korea, Indonesia, Poland, Turkey, South Africa, Mexico, Brazil, and Argentina.
- Provide outreach and assistance to companies involved in key sectors in big emerging markets.

III. NAFTA and GATT Negotiation and Implementation

- The Commerce Department leads major portions of negotiations for NAFTA, GATT, Japan Framework, and other bi-lateral and multi-lateral agreements
 - Coordinates with private sector on key elements of the negotiations: anti-dumping; subsidies; automobiles and auto parts; medical equipment, etc.
- Ongoing education and training programs for:
 - NAFTA implementation: "Export Mexico";
 - Big Emerging Markets: "Destination ASEAN";
 - Economies in transition: "Business Information Center For The Newly Independent States" (BISNIS).
Processes over 1000 business inquiries weekly.

OUTREACH ACTIVITIES

I. National Export Strategy

- Consulted with over 2000 businesses, trade associations, labor unions and academics in the preparation of the September 1993 report.
- Presented National Export Strategy to 25 industry advisory committees , representing 600 companies, and through 150 speeches to business groups and exporter associations since September 1993.
- Opened four Export Assistance Centers ("One Stop Shops") since January 1994, in addition to the ongoing work of the U.S. Foreign and Commercial Service network of offices in 68 U.S. cities and 69 countries serving U.S. companies.

II. Big Emerging Markets

- Helped organize major trade missions with private sector delegations to South Africa, Mexico, Russia, and (upcoming) to Latin American and Asia.
- Operating four regional-focus business information centers--for Eastern Europe, Newly Independent States, Japan, and Latin America which have handled 154,000 inquiries since January, 1993.
- Conducting bi-monthly policy roundtable discussions with business leaders and interagency specialists on big emerging markets.

III. NAFTA and GATT

- Created NAFTA FlashFax outreach system which has sent out over 60,000 documents to U.S. exporters in January, February 1994.
- Publishing bi-weekly "NAFTA News" with NAFTA success stories for business, and press.

IV. General Outreach

- Trade Information Center (800-USA-TRADE) has fielded 79,000 calls from U.S. companies since January 1993.
- Since January 1993:
 - Conducted 28 trade missions serving 259 companies.
 - 198 companies brought on "matchmaker" missions.
 - 1,110 companies served with "catalog shows".
 - 655 companies served in certified trade missions.
- Publish Business America, and Commercial News USA sent to 125,000 business readers via mail and 650,000 users on-line.

EFFECT for US INDUSTRY

I. National Export Strategy

- Creation of strategic approach of U.S. Government services to streamline U.S. export programs.
- Reduction of barriers (i.e. export controls) and strengthening of advocacy is resulting in major increases in U.S. exports, and export-related jobs.
- Key industries (e.g. aerospace, computers, telecommunications, envirotech) are being positively impacted by these changes.
- Since January 1993, the Department of Commerce has been successfully involved in 22 advocacy cases involving over \$9 billion in US export content.

II. Big Emerging Markets

- New focus on key markets will result in more and better information, more focused advocacy, and focused trade policy efforts to lower tariff and non-tariff barriers for U.S. businesses.

III. NAFTA and GATT

- NAFTA provides duty-free entry for about 50% of all U.S. products entering Mexico immediately, and total tariff elimination over time.
- GATT lowers tariffs 33% for participating countries.

TRACKING PROGRESS

- I.** Have created success story database for NAFTA and for the US FCS to monitor anecdotal progress.
- II.** Developing performance measure system as part of National Export Strategy implementation.
- III.** Continuing close contact with end-users through meetings, forums, seminars.

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E

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BUREAU OF EXPORT ADMINISTRATION

MAJOR INITIATIVES

- I. Export Decontrols and Licensing System**
 - Updated export controls to reflect strategic concerns of 1990s
 - Improve timeliness of licensing system

- II. Regulation Clarification and Enforcement**
 - Redraft of Export Administration regulations to make more user friendly

- III. Defense Conversion**
 - Facilitate the conversion of defense industries to civil production

OUTREACH ACTIVITIES

- I. Disseminating Decontrols and Licensing Information:**
 - Sponsored and participated in over 200 seminars, nationwide, involving 12,000 individuals and exporters in 1993.
 - Produce numerous publications including the **BXA Insider** which explain current policies and regulations. Current circulation is 20,000.
 - Export Counselling Services at the Department of Commerce:
 - Available by phone (received over 200,000 calls in 1993) and one-on-one sessions with BXA professionals (advised nearly 1700 firms in 1993).

II. Regulation Clarification and Enforcement

- Eight (8) business roundtables are held annually throughout the U.S. Approximately 600 business executives participate annually.

III. Defense Conversion

- Annual California Seminar Program:
 - Approximately 500 people attended training sessions in 33 locations to teach U.S. companies how to access and commercialize federal R&D, patent new technologies, and undergo the transition from military to international civilian specifications.
- Information Resources:
 - Market Assessments: Global studies to assist small- and medium defense contractors to export.
 - Market Diversification Assistance: Special edition of Commerce Business Daily to all small businesses. Circulation will be approximately 100,000.
 - Defense Trade Information Network: A "Hotline" on military export opportunities.
 - NATO Guide: How to obtain NATO infrastructure contracts.

EFFECT for U.S. INDUSTRY

I. Controls and Licensing

- Easing controls and new license requirements allows greater international market opportunities.

II. Regulation Clarification and Enforcement

- Will save companies significant cash outlays by reducing the need to hire lawyers and consultants to interpret regulations.
- Levels playing field for U.S. companies with international competitors.

III. Defense Conversion

- Helps create and transfer new civilian technology and market opportunities.

TRACKING PROGRESS

- I.** Computer system tracks calls received at the Exporter Counselling Division.
- II.** Frequent surveys and studies allow BXA to be responsive to needs of private sector.
- III.** Comments solicited through seminars, publications and counselling services and ensure BXA programs/initiatives reflect concerns of the private sector.

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F

Divider Title: _____

PATENT AND TRADEMARK OFFICE

MAJOR INITIATIVES

I. Intellectual Property and International Trade

- Ensure that all US products having intellectual property protection receive full national treatment in foreign markets

II. Patent Systems Clarification

- Evaluate the patent system to ensure that it serves the computer software industry

III. Quality Customer Service

- Facilitate mechanisms to address customer needs and expectations

OUTREACH ACTIVITIES

I. Intellectual Property and International Trade

- Working with entertainment industry to identify and address barriers to the protection of their intellectual property in international trade.
- Working with movie industry to develop a strategy to eliminate barriers, particularly in relation to the post-GATT audio/visual situation in Europe.

II. Patent System Clarification

- Sponsored hearings in California and Washington, DC on the subject of computer software copyright protection. 70 representatives of the industry attended each hearing.
- Hearings help PTO understand the problems facing the software industry and to refine the patent system.

III. Quality Customer Service

- PTO is holding a series of industry/customer focus meetings for feedback on PTO services.

EFFECT for U.S. INDUSTRY

I. Intellectual Property and International Trade

- Enhanced U.S. market share in foreign countries and protection for U.S. companies.

II. Patent System Clarification

- Refining patent system to serve computer software industry provides protection for U.S. companies.

III. Quality of Customer Service

- Enhancing effectiveness of patent system reduces procedural and litigation costs.

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G

Divider Title: _____

ECONOMIC and STATISTICS ADMINISTRATION

MAJOR INITIATIVES

I. Bureau of Economic Analysis

- Produces a wide variety of national and international economic information, including industry and regional analysis.

II. Bureau of the Census

- Collects bulk of Nation's economic and social data.

OUTREACH ACTIVITIES

I. Economic Bulletin Board

- Online computer system allows instant access to news releases and information from Commerce Department and other Federal Agencies.

II. National Trade Data Bank (NTDB)

- Distributes monthly CD-ROM including over 100 information programs from over 20 government agencies on international information including import/export statistics, "how-to" guides, and names of companies overseas wishing to do business with U.S. companies.

III. National Economic, Social, and Environmental Data Bank

- Distributes domestic counterpart to the NTDB, containing Government publications relating to the U.S. economy, society and environment.

IV. Census Forums

- Forums are held with businesses and associations to increase Census's ability to collect accurate and useful data.

EFFECT for U.S. INDUSTRY

- On going efforts to refine the quality of data processed for U.S. businesses and Government means more precise studies and analysis, as well as cost-savings.

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H

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US TRAVEL and TOURISM ADMINISTRATION

MAJOR INITIATIVES

I. Conferences and Seminars

- Coordinates the Re-inventing Tourism Policy Council (TPC), an interagency council designed to facilitate a better understanding of the needs and coordinate federal programs that affect tourism.
- Hosting White House Conference for the industry and government to discuss national tourism development
- Conducts numerous conferences and seminars

II. Statistical Research

- On going surveying of travel patterns.

III. Cooperative Promotional Programs

- USTTA and industry partners combine funds to promote travel in the U.S.

OUTREACH ACTIVITIES

I. Conferences and Educational Seminars

- The Tourism Policy Council is comprised of three working groups which are include private sector representation.
 - Two conferences on tourism attracted over 400 participants from 47 states, in 1994.
- Pow-Wow and Pow-Wow Europe
 - Annual trade show co-sponsored with Travel Industry Association of America. Nearly 2,000 international buyers from over 60 countries attend.
- Co-sponsoring, with MBDA, a national multi-cultural conference in Los Angeles. 400 individuals are expected to participate. 4-6 follow-up National workshops, targeted to ethnic minorities, are planned over the next year.

II. Statistical Research

- USTTA research is used by industry to develop realistic business development and marketing plans.

III. Cooperative Promotional Programs

- In FY1993, USTTA had over 8,000 partners to promote the US abroad.
- Industry partners invested \$20 million, three times that of USTTA.

EFFECT for U.S. INDUSTRY

I. Conferences and Educational Seminars

- Trade shows generate contracts in excess of \$2 billion annually in U.S tourism exports.

II. Statistical Research

- Used to develop realistic business development and marketing plans.

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I

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TECHNOLOGY ADMINISTRATION

(Office of Technology Policy)

MAJOR INITIATIVES

I. Benchmarking Project

- Working with industry to assess the global competitiveness of US technology

II. Partnership for a New Generation of Vehicles (PNGV)

- High level coordination of this landmark partnership with the US "Big 3" auto makers to develop a prototype vehicle with greater safety standards and 300% improvement on the fuel efficiency of current autos.

III. CIT - Civilian Industrial Technology (A Committee of the NSTC)

- Assures private sector input and participation in cross-cutting government initiatives

IV. International Activities

- International Science and Technology Negotiations and Structures
- US/Japan Manufacturing Fellowship Program
- Japan Technology Program
- Task force to coordinate Trade and Technology Issues

OUTREACH ACTIVITIES

I. Benchmarking

- Ongoing coordination with industry representatives to develop advanced civilian technology policy.

EFFECT for US INDUSTRY

I. Accelerated Commercialization of New Technologies and Processes

- Industry focused initiatives direct government resources toward commercial benefits.
- Government investment in technologies with broad commercial application.

II. Reduced Costs

- Shared risk in the commercialization of risky, but high pay-off technologies.
- Better access to government information and policy makers.
- Better access to foreign technical information and technology.
- Standards development reduces market risk and speeds application development.

III. T.A. provides policy coordination and advocacy for the private sector on Technology Issues

- TA negotiates directly with countries to ensure that agreements regarding high-tech issues are adhered to. This is especially important for intellectual property rights in the computer and entertainment industries.

TRACKING PROGRESS

I. The Benchmarking Process Provides:

- A baseline for measuring progress.
- A mechanism for comparison over time and internationally.
- A process for developing an efficient standard of measuring progress in an industry (i.e. is progress in the computer-chip industry measured by productivity, or the length of time needed to develop the next generation of software). This involves a close consultation with industry officials.

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J

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NATIONAL INSTITUTE OF STANDARDS AND TECHNOLOGY

MAJOR INITIATIVES

I. Technology Development

- Administers Advanced Technology Program (ATP) to share cost with industry for development of high-risk, high-payoff technologies.
- Provide technology support to industry through laboratory-based research and services.

II. Technology Deployment

- Administers Manufacturing Technology Centers (MTC).

III. Quality Improvement

- Administers Malcolm Baldrige Award.

OUTREACH ACTIVITIES

I. Technology Development

○ Advanced Technology Program

- In the first of four competitions, 89 awards were given for projects involving 200 organizations (NIST matched \$247 million to industry's \$268 million).
- Small businesses received 48% of awards; medium-large businesses received 26% of awards, and joint-ventures received 26%.
- 1000 industry representatives took part in an October 1993 meeting on focussed program competitions.
- 500 industry representatives took part in an April 1994 meeting on ATP general competition.
- ATP staff has provided nearly 100 briefings/seminars since September 1993.

II. Technology Deployment

○ Manufacturing Extension Partnership

- The seven Manufacturing Technology Centers (MTCs) have served over 8,600 companies since September 1993, primarily in high-tech sectors.
- The first quarter of FY1994, the MTCs have served 1,600 companies.
- 28 additional MTCs will be added in 1994.

III. Quality Improvement

○ Malcolm Baldrige National Quality Award

- More than 1 million copies of the award criteria have been distributed.
- 700 private sector professionals have participated in the evaluation process.
- Winners have made 20,000-plus presentations to other companies and organizations.

EFFECT for U.S. INDUSTRY

I. Technology Development

- U.S. firms are better equipped to commercialize new technologies, compete in the global market, and create new high-quality jobs for Americans.

II. Technology Deployment

- U.S. small- and medium-sized companies adopt modern manufacturing technologies and remain competitive.

III. Quality Improvement

- Raises awareness and promotes adoption of effective quality management techniques.
- Improves competitiveness.

TRACKING PROGRESS

- Strong solicitation of customer feedback including advisory committees, workshops, surveys and technology forecasts.

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NATIONAL TECHNICAL INFORMATION SERVICES (NTIS)

MAJOR INITIATIVES

I. FEDWORLD

- The central service for the public sale of U.S. Government-sponsored research, development and engineering reports, and foreign technical reports and analysis. On-line service and hard copy available.

OUTREACH ACTIVITIES

- Currently handling over 3,000 calls per day for information.

EFFECT for U.S. INDUSTRY

- Provides access for companies to thousands of technical documents and transcripts.

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NATIONAL TELECOMMUNICATIONS AND INFORMATION ADMINISTRATION

MAJOR INITIATIVES

I. National Information Infrastructure (NII)

- NTIA is Secretariat to the Information Infrastructure Task Force (IITF) and U.S. Advisory Council on NII
- Lead in developing telecommunication reform legislation to support NII

II. Telecommunications and Information Infrastructure Assistance Program (TIIAP)

- \$26 million in grant funding available to non-profits to promote role of advanced telecommunications technologies in delivering social services

III. Spectrum Allocation

- Promote efficient deployment of new wireless communications services
- "Preliminary Spectrum Reallocation Report" identifies frequency bands to reallocated from federal to non-federal use.

OUTREACH ACTIVITIES

I. National Information Infrastructure (NII)

- Established the U.S. Advisory Council on the NII, to facilitate private and public sector input into the IITF. 30 members of the private and public interest sectors serve on the Council.
- Established electronic bulletin board to disseminate information on the activities of the Information Infrastructure

Task Force (IITF) and the U.S. Advisory Council on the NII.

- Sponsored a private sector briefing of the "Agenda for Action". Nearly 400 people attended.
- Participated in numerous individual meetings and co-sponsored summit meetings with the public interest community and state and local officials.
- Held three information briefings with Vice President Gore, Secretary Brown, and leaders of the business and public interest communities.

II. Telecommunications and Information Infrastructure Assistance Program (TIIAP)

- Participated in numerous forums and individual meetings to promote and describe the grant program.
- Responded to over 5,500 requests for TIIAP applications.

III. Spectrum Allocation

- Co-sponsored, with CalTech, a conference on competitive bidding of Personal Communications Services (PCS) licenses by the FCC.
- Sponsors public hearings to answer questions on the preliminary report.
- The Spectrum Openness Program provides a link to the public to provide spectrum management information through electronic bulletin boards and advisory council (comprised entirely of government officials) hearings.

EFFECT for U.S. INDUSTRY

I. National Information Infrastructure (NII)

- Implementation of NTIA recommendations would result in greater competition in the local communications marketplace, high tech job growth and widespread availability of advanced telecommunications services for business and consumers.

II. Telecommunications and Information Infrastructure Assistance Program (TIIAP)

- Spur development of advanced networks and promote partnership among the public and private sectors.

III. Spectrum Allocation

- It is estimated that over 30 million people may subscribe to Personal Communications Services (PCS).
- Bidding on the PCS may yield up to \$10 billion for the U.S. Treasury.
- Spectrum reallocation will be distributed by the FCC to private sector and non-federal government users for new radio-based services.

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Clinton Administration's Efforts to Aid Business Help Democrats Woo Traditional GOP Friends

By MICHAEL K. FRISBY

Staff Reporter of THE WALL STREET JOURNAL

WASHINGTON — It's easy to see why John F. McDonnell, chief executive officer of McDonnell Douglas Corp., is in the Clinton administration's "Happy CEO File."

The file — actually two bulging black binders maintained in the Commerce Department — recounts how Commerce Secretary Ronald Brown touted McDonnell's F/A-18 fighter-strike planes to the Malaysian defense minister at last year's Paris Air Show. Malaysia eventually bought eight planes for \$643 million. And Mr. McDonnell wrote to Mr. Brown applauding his "support of U.S. industry."

Another pleased executive is John Bryson, chairman of SCEcorp. After the giant utility pulled out of an energy project in Mexico last fall, Bryson aides asked the Commerce Department for help in getting a \$150 million investment returned. In December, he wrote that not only was the money returned with interest, but the company was reimbursed for expenses as well. "I appreciate your support in these efforts," Mr. Bryson wrote the Commerce Secretary.

Past Confrontations

Mr. Brown is only one of the officials business turns to for help in the Clinton administration. Throughout the government, a network of fixers and facilitators — many of them, like the commerce secretary, formerly deeply involved in fund-raising for the Clinton campaign or the Democratic Party — are laboring to cement a relationship with what is normally one of the most Republican constituencies in the nation: big business.

Other Democratic presidents have tried to court business, but usually with only tepid results. "My father always told me that all businessmen were sons of bitches," John F. Kennedy once roared in the midst of a steel-price confrontation, "but I never believed it till now." Jimmy Carter publicly pilloried oil companies in the midst of the 1979 energy crisis. But even the public spat between the Clinton White House and the business community over the president's health-care proposal has, so far at least, failed to cool the administration's desire to help business do business.

Former Fund-Raisers

Companies and trade groups have no single point of entry in the Clinton administration. Treasury Secretary Lloyd Bentsen, a former Texas senator, hears from the oil patch; White House Chief of Staff Thomas McLarty, a former natural-gas executive, often deals with Fortune 500 chiefs; Deputy Treasury Secretary Roger Altman and National Economic Council Chairman Robert Rubin are envoys to Wall Street.

But what's striking is the number of

Switching Alliances

Soft money contributions to the Democratic National Committee and the Republican National Committee

	Jan. 1, 1993-June 1, 1993		Jan. 1, 1991-June 1, 1991	
	DEMOCRATS	REPUBLICANS	DEMOCRATS	REPUBLICANS
Archer Daniels Midland	\$46,500	\$27,500	\$46,500	\$370,000
Boeing	33,250	0	0	0
MCI Communications	33,000	20,290	20,064	35,000
Southwestern Bell	30,024	15,000	17,000	20,000
Viacom International	25,000	0	0	0

Source: Center for Responsive Politics

favor-doers with backgrounds in political finance. Commerce Secretary Brown, for example, is a former Democratic national chairman; White House public liaison director Alexis Herman was deputy chairman; Melissa Moss, who runs the Commerce Department's business-liaison office, was the party's chief fund-raiser. Amy Zisook, a top aide to Ms. Herman, was a top fund-raiser for the party.

"Major fund-raisers for the Clinton campaign are now in positions where they can repay the favors," charges Ellen Miller, executive director of the Center for Responsive Politics, a nonpartisan group in Washington, D.C. "It is business as usual, and Clinton promised us change."

Moreover, it's clear that companies have changed their political giving patterns to reflect the shifting tide of political power. Data from the Center for Responsive Politics show that in both the first six months of 1991 and the like period in 1993, industry and interest groups donated just over \$14 million in unrestricted "soft money" to the two major political parties. But in 1991, when they were out of power, the Democrats got only \$3.4 million of it; in 1993, when they were in power, they got \$8 million.

General Electric Co. exemplifies the shift: It split \$31,325 almost evenly between the two parties in the first six months of 1991, but during the first six months of last year it gave nothing to the Republicans and \$50,250 to the Democrats.

'These Aren't Favors'

The White House denies any link between campaign contributions and the dispensing of favors: it says what it does for business is designed to boost economic growth and enhance U.S. competitiveness. "These aren't favors," Mr. Brown says. "Our total focus has been to work in partnership with the private sector to create sustainable economic growth and high-wage, high-quality jobs for American workers."

But whatever the motivation, it is clear that an elaborate system has been set up throughout the administration to keep businesses happy.

In the Bush years, companies unhappy with pending regulations usually headed first for Vice President Dan Quayle's Competitiveness Council. In this administration, the first stop is often Sally Katzen, administrator of the Office of Information and Regulatory Affairs, a branch of the Office of Management and Budget. A review of her meeting records since last September shows she held 23 meetings with individuals from companies or trade groups, compared with six meetings with public-interest groups.

Changes to EPA Proposals

In one instance, the Environmental Protection Agency proposed a rule expanding the pollution studies required for private construction projects. Developers such as California's Irvine Co. balked, as did powerful trade groups representing home builders and developers. The opponents met with Ms. Katzen and EPA officials in October, and she helped fashion a compromise limiting occasions in which

THE WALL STREET JOURNAL

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new studies were required.

"The end result was better than EPA's proposal," says Monica Florian, a senior vice president at Irvine. "There was a willingness at that level to recognize that these groups and organizations had some points worthy of thinking about."

Ms. Katzen also helped the auto industry weaken the EPA's plans to require that trucks install equipment to capture fumes released during refueling. In the compromise, only light trucks and minivans will be subject to the same requirements as cars, and the new light-truck standards won't take effect until the next century.

Another contact point for businesses is the White House's public-liaison office, which in previous administrations catered largely to constituent groups. Officials representing bio-technology firms turned to Steve Hilton, the office's deputy director, to arrange meetings aimed at getting relief from price controls in the Clinton health plan. Executives from Gap Inc. clothing stores also enlisted the public-liaison office to arrange a meeting to persuade the architects of the Clinton health plan to change the way part-time workers were to be treated; the administration has promised to advocate the change as the legislation moves through Congress.

Clamor for Commerce Department

Currently, Mr. Brown's Commerce Department appears to be the major port of call. More than 300 business people are vying for about 25 seats on the airplane the Commerce Secretary will be taking to Russia next month. Among Mr. Brown's suitors for the trip is tobacco giant Philip Morris Cos., which last fall asked the Commerce Department to help collect \$78 million it is owed by the Russian government. The trip's popularity grew after Mr. Brown traveled to South Africa and sparked negotiations between U.S. companies and South Africans on seven projects.

All this activity worries Republicans,

who are learning what it means not to have business as a solid backer. William Kristol, who was Vice President Quayle's chief of staff, says, "It is harder for Republicans

on the Hill to be resolute in fighting" Clinton proposals, such as his health-care plan, "if the business community is splintered."

Mission for business



By Department of Commerce via AP

MEANS BUSINESS: Commerce Secretary Ron Brown, in front of Moscow's St. Basil Cathedral on Red Square, heads first high-level trade mission in Russia since 1991.

Commerce chief helps move exports

NAFTA and other efforts in over many CEOs, but he isn't without critics

By Mark Memmott
USA TODAY

MOSCOW — Two years ago, most business executives never would have thought of a Democratic administration as pro business.

And if they thought of the Commerce Department at all, they thought of an agency that talked a lot about helping business but never quite delivered.

Now, after successful efforts to sell U.S. exports and to raise Commerce's influence in Washington decision making, Commerce Secretary Ron Brown has many business people believing that something good is happening at Commerce. And for many CEOs — a typically conservative, Republican group — that's a pleasant surprise.

Listen to some of the 28 executives who are with Brown in Russia this week on the first high-level U.S. trade mission here since the 1991 breakup of the Soviet Union:

► "Here's the real story out of this trip," says Duracell International CEO C. Robert Kidder. "Commerce has taken on a new role of being appropriately balanced and proactive in the interests of business. It's refreshing."

► "We've been pleasantly surprised right from the beginning with this administration and Commerce," says William Marx, CEO of AT&T Network Systems International.

► "I have been real pleased with the aggressiveness of the Commerce Department in this administration. I think business people in general are pleased," says Dale Jones.

Commerce takes an active role

Continued from 1B

president of Halliburton, the Dallas energy services and engineering firm. And, Jones says, "even though President Bush came from the oil and gas industry, his administration didn't do a lot to help industry."

Back in the USA, many executives and business leaders agree with what the CEOs here are saying. "I think he's doing a pretty good job, especially the emphasis he's put on exports," says William Archey, senior vice president for policy and congressional affairs at the U.S. Chamber of Commerce in Washington. "And I think most business people would agree this Commerce Department is more intense than past ones."

"As this trip shows," Brown says, "this is an activist administration that puts its money and time and effort where its mouth is."

What is it about Brown's department that business executives like?

► **Results.** Wednesday, Brown persuaded top Russian officials to exempt Boeing from a 50% tariff on imported aircraft that would have killed a four-jet sale to a Russian airline. Last month, the White House announced that Saudi Arabia had agreed to buy 50 passenger jets from Boeing and McDonnell Douglas — a deal worth \$6 billion. Brown played a key role in persuading the Saudis to make the deal. He traveled to Saudi Arabia twice, pushing the case for the U.S. jetmakers. Commerce is "trying very hard, particularly on export promotion, to help business, and you can see that," says John Murphy, CEO of Dresser Industries, a Dallas-based manufacturer of equipment for the oil and gas industry.

Another success for business that Brown helped produce: the North American Free Trade Agreement. Brown and his aides helped negotiate the side agreements on workers' rights and environmental protection that were in part responsible for winning congressional approval for NAFTA.

► **Effort.** The corporate world has noticed that Commerce has more energy. "I've been abroad 21 years," says James Tilley, Moscow-based vice president of Conoco International Petroleum. "The past year I've seen by far the most assistance for business out of this administration than from any other administration since I've been overseas." Brown's trip is just the latest example, he says.

Executives say Brown and his staff are eager to listen to their concerns. On the Sunday-to-Monday flight from Washington to Moscow, a steady stream of executives ebbed and flowed to Brown's cabin for one-on-one chats. And many of their con-

A look under the Commerce umbrella

As secretary of Commerce, Ron Brown supervises a department of 36,000 employees, with a budget this year of \$3.5 billion:

- Census Bureau, collects and publishes economic, demographic and social data.
- Economic and Statistics Administration, provides statistics on the state of the U.S. economy, such as gross domestic product, and studies economic policy.
- United States Travel and Tourism Administration, promotes U.S. tourism.
- National Oceanic and Atmospheric Administration, operates National Weather Service, National Marine Fishery Service, National Environmental Satellite, Data and Information Service.
- Patent and Trademark Office.
- Economic Development Administra-

tion, provides economic development grants.

- National Institute of Standards and Technology, conducts research for industry, government and scientific establishments.
- Minority Business Development Agency, coordinates minority business programs.
- International Trade Administration, monitors U.S. trade and develops regional and international trade policies.
- Export Administration, enforces export trade laws.
- National Telecommunications and Information Administration, manages the information highway.
- Technology Administration, monitors technology developments.
- National Technical Information Service, keeps information helpful to businesses.

cerns — especially about high Russian taxes and tariffs — were relayed by Brown to Russian officials the next day.

► **New weight.** Commerce long had difficulty influencing decisions at the White House, and the job of Commerce secretary was often viewed as a reward for a presidential buddy. In the Bush administration, Secretary Robert Mosbacher was a close friend of the president and a former Bush fundraiser, but not a key player in many economic policy decisions.

In the Reagan years, Malcolm Baldrige was widely respected for calling on corporations to boost their quality efforts. But Commerce still wasn't a major force in many policies affecting businesses.

The story has been the same at the Commerce Department for most of the past 20 to 30 years, economists and former Commerce staffers say.

At first, executives were skeptical that Brown would be any different. He was, after all, chairman of the Democratic National Committee — not a businessman. And until a grand jury last month completed its investigation of allegations that Brown received improper payments from a Vietnamese businessman — finding that the allegations had no merit — there were concerns about how long Brown would be secretary.

But now Brown is firmly in the saddle. And the Clinton administration is treating Commerce differently from past administrations. Brown has influence. The department's budget for high-tech research has been boosted sharply, in part because Brown and Vice President Gore share the belief that high-tech industries generate good-paying jobs.

The White House also is plugging top Commerce officials into key roles. For example, Jeffrey Garten, undersecretary of

Commerce for International Trade, is a major player in trade negotiations with Japan. And Brown is on the president's National Economic Council, which coordinates economic policy.

But not all business experts agree that Brown has re-energized Commerce or that the direction he's taking is the right one.

"If anything, I was expecting Commerce in a Democratic administration to be more active than it has been," says J. Antonio Villamil, chief economist at Commerce in the Bush administration and now head of Washington Group consultants in Miami. "Other than export promotion, I think they've been quiet."

"Commerce is continuing a drift of the past couple administrations toward a misguided industrial policy," says William Niskanen, chairman of the CATO Institute and an economic aide in the Reagan administration. "In general, I think it is unbecoming for the president and the administration to become involved in selling U.S. goods and services. This is the wrong lesson for the Russians. They should deal with our businesses, not our government."

Brown is undeterred by such arguments. The critics are the ones who are misguided, he says. And he'll keep doing what he's doing.

"You don't hear business people saying 'Oh, I'm sorry the administration is being our advocate,'" he says. "They're saying 'It's about time we had an administration that's trying to compete' " with the governments of France, Germany and other nations that lobby for business abroad.

"The ideological debate about the role of government is over," Brown says. "This administration knows it's the private sector that creates jobs. But we also know the government has to be pro-business. And we're trying."

Commerce Department Changes Tune, Trumpets Investing in 'Top 10' Nations

WORLD ECONOMY

By ROBERT KEATLEY

Staff Reporter of THE WALL STREET JOURNAL

WASHINGTON—Ask for a sketch of the global economy and it's likely to be dominated by three big blobs for Japan, Western Europe and North America.

Well, it's time to go back to the drawing board, insists Jeffrey Garten, a sometime academic, merchant banker and economic polemicist who is now U.S. undersecretary of commerce for international trade. He says 75% of the world's total trade growth for years to come will involve 10 quite different places, all of them large developing nations trying to expand free-market systems. And because that's where the money is, U.S. foreign economic policy is being revised accordingly.

Expanding U.S. exports is the goal, and "this is where the efforts of government will pay off the most," he contends.

'Right Path'

That makes sense to many American executives, who'd like more official help when competing in a complex, fast-changing world. They want President Clinton to fight for them just as foreign leaders battle for their own commercial interests.

So far, so good. "We're all encouraged that we're going down the right path together," says Daniel Meyer, chairman of Cincinnati Milacron Inc., a leading machine-tool maker.

The path leads mainly to Mr. Garten's 10 large emerging markets: Argentina, Brazil, Mexico, Poland, South Africa, India, Turkey, South Korea and Indonesia plus the economic zone of China, Hong Kong and Taiwan. Most have great geographical size and populations, free-market reforms and high growth rates. By the year 2010, they'll double their share of global output. And their merchandise imports by then will be \$1 trillion higher than in 1990 (plus services). That's triple the combined increase expected for Japan, Europe, North America and the world's 120 other developing nations.

Thus Mr. Garten, who wrote a book describing economic combat between the U.S., Japan and Germany, now says "the vision I once had of a tri-polar global economy begins to fade."

Subject to Change

This top 10 isn't rigid. Thailand could be added soon and Vietnam later, while political unrest might cause others, such as South Africa, to drop off. Russia re-

mains a special case, deserving great attention for reasons other than pure economics. But the main point holds: There's a short list of big developing nations that offer a disproportionate share of economic opportunity, and that's where the U.S. government wants business to try harder.

It plans to help in several ways.

For one thing, it will offer more financing support, because sales terms can be decisive. Washington will channel Export-Import Bank loans, tied aid (which economists hate but businessmen love) and political-risk insurance into these 10 areas — although it's not likely to match amounts offered by, say, Japan.

A new advocacy center within the Commerce Department will track the 50 to 100 largest overseas projects viewed as interesting to U.S. companies, and there will be a vigorous lobbying effort. "For too many years we have seen President Mitterrand and Chancellor Kohl and Prime Minister Major get on aircraft to fly to the distant corners of the world to promote [their] business and industry," complains Commerce Secretary Ron Brown. U.S. leaders haven't been as aggressive, but "that has changed," he vows. Such flag-waving can be an enormous help, says the export director of one large U.S. company.

Export Assistance Centers

The administration also is gathering better market data, especially for new export assistance centers in Miami, Baltimore, Chicago and Los Angeles (others will open soon). These are supposed to help smaller companies; only 50 manufacturers now provide half of U.S. exports. The data also will go into specific marketing plans for these 10 because U.S. market share in some of them, such as Indonesia, is slipping.

Washington also will relax more export controls, as it did recently for computers. It wants U.S. companies free to export almost anything readily available on commercial terms. Now they can't. For example, the U.S. blocks truck sales to Iran, diverting up to \$1 billion of annual sales to such rivals as Volvo and Mitsubishi. There are also hints that human-rights sanctions may become less stringent, although Mr. Garten warns that no U.S. administration can ever be totally "mercantilist" about them.

The overall goal is a more coherent, longer-term export strategy than has been the U.S. habit. Washington assumes it can't assist much in the mature European economy and Japan won't be a great bonanza even if trade barriers fall. But it sees enormous opportunities elsewhere — plus ways to help exploit them.

The Moscow Times



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16 PAGES

For Dealmaking, U.S. Sends Top Man President, Spy Chief Discuss 'Coups' Plot

By Michael Hetzer

THE MOSCOW TIMES

It is an odd role for a member of the U.S. Cabinet: Ace-in-the-hole for 28 American businesses in Russia that say they are hurt by recent tax hikes, decentralization of power and changes in national economic policy.

In an interview Tuesday, Commerce Secretary Ron Brown acknowledged that his role during his five-day Russian visit as the key negotiator for specific American business projects was "unusual."

He said he was not against "rewrit-

ing" his "job description when needed" to adapt to the situation in Russia where many business projects still require high-level government approval, despite the country's move toward a free-market economy.

Brown, the tough-talking former chairman of the Democratic Party who has close ties to President Bill Clinton, said he is attempting to use his influence to untangle a myriad of U.S. business deals in Russia worth an estimated \$45 billion.

The success or failure of his down-to-business visit, which began Monday

and includes a meeting Wednesday with President Boris Yeltsin, will largely be measured by how many agreements Brown can help American businesses close before he leaves Friday.

Brown himself acknowledged that such deal-counting is the way many people will score his visit.

"Some agreements we expect to have signed," he said, adding that he anticipated "movement on some of the specific projects."

Visiting American business people said they will be monitoring progress on three key projects:

•Sakhalin-2. Will the \$10 billion oil deal to develop the Sakhalin shelf get an exemption from the potentially crippling \$5 per barrel export tax? The consortium includes two U.S. companies, Marathon Oil and McDermott International, Inc. Brown said he would seek exemptions for oil developers whose investments preceded the tax.

•U.S. West. Will the American telecommunications company, whose president is traveling with Brown, announce new investment for the Russian Telecommunications Development
See DEALS, Page 2

President, Spy Chief Discuss 'Coups' Plot

By Thomas de Waal

THE MOSCOW TIMES

Boris Yeltsin met with Russia's security chief Tuesday to discuss the document that described a "palace coup" plot against the president and sent tremors through Moscow while he vacationed by the Black Sea.

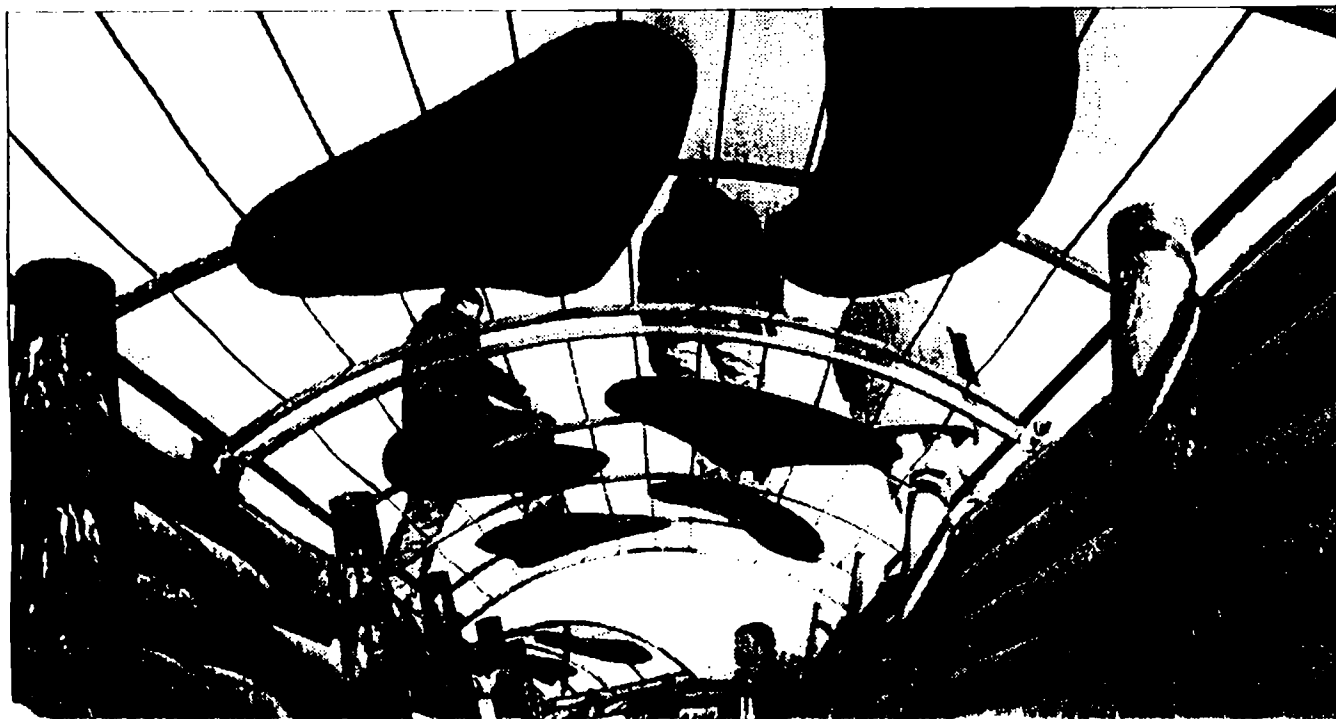
The Kremlin, meanwhile, stepped up an apparent campaign to provide the press with positive reports about Yeltsin's health and fitness to govern until the next presidential election in 1996, with one newspaper receiving a rare interview with the president's wife, Naina.

Yeltsin's press service put out a statement saying that Yeltsin and Sergei Stepashin, head of the Federal Counterintelligence Service, had discussed security in general and an investigation into the plot document in particular.

On Friday, Stepashin said his agency had uncovered four authors of the document, called "Version No. 1," but refused to name them. The document has been denounced almost universally as a forgery, but it set out a convincing enough scenario to frighten many Russian democrats.

Izvestia reported Tuesday that the Public Prosecutor's Office had opened criminal proceedings for libel against the unknown persons who sent the document to the weekly newspaper Obshchaya Gazeta, which published it on March 18.

The document's publication coincided with a wave of rumors that



DEALS

Continued from page 1

Corporation? U.S. West contributed its share in four joint telecommunications ventures to gain a role in a multinational consortium to upgrade Russia's dilapidated communications network. By some estimates, it could cost \$80 billion to \$120 billion to bring the system up to Western standards.

•Bristol-Meyers Squibb Company. Will the drug maker be able to capitalize on Russia's recent decision to automatically accept all drugs approved by the U.S. Food and Drug Administration? The regulation which has come under question in Russia could be a boon to Bristol-Meyers which operates a plant outside Moscow that makes its popular products Capoten and Corgard.

Two agreements have already been announced in conjunction with Brown's visit: a defense conversion project to create a drug distribution network and a plan to open seven U.S. business centers in the former Soviet Union this year.

Brown said he was "confident" that talks were "moving in the right direction" for gaining tax exemptions for U.S. oil deals following his meeting Tuesday with Finance Minister Alexander Shokhin.

Shokhin specifically mentioned the cloudy tax picture surrounding the Sakhalin project and went on to criticize the current system "in which every major project has to be piloted through the parliament, compelling it to devise a dedicated legal network for every particular project."

On Tuesday, Brown met Prime Minister Viktor Chernomyrdin with whom he vowed to push for exemptions on oil



Ron Brown, United States commerce secretary, expressing confidence Tuesday after a meeting with Finance Minister Shokhin.

export taxes.

Previously, Chernomyrdin was the deputy prime minister for the gas and oil industry and has career-long contacts in the industry.

In the interview, Brown said the Russian economy was experiencing a "bumpy period" on a route that was "generally moving in the right direction."

"Clearly there is frustration on the part of private investors," he said, sin-

gling out as Public Enemy No. 1 a string of new taxes and hikes in existing taxes. "Business people like predictability. When you change their assumptions, some would say 'arbitrarily,' the rationale changes."

Brown estimated that U.S. firms had investments totaling only about \$1 billion in Russia. By comparison, American companies have invested about \$3 billion in Hungary, he said.

"I think that \$1 billion could easily

grow to \$50 billion," he said.

On Monday, Brown announced that the Department of Commerce was expected to give \$2 million for the training of an additional 250-300 interns in its Special American Business Internships Training program.

The program brings mid- and senior-level managers to the United States where they train with local companies. The funding would bring the interns to about 750 per year, according to Brown.

minate the cultural value of it," Leich said, noting that the discovery of an extensive private Russian collection is "a major event culturally and historically. Because of the vicissitudes of history, there aren't many of them around."

Ilyin's collection, which local museum director Pavel Bosiy valued at

Ilyin loved the baroque and rococo styles of pre-revolutionary Russia. His collection included magnificent books such as "The Byzantine Enamels" and "The Great Princes and Tsars Hunting in Russia," coffee-table-size editions printed at 200 or so copies with illustrations.

Some of Ilyin's books have library stamps in them, catalogers said. And how are they to explain Ilyin's possession of the very Bible that the Empress Yelizaveta bestowed upon their city back when it was called Yelizavetgrad.

During World War II, Ilyin may or may not have taken advantage of his country's chaos. What he definitely exploited was the communist ideal of equality that left everyone equally poor.

"Back when pensions were 12 rubles a month" — then about \$20 — "an old lady would let you take an icon with sil-

What Ilyin definitely exploited was the communist ideal of equality that left everyone equally poor.

Ex-KGB Chief Goes on Trial

THE ASSOCIATED PRESS

TALLINN, Estonia — A former KGB chief in Latvia is awaiting trial on charges he sent thousands of his countrymen to their deportation and death more than 50 years ago.

Alfons Noviks, 86, is charged with "crimes against humanity" for his alleged part in deporting 14,000 Latvians to Siberia on June 14, 1941.

Investigators in the former Soviet republic say Noviks — dubbed "The Great Slaughterer" — also personally ordered the execution and torture of hundreds of political prisoners, after the Soviet Union annexed Latvia.

Noviks spent more than a decade in the leadership of the Soviet secret police.

He began his career as a regular KGB officer in 1940 and retired as a major general in the mid-1950s.

Pilots Find Wreck Of War Bomber

THE ASSOCIATED PRESS

Russian pilots have spotted the wreckage of a World War II bomber in a thick forest in the Russian Far East, Itar-Tass said Tuesday.

The pilots from the Russian company Dalacro spotted the bomber, a B-29, in taiga near the town of Ussuriisk, north of the city of Vladivostok in Russia's Primorsky region, the news agency said quoting the company's director-general, Vladimir Safronov.

How the plane came to be there was unclear, although the agency said old-timers in the area remember tales of an American bomber that had been hit during a mission over Japan and went down near Ussuriisk as it tried to make its way to the safety of a Soviet airfield.

CORRECTIONS

An article Tuesday headlined "City Plans Homes on Poisoned Site" should have said that the site's soil contained

COLLECTOR

Continued from page 1

"First the fear, then the surprise of finding silver wrapped in rags."

The treasures of the Ilyin household created a sensation. The local press, quoting an overly enthusiastic official, claimed that the books and other valuables were worth \$40 billion, more than the Ukrainian state budget for the last several years.

Their actual value is uncertain. Rare Russian book collections sold for mil-

ADVOCACY CASES IN WHICH DOC HAS BEEN SUCCESSFULLY INVOLVED, POST JAN. 20, 1993.

	COUNTRY	COMPANY	PROJECT	\$ TOTAL VALUE OF PROJECT	\$ Amount of Project	\$ Amount of US Export Content
1	Bangladesh	Jetways	Airport Equipment	2 Million	2,000,000	2,000,000
2	Bangladesh	McDonnell Douglas	Biman Airlines Contract	12 Million	12,000,000	12,000,000
3	China	AT&T	Telecom switch supplier	25-40 Million for 6-8 years	231,000,000	40,000,000
4	China	Mission Energy	Ningbo Power	2.5 Billion	2,500,000,000	250,000,000
5	China	Foster Wheeler	Power Plant	180 Million	180,000,000	180,000,000
6	China	Parsons Deleuw (consortia)	Guangzhou Metro	500,000 Thousand	500,000	500,000
7	Czech	Westinghouse	Nuclear Power	334 Million	334,000,000	334,000,000
8	Greece	Litton Applied Technologies	Upgrade for Air Force F-16's	150 Million	150,000,000	80,000,000
9	India	AT&T	Telecom Equipment	10-20 Million for 6-8 years	105,000,000	60,000,000
10	India	Raytheon	Air Traffic Control Equipment	100 Million	100,000,000	100,000,000
11	India	Westinghouse	Air Traffic Control Equipment	25 Million	25,000,000	25,000,000
12	Indonesia	Mission Energy	Paiton Private Power	2 Billion	2,000,000,000	840,000,000
13	Kuwait	Motorola	Cellular Telephone License	50 Million + 50 Million	100,000,000	100,000,000
14	Malaysia	McDonnell Douglas	Fighter Project	643 Million	643,000,000	575,000,000
15	Poland	Arnica	Telecom switches	Value of downstream sales	0	0
16	Saudi Arabia	McDonnell Douglas/Boeing	Aircraft	5-6 Billion	5,500,000,000	5,000,000,000
17	Saudi Arabia	McDonnell Douglas/Boeing	Aircraft	200 Million	200,000,000	200,000,000
18	Sri Lanka	AT&T, Motorola	Telecommunication	25 Million	25,000,000	25,000,000
19	Switzerland	Hughes Aircraft	Air Traffic Control System	36 Million	36,000,000	36,000,000
20	Taiwan	CH2MHILL	Coastline Dev. Study	1.1 Million	1,100,000	1,100,000
21	United Arab Emirates	Bechtel	Bab Gas Separation	1.35 Billion	1,350,000,000	1,250,000,000
22	United Kingdom	McDonnell Douglas	Launch Vehicle	450 Million/won 50 Million of Proj	450,000,000	50,000,000
					Total Aggregate Value of Projects Won	Total US Export Content
					13,944,600,000	9,160,600,000

ADVOCACY CASES IN WHICH DOC HAS BEEN SUCCESSFULLY INVOLVED, POST JAN. 20, 1993.

ADVOCACY TAKEN	OUTCOME	IMPACT ON U.S. JOBS	# of Jobs
Embassy Intervention	Jetways won contract	Estimated 38 Jobs	38
Several visits by Ambassador	McDonnell Douglas won	Estimated 220 Jobs	220
Letter from Secretary Brown	Signed memo of understanding	Estimated 800 Jobs	800
U/S Garten's visit & Embassy Support	Signed partnership agreement	Estimated at 5,000	5,000
Secretary & Ambassador Visit	Foster Wheeler won	Estimated 2,700 Jobs	2,700
Letter Secretary Brown, Amb. & FCS visits	Won, one consultancy contract	Estimated 12 Jobs	12
Letter from STATE, FCS visits	Westinghouse won	Estimated at 6,828	6,828
Former Sec. Franklin & Sec. Brown sent letters	Litton Applied won competition	Instead of laying off 200, hired 30-40	235
Letter from Under Sec. for International Trade	Approved as a supplier in India	Estimated 400 Jobs	400
Intervention by Secretary Brown/Ambassador	Raytheon Won	Estimated 2,000 Jobs	2,000
Several USG Agencies supported bid	Westinghouse won	Estimated 557 Jobs	557
Several USG Agencies supported project	Mission Energy consortia selected	Retained or hired 14,580 Employees	14,580
U.S. Amb. met with chairman of selection Com	Contract signed Dec. 1, 1993	Based on both contracts, 2,000 Jobs	2,000
Secretary letter & visit with Defense Minister	McDonnell Douglas Won	Estimated 11,100 Jobs	11,100
Letter from Secretary Brown	Equipment had been approved	Unable to assess/future sales unknown	0
Secretary letter & Visit with Defense Minister	Boeing/McDonnell Douglas Won	Estimated 100,000 Jobs	100,000
Secretarial Visit	McDonnell Douglas won	Retain employees	3,775
DOC, STATE & Embassy all played crucial role	AT&T & Motorola win parts of contract	Retained or hired 500 Employees	500
Letter sent from Secretary Brown	Hughes won contract	Estimated at 725 Jobs	725
American Institute Taiwan & DOC assistance	CH2MHILL won Study	Estimated at 20 Jobs	20
Ambassador visit	Bechtel's consortium selected	Estimated at 25,000 retained or hired	25,000
Secretary letter's	McDonnell Douglas won	Estimated 1,100 Jobs	1,100
			Total aggregate # of jobs created 177,590

ADVOCACY CASES IN WHICH DOC HAS BEEN SUCCESSFULLY INVOLVED, FISCAL YEAR, 1994

	COUNTRY	COMPANY	PROJECT	\$ TOTAL VALUE OF PROJECT	\$ Amount of Project	\$ Amount of US Export Content
1	China	Mission Energy	Ningbo Power	2.5 Billion	2,500,000,000	250,000,000
2	Czech	Westinghouse	Nuclear Power	334 Million	334,000,000	334,000,000
3	Indonesia	Mission Energy	Paiton Private Power	2 Billion	2,000,000,000	840,000,000
4	Saudi Arabia	McDonnell Douglas/Boeing	Aircraft	5-6 Billion	5,500,000,000	5,000,000,000
5	Sri Lanka	AT&T, Motorola	Telecommunication	25 Million	25,000,000	25,000,000
6	Taiwan	CH2MHILL	Coastline Dev. Study	1.1 Million	1,100,000	1,100,000
7	United Kingdom	McDonnell Douglas	Launch Vehicle	450 Million/won 50 Million of Proj	450,000,000	50,000,000
					Total Aggregate Value of Projects Won	Total US Export Content
					10,810,100,000	6,500,100,000

ADVOCACY CASES IN WHICH DOC HAS BEEN SUCCESSFULLY INVOLVED, FISCAL YEAR, 1994.

ADVOCACY TAKEN	OUTCOME	IMPACT ON U.S. JOBS	# of Jobs
U/S Gaten's visit & Embassy Support	Signed partnership agreement	Estimated at 5,000	5,000
Letters from STATE, AMB & FCS visits	Westinghouse won	Estimated at 6,828	6,828
Several USG Agencies supported project	Mission Energy consortia selected	Retained or hired 14,580 Employees	14,580
Secretary letter & Visit with Defense Minister	Boeing/McDonnell Douglas Won	Estimated 100,000 Jobs	100,000
DOC, STATE & Embassy all played crucial role	AT&T & Motorola win parts of contract	Retained or hired 500 Employees	500
American Institute Taiwan & DOC Assistance	CH2MHILL won study	Retained or hired 20 Employees	20
Secretary letter's	McDonnell Douglas won	Estimated 1,100 Jobs	1,100
			Total aggregate
			# of jobs created
			128,028

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- Operating Companies
Schmucker Missions / *not included in*
Commercial News USA with 125,000+
Export Councils / *Ten agents*

- o Bureau of Economic Analysis produces and Disseminates Key National Economic Information
- o U.S. Census Bureau Collects and Disseminates National Economic, Demographic and Social Data

- o On-Going Consultation with High Tech Companies
- o Administers the Malcolm Baldrige Award on Quality

- o Outreach to Industries Concerned about Intellectual Property Issues
 - Entertainment Industry
 - Publishing
 - Computer Software

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- History

BUSINESS OUTREACH ACTIVITIES AND ADVOCACY
U.S. Department of Commerce
Office of Business Liaison
April 1994

3,000
pages

II. CLOSE WORKING RELATIONSHIPS (Secretarial Level)

A. Over 155 Senior Level Private Sector Meetings (through March 1994)

B. Conferences

- o Future of the American Workplace
- o 1993 Technology Summit
- o U.S. Mexico Infrastructure Conference
- o Central Asia Business Conference

C. CEO Policy/Sector Initiatives

155 CEO personally met with

- o Auto/Auto Parts Industry
- o Aerospace Industry
- o National Information Infrastructure Advisory Committee (NII)
- o U.S. Travel and Tourism Advisory Committee
- o China Briefing
- o Latin America Briefing
- o TPCC Briefing

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D. Trade Missions

- o Mexico - 37 CEOs Participated (predominantly minority)
- o Mideast
- o South Africa - 25 Corporate Executives Participated
- o Russia and the NIS - 28 CEOs Participated
- o Latin America - (to be determined)
- o China - (to be determined)
- o India - (to be determined)

III. SPECIFIC SERVICES WITH DIRECT BENEFITS

A. Services

- o Office of Business Liaison (OBL) Business Assistance Program
 - 4,800 calls/letters in 1993
- o Trade Information Center (1-800-USA Trade)
 - 79,000 calls within past 15 months

BUSINESS OUTREACH ACTIVITIES AND ADVOCACY
U.S. Department of Commerce
Office of Business Liaison
April 1994

- o Country Regional Export Services
 - U.S. and Foreign Commercial Service (US &FCS) Field Offices
 - Export Mexico
 - Association of Southeast Asian Nations (ASEAN)
 - Business Information Services for the Newly Independent States (BISNIS)
- o Export Counseling Services (BXA)
 - 200,000 calls in 1993
- o National Technology Information Services (NTIS)
 - fields 3,000 calls daily requesting federal government information
- o Minority Business Centers/Megacenter Chicago
 - 543 assisted to date
 - Center in Los Angeles Opening in April

B. Grants/Awards

- o Advanced Technology Program
 - over 90 manufacturing companies have received \$250 million since inception
- o Manufacturing Extension Program
 - 7,500 small and medium business get technical services

C. New Business/Deregulation

- o 22 Foreign Government Procurements totaling \$9 billion in Sales for U.S. Companies: (Partial List)
 - McDonnell Douglas/Boeing - \$5.5 Billion
 - Bechtel - \$1.35 Billion
 - McDonnell Douglas - \$450 Million
 - Foster Wheeler - \$180 Million
 - Litton Applied Technologies - \$150 Million
 - Motorola - \$100 Million
 - Hughes Aircraft - \$36 Million
 - AT&T - \$30 Million
 - AT&T/Motorola - \$25 Million
- o Lifted Export Controls on Potential Annual Sales of \$35 to \$40 Billion in Key Industry Sectors
 - Telecommunications
 - Computers
 - Electronics