FOIA Number: 2017-0364-F

FOIA MARKER

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Trade Promotion Coordinating Committee (TPCC) [3]

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DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
001. bio	re: Leon Panetta - Director, Office of Management and Budget; [Personally Identifiable Information] [Partial] (1 page)	00/00/0000	b(6)
002. bio	re: Robert B. Reich; [Personally Identifiable Information] [Partial] (1 page)	00/00/0000	b(6)
003. bio	re: Secretary Hazel R. O'Leary - U.S. Department of Energy; [Personally Identifiable Information] [Partial] (1 page)	00/00/0000	b(6)
004. bio	re: Mike Espy - U.S. Secretary of Agriculture; [Personally Identifiable Information] [Partial] (1 page)	03/11/1993	b(6)
005. bio	re: Frederico F. Pena - United States Secretary of Transportation; [Personally Identifiable Information] [Partial] (1 page)	00/00/0000	b(6)
006. bio	re: Ambassador Michael Kantor - Office of the United States Trade Representative; [Personally Identifiable Information] [Partial] (1 page)	00/00/0000	b(6)
007. bio	re: J. Joseph Grandmaison; [Personally Identifiable Information] [Partial] (1 page)	00/00/0000	b(6)
008. bio	re: J. Brian Atwood - Administrator, U.S. Agency for International Development; [Personally Identifiable Information] [Partial] (1 page)	/05/1993	b(6)

COLLECTION:

Clinton Presidential Records
Council of Economic Advisers
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FOLDER TITLE:

Trade Promotion Coordinating Committee (TPCC) [3]

2017-0264-F
jp3836

RESTRICTION CODES

Presidential Records Act - [44 U.S.C. 2204(a)]

P1 National Security Classified Information [(a)(1) of the PRA]
P2 Relating to the appointment to Federal office [(a)(2) of the PRA]
P3 Release would violate a Federal statute [(a)(3) of the PRA]
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P5 Release would disclose confidential advice between the President and his advisors, or between such advisors [a)(5) of the PRA]
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TRADE PROMOTION COORDINATING COMMITTEE

TPCC

RONALD H. BROWN
Secretary of Commerce

"American business will know that the Department of Commerce has a strong and independent leader and a forceful advocate." So stated President-elect Bill Clinton on December 12, 1992, in nominating Ronald H. Brown to be the 30th U.S. Secretary of Commerce.

Secretary Ronald H. Brown's appointment was confirmed by the U.S. Senate on January 21, 1993 and he took office the following day.

A lawyer, negotiator, a pragmatic bridge builder, and the highly successful immediate past chairman of the Democratic National Committee, Secretary Brown brings wide experience to this newest challenge of building a strong private sector/public sector partnership. "The Department of Commerce's central mission must be to promote long-term economic growth," he has stated. "That includes rebuilding our industrial base and working with small business owners and minority entrepreneurs to create and expand employment opportunities."

Secretary Brown serves on the President's National Economic Council, the Domestic Policy Council and the Task Force on National Health Care Reform. He also is **chairman of the Trade Promotion Coordinating Committee**, the Co-Chair of the U.S.-Russia Business Development Committee and the U.S.-Israel Science and Technology Commission, and leads President Clinton's initiative on the revitalization of the California economy.

Formerly a partner in the Washington, D.C. law firm of Patton, Boggs, and Blow, Secretary Brown is a member of the New York Bar, the District of Columbia Bar and the United States Supreme Court Bar. He also served as chief counsel for the Senate Judiciary Committee under the Chairmanship of Senator Edward M. Kennedy. Secretary Brown spent 12 years with the National Urban League as Deputy Executive Director, General Counsel and vice president for its Washington operations.

The first African American to hold the office of U.S. Secretary of Commerce, Secretary Brown was born in Washington, D.C. in 1941. He grew up in New York, and with the help of a scholarship attended Middlebury College in Vermont. He received his law degree from St. John's University, attending at night while working by day as a welfare caseworker for the City of New York. He served for four years in the Army in both Germany and Korea.

Secretary Brown currently serves on the Board of Trustees for Middlebury College and is chair of the Senior Advisory Committee of the Institute of Politics at the John F. Kennedy School of Government, Harvard University. He is also an elected member of the Council on Foreign Relations.

Secretary Brown lives in Washington, D.C., and is married to the former Alma Arrington, a full-time professional. Ron and Alma Brown have two children, Michael and Tracey, both lawyers.

EXPORT-IMPORT BANK OF THE UNITED STATES
WASHINGTON, D.C. 20571

TELEX 197681
FACSIMILE 566-7524

KENNETH D. BRODY

Kenneth D. Brody was sworn in as President and Chairman of the Export-Import Bank of the United States on May 10, 1993, following U.S. Senate confirmation of his nomination by President Clinton.

Mr. Brody was a member of the Goldman Sachs investment banking firm from 1971 to 1991. He was elected a general partner in the firm in 1978, and a member of its management committee in 1990. At Goldman Sachs, Mr. Brody was co-head of the merchant banking group, headed the real estate group, and founded and headed the high technology group. Along with his broad investment banking experience, Mr. Brody also advised the Government of Mexico on the privatization of its telephone system. Mr. Brody has extensive international financing experience and was a founding partner of Petrus Partners, a private investment firm.

In selecting Mr. Brody, President Clinton said, "Having someone with Ken Brody's experience and knowledge at the helm of the Export-Import Bank will help to ensure the orderly flow of trade and the promotion of American exports, a vital part of our Nation's economy."

At his confirmation hearing, Mr. Brody said: "I view our mission simply -- to make Eximbank the most efficient and effective tool it can be for creating and preserving U.S. jobs and increasing the sale of American goods and services abroad.

"It is my hope that my 20 years of experience in the financial arena will enable me to bring a new dimension to Eximbank activities and build upon the Bank's many successes."

A graduate of the University of Maryland, Mr. Brody holds an MBA from the Harvard Business School.

The Export-Import Bank of the United States is the U.S. Government agency that facilitates and aids in financing exports of U.S. goods and services.

May 1993

BIOGRAPHY

Secretary of State Warren Christopher

Warren Christopher was sworn in as the 63rd Secretary of State on January 20, 1993. Prior to his appointment, Secretary Christopher served as Chairman of the law firm, O'Melveny & Myers.

Born in Scranton, North Dakota, on October 27, 1925, Mr. Christopher received an undergraduate degree magna cum laude from the University of Southern California in February 1945. From July 1943 to September 1946, he served in the Naval Reserve, with active duty as an ensign in the Pacific Theater. He attended Stanford Law School from 1946-49, where he was President of the *Law Review* and was elected to the Order of the Coif.

From October 1949 to September 1950, Mr. Christopher served as law clerk to Justice William O. Douglas of the US Supreme Court. He practiced law with the firm of O'Melveny & Myers from October 1950 to June 1967, becoming a partner in 1958. Mr. Christopher served as Deputy Attorney General of the United States from June 1967 until January 20, 1969, after which he rejoined O'Melveny & Myers.

Mr. Christopher was sworn in on February 26, 1977, as the Deputy Secretary of State and served in that position until January 20, 1981. As Deputy Secretary he is credited with skillfully negotiating the release of 52 American hostages in Iran. He also spearheaded the normalization of relations with China, helped to win ratification of the Panama Canal treaties, and headed the first interagency group on human rights. President Carter awarded him the Medal of Freedom, the nation's highest civilian award, on January 16, 1981.

Mr. Christopher's professional activities have included service as President of the Los Angeles County Bar Association, 1974-75; Chairman of the Standing Committee on the Federal Judiciary of the American Bar Association, 1975-76; member of the Board of Governors of the State Bar of California 1975-76; and Special Counsel to California Governor Edmund G. Brown in 1959.

Mr. Christopher's civic activities have included the following: member of the Board of Trustees of Stanford University; President of the Board of Trustees of Stanford University; Chairman, Carnegie Corporation of the New York Board of Trustees; Director and Vice Chairman, Council on Foreign Relations; Director, Los Angeles World Affairs Council; Vice Chairman of the Governor's Commission on the Los Angeles riots in 1965-66; Special Consultant to Under Secretary George W. Ball on Foreign Economic Problems; President, Coordinating Council for Higher Education in the State of California; and Fellow of the American Academy of Arts and Sciences.

In 1991, Mr. Christopher served as Chairman of the Independent Commission on the Los Angeles Police Department. The Commission proposed significant reforms of the Los Angeles Police Department in the aftermath of the Rodney King incident which were approved overwhelmingly by a public referendum. In 1992, Mr. Christopher headed the vice presidential search for Governor Clinton and served as the Director of the Presidential Transition.

In addition to several honorary degrees, Mr. Christopher has received the following awards: the Jefferson Award from the American Institute for Public Service for the Greatest Public Service Performed by an Elected or Appointed Official; the UCLA Medal; the Harold Weill Medal from New York University; the Thomas Jefferson Award in Law from the University of Virginia Law School; and the Louis Stein Award from Fordham Law School.

Mr. Christopher is married to the former Marie Wyllis. He has four children—Lynn, Scott, Thomas, and Kristen. ■

TREASURY NEWS

Department of the Treasury Washington, D.C. Telephone 202-622-2960

January 26, 1993

LLOYD BENTSEN
SECRETARY OF THE TREASURY

Lloyd Bentsen became the 69th Secretary of the Treasury on January 20, 1993.

Secretary Bentsen had been a United States Senator from Texas since 1971 and Chairman of the Senate Finance Committee since 1987. He is a former Chairman of the Joint Committee on Taxation and the Joint Economic Committee and was a member of the Senate Commerce, Science and Transportation Committee. In 1988, he was the Democratic Party nominee for Vice President of the United States.

Bentsen received a law degree from the University of Texas School of Law in 1942. With World War II underway, he enlisted in the U.S. Army, rising to the rank of Major as a B-24 pilot and Squadron Commander in Europe. He was awarded the Distinguished Flying Cross and the Air Medal with three oak leaf clusters. He was promoted to Colonel in the Air Force Reserve before completing his military service.

After the war, Bentsen returned to his native Rio Grande Valley. He served the people of his home area from 1947-55, first as Hidalgo County Judge and then as Congressman. Following three successive terms in the U.S. House, he declined to seek reelection in 1954 and decided to begin a career in business.

For 16 years, Bentsen was a businessman in Houston. By 1970, he had become President of Lincoln Consolidated, a financial holding institution. Following his successful campaign for the Senate that year, he resigned all management positions and directorships.

Secretary Bentsen was born February 11, 1921, in Mission, Texas. He and his wife, B.A., the former Beryl Ann Longino of Lufkin, Texas, have three children.

-30-

LB-10

LES ASPIN
Secretary of Defense

Les Aspin was nominated by President Bill Clinton to be Secretary of Defense and was confirmed by the United States Senate on January 20, 1993.

Secretary Aspin was born on July 21, 1938, in Milwaukee, Wisconsin, where he attended public grade school and public high school. Mr. Aspin graduated summa cum laude from Yale University. He majored in history where he received "Honors with Exceptional Distinction," and was elected to Phi Beta Kappa. Mr. Aspin earned a master's degree from Oxford University for a combined major in economics, politics, and philosophy. He completed a Ph.D. in economics at the Massachusetts Institute of Technology.

Mr. Aspin began his career on the staff of former Wisconsin Senator William Proxmire and moved on to the White House as staff assistant to Walter Heller, Chairman of President Kennedy's Council of Economic Advisors. Mr. Aspin was commissioned in the Army through the ROTC in 1966. Over the next two years, he served at the Pentagon as one of Secretary of Defense Robert McNamara's "whiz kids." In 1968, Mr. Aspin returned to Milwaukee to teach economics at Marquette University.

Les Aspin was elected to the House of Representatives in 1970 and was appointed to serve on the Armed Services Committee. In 1985, he was elected committee chairman over six more senior members.

Secretary Aspin has long been involved in defense policy. His analysis on the conflict in the Persian Gulf framed the debate. As Chairman of the House Armed Services Committee, he held hearings on the possibility of resolving the situation through sanctions, diplomacy and war and published white papers on his conclusions. Mr. Aspin accurately predicted the nature of the war and believed what was at stake in the Gulf was commensurate with the risks and costs of military action. He supported the use of force, and his leadership helped forge a consensus in Congress behind that position.

Since the Persian Gulf conflict, the Soviet Union has collapsed and, with it, the basis of American defense planning for the last forty years. While still serving as Chairman of the House Armed Services Committee, Secretary Aspin undertook a bottom-up review of our military to identify the capabilities needed to meet the dangers of the new era, and after a thorough analysis, developed four alternative force structures of varying capability. This work was used to help the House leadership and the Budget Committee develop a defense budget number for fiscal year 1993 which doubled the proposed reduction. The full House endorsed this position.

A *New York Times* editorial about Mr. Aspin's tenure as a committee chairman said he had the "skills to perform the inevitable surgery on defense spending without risking the patient's survival. He turned the Armed Services Committee from a Pentagon rubber stamp into a force for constructive change. His record has proven that Secretary Aspin has the capacity to give the country invaluable service."

Laura D'Andrea Tyson is Chairman of the President's Council of Economic Advisers and a Member of the President's Cabinet. She is currently on leave from the University of California at Berkeley, where she was Professor of Economics and Business Administration, Director of the Institute of International Studies, and Research Director of the Berkeley Roundtable on the International Economy (BRIE). She received a B.A. summa cum laude from Smith College in 1969 and a Ph.D. in economics in 1974 from the Massachusetts Institute of Technology.

She has been a visiting scholar at the Institute for International Economics, and a member of the Cuomo Commission on Trade and Competitiveness, the Advisory Board of the Economic Strategy Institute, the Conference Board Economics Colloquium, the Economic Policy Institute Research Council, the Council on Foreign Relations, and the Subcommittee on a Global Economic Strategy for the United States. She was a member of the Los Angeles Times Board of Economists from 1989-1992.

Professor Tyson is the author of Who's Bashing Whom? Trade Conflict in High Technology Industries (Washington, D.C., Institute for International Economics, 1992). She has written a number of other books and articles on the economics of competitiveness. Her publications in this area include: American Industry in International Competition (co-edited with John Zysman), Cornell University Press 1983; "The Economic Black Hole" (with Lester Thurow), Foreign Policy, Summer, 1987; "Competitiveness: An Analysis of the Problem and a Perspective on Future Policy," Global Competitiveness: Getting the U.S. Back on Track (edited by Martin Starr), Norton, 1988; The Dynamics of Trade and Employment (co-edited with William Dickens and John Zysman), Ballinger, 1988; and Politics and Productivity: The Real Story of How Japan Works (co-edited with Chalmers Johnson and John Zysman), Ballinger, 1989. "Managed Trade: Making the Best of the Second Best" appeared in An American Trade Strategy: Options for the 1990's, Robert Z. Lawrence and Charles L. Schultze Editors, The Brookings Institute, 1990.

Professor Tyson has also written extensively on the economies of Eastern Europe. Her most recent publication in this area is Power, Purpose and Collective Choice: Economic Strategy in Socialist States (Co-edited with Ellen Comisso), Cornell University Press, 1986.

July 26, 1993

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LEON E. PANETTA
DIRECTOR, OFFICE OF MANAGEMENT AND BUDGET

Leon Edward Panetta was nominated by President Bill Clinton to be Director of the Office of Management and Budget on January 20, 1993. He was confirmed by the United States Senate on January 21, 1993.

From 1977 to 1993, Panetta was a United States Representative from California's 16th (now 17th) Congressional District. He served eight full terms and had begun serving his ninth when he was nominated for his present position.

From 1989 to 1993, Panetta was Chairman of the House Committee on the Budget. He also served on the committee from 1979 to 1985. He chaired the House Agriculture Committee's Subcommittee on Domestic Marketing, Consumer Relations, and Nutrition, the House Administration Committee's Subcommittee on Personnel and Police, and the Select Committee on Hunger's Task Force on Domestic Hunger. He also served as Vice Chairman of the Caucus of Vietnam-Era Veterans in Congress and as a member of the President's Commission on Foreign Language and International Studies.

Panetta authored the Hunger Prevention Act of 1988; the Fair Employment Practices Resolution, extending civil rights protections to House employees for the first time; numerous successful measures to protect the California coast from offshore oil and gas drilling; measures which created the Monterey Bay National Marine Sanctuary; legislation that established Medicare and Medicaid reimbursement of hospice care for the terminally ill; and other measures on a variety of education, health, and defense issues. He was a key participant in the 1990 Budget Summit as well as other budget summits during the 1980's.

[001] [redacted] (b)(6) and continues to make his permanent residence in Carmel Valley, California. In 1960, he received a B.A., magna cum laude, from the University of Santa Clara, and in 1963, he received his J.D. from the University of Santa Clara Law School, where he was an editor of the Law Review. Panetta served as a First Lieutenant in the U.S. Army from 1964 to 1966, and received the Army Commendation Medal.

In 1966, Panetta went to Washington, where he served as legislative assistant to U.S. Senator Thomas H. Kuchel of California, the Senate Minority Whip. In 1969, he became special assistant to the Secretary of Health, Education and Welfare and then Director of the U.S. Office for Civil Rights, where he was responsible for enforcement of school desegregation orders. In 1970, went to New York City, where he served as Executive Assistant to the Mayor. In 1971, Panetta returned to California, where he practiced law in the Monterey firm of Panetta, Thompson & Panetta until he was elected to Congress in 1976.

Panetta is the author of Bring Us Together, published in 1971, an account of his service as Director of the Office for Civil Rights. He is a recipient of the following awards: NEA Lincoln Award, 1969; A. Philip Randolph Award, 1971; Bread for the World Award, 1978, 1980, 1982; National Hospice Organization Award, 1984; Farm Bureau Federation Golden Plow Award, 1988; Food Research and Action Center Award, 1991; Coastal Zone Foundation Coastal and Ocean Management Award, 1991; American Council on the Teaching of Foreign Languages President's Award, 1991.

Panetta is married to the former Sylvia Marie Varni, who administered his district offices during his service in Congress. They have three sons: Christopher (29), Carmelo (28), and James (23).

SBA Biography

U.S. Small Business Administration

ERSKINE B. BOWLES
ADMINISTRATOR, U.S. SMALL BUSINESS ADMINISTRATION

Erskine B. Bowles, a successful businessman and former chief executive officer of his own investment banking firm, is the Administrator of the U.S. Small Business Administration (SBA). Bowles' chief goals for the agency are to make it "a leaner, more efficient and more effective organization, focused on satisfying the needs of small business, and an organization that champions the needs of small business at the highest levels of government."

As chief executive officer of the SBA, Bowles directs a comprehensive array of programs and services designed to promote and expand U.S. small businesses. He provides day-to-day leadership in development and implementation of policy, and delivery of financial and business development programs by the agency's 4,000 employees in more than 100 offices nationwide.

Bowles brings a wealth of executive experience in finance to the office of SBA's top executive. From 1975 until his nomination to head the SBA in March 1993 and his confirmation by the U.S. Senate in May 1993, Bowles was chairman and chief executive officer of Bowles Hollowell Conner & Co., a Charlotte, N.C., investment banking firm. Bowles Hollowell Conner & Co. is a 64-person firm engaged in the private placements of equity and debt issues, mergers and acquisitions, valuations, industrial revenue bond financing and off-balance sheet financing for corporate clients.

From 1973 to 1975, Bowles was vice president for corporate finance of the Interstate Securities Corporation of Charlotte, N.C. Bowles was responsible for the firm's investment banking functions. Before that, he was an associate engaged in corporate finance activities at Morgan Stanley & Co., an international investment banking firm based in New York City.

Aside from his professional experience, Bowles served in 1975-76 as an instructor in finance for graduate and undergraduate students at the University of North Carolina-Charlotte.

Bowles holds a bachelor of sciences degree in business administration from the University of North Carolina and a Master of Business Administration degree from Columbia University's Graduate School of Business.

--MORE--

Bowles has served as president of the Juvenile Diabetes Foundation, and a member of the boards of visitors of the University of North Carolina, Davidson College and Johnson C. Smith University. He has served on the boards of directors of a number of private companies, including Carolina Tractor & Equipment Co., First Union National Bank, Hynes Sales Company, Mint Hill Enterprises, Groz-Beckert USA Inc., Flynt Fabrics & Finishing Inc. and Sandlapper Fabrics. He has been a member of the boards of trustees of several secondary schools in the Charlotte area, the Science Museums of Charlotte, Mecklenberg, the Charlotte-Mecklenberg Hospital Authority, the Arts & Sciences Council of Charlotte-Mecklenberg and the Charlotte Chamber of Commerce.

Bowles, 47, and his wife, Crandall Close Bowles, have three teenaged children.

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ROBERT B. REICH

Robert B. Reich has led a distinguished career in academia and public service which has been marked by his lifelong examination of the effect of changing global economic realities on working Americans. According to **Fortune Magazine**, "no one is better than Robert Reich at describing the challenges facing America from the emerging global economy." Fortune named Reich among 25 individuals who are making the U.S. more competitive.

Reich's work on President Clinton's economic plan, "Putting People First," defined the central challenges of the American economy and proposed a comprehensive response. The response included tax incentives for capital investments targeted to new machinery and equipment and to small business, investment in the country's deteriorating physical infrastructure and a national commitment to invest in the workforce.

As a faculty member of Harvard's John F. Kennedy School of Government, Reich authored seven books and some 200 scholarly and popular articles on the American economy and the emerging global economy. His most recent book, **The Work of Nations,** examines the challenges the American labor force faces in a global economy and calls for a national strategy to upgrade America's human resources.

President Clinton nominated Reich as secretary of labor on Dec. 11, 1992. "I named my economic plan **Putting People First** to highlight my belief that our nation can only become a high-wage, high-growth economy if we make a commitment to invest in the American people," said Clinton. "With his help, I believe we can bring forth a revolution in lifetime training and education of our workforce."

[002] [redacted] (b)(6) Reich grew up in rural South Salem, N.Y. He graduated from Dartmouth College -- of which he has been a trustee -- and received a law degree from Yale. A Rhodes Scholar, he holds a degree in philosophy, politics and economics from Oxford University.

After graduating from law school, Reich clerked for the Chief Judge of the U.S. Court of Appeals for the First Circuit. During the Ford Administration, he served as assistant to Solicitor General Robert Bork. His next appointment in the Ford Administration was as assistant director of the Federal Trade Commission's Bureau of Consumer Protection, where he oversaw and evaluated the work of the bureau's regulatory efforts. From 1976 to 1980, he headed the policy planning staff of the Federal Trade Commission.

# # #

U.S. Department of Energy
Washington, DC 20585

SECRETARY HAZEL R. O'LEARY

- Selected by President Clinton to serve as the nation's seventh Secretary of Energy.
- Received confirmation by the United States Senate on January 21, 1993, and was sworn into office on January 22, 1993.
- First woman and first African American to serve in this cabinet post.
- Brings to the position an extensive energy background, both from the private and public sectors.
- Since taking office, Secretary O'Leary has taken steps to reshape the priorities of the Department of Energy (DOE). Her initiatives have included:
    - Established a new budget for fiscal year 1994, clearly outlining the goals and priorities of the Clinton Administration to emphasize energy efficiency, renewable energy, natural gas, technology transfer and environmental restoration programs, shifting away from nuclear weapons production and commercial nuclear R&D;
    - Instituted a major outreach policy for the Department, which includes allowing stakeholders the opportunity to take part in negotiations with the agency at the earliest phases of decision making;
    - Implemented a major realignment of the Department to streamline the agency hierarchy and improve its ability to cut costs and serve the public more effectively;
    - Created a Department-wide initiative to institute quality management practices within the agency to improve services to DOE customers;
    - Developed a comprehensive review program of contractor-related activities within the Department to identify ways to reduce costs and improve contractor accountability;
    - Continued the coordination with other federal officials on the Administration's global change task force and other cross-cutting issues;
    - First Secretary of Energy to support a nuclear testing moratorium.

PRIOR EXPERIENCE

Northern States Power (NSP), 1989-1993

Mrs. O'Leary was promoted to the position of president of NSP's gas utility, after having served as executive vice president of NSP. Her duties included overseeing NSP's general counsel and vice presidents for human resources, public and governmental affairs and the environment.

O'Leary Associates, 1981-1989

Mrs. O'Leary served as vice president and general counsel for the firm, which specialized in international energy, economics, independent power production and strategic planning.

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RR. Document will be reviewed upon request.

Freedom of Information Act - [5 U.S.C. 552(b)]

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Mrs. O'Leary served as a Presidential appointee in the Carter and Ford Administrations. Was responsible for the regulation of petroleum, natural gas and electric industries, as well as the federal government's conservation and environment programs.

A former partner at the firm of Coopers and Lybrand, Mrs. O'Leary also served as an assistant attorney general for the State of New Jersey, assistant prosecutor for Essex County, NJ, and general counsel for the U.S. Community Services Administration.

Her civic activities included involvement in numerous minority education and youth programs, domestic resolution dispute work, and numerous other community boards. Her board activities have included: the American Bar Association's Special Committee for Energy Law; Vice Chairman and Trustee of the Keystone Center, Keystone, Colorado; the Orange New Jersey Board of Education; the Executive Leadership Council; the William Mitchell College of Law in Minnesota; the "Committee of 200"; and a Trustee of the St. Paul Chamber Orchestra.

PERSONAL

(b)(6) [003]

Education: Bachelor of Arts, Fisk University (Cum Laude — Phi Beta Kappa)
Juris Doctorate, Rutgers University School of Law

Family: Widowed
One son - Carl Rollins, attorney
Washington, DC

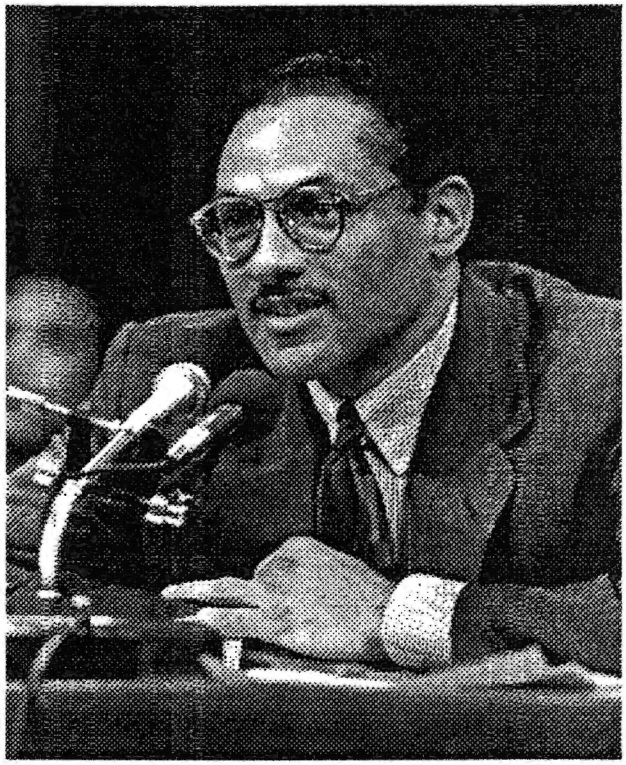
NEWS

United States Department of Agriculture
Office of Public Affairs
News Division
Room 404-A
Washington, D.C. 20250

Biography

MIKE ESPY

U.S. Secretary of Agriculture



Mike Espy was sworn in as the 25th U.S. Secretary of Agriculture on Jan. 22, 1993. Prior to being appointed to this position, Espy represented the second district of Mississippi in the U.S. House of Representatives.

Espy was first elected to the U.S. House of Representatives in 1986, where he served on the Agriculture and Budget Committees. He was chairman of the Domestic Hunger Task Force of the Select Committee on Hunger, the Lower Mississippi Delta Caucus, and the Natural Resources, Community and Economic Development Task Force of the House Budget Committee. He also was Majority Whip at large.

As Vice-Chair of the Democratic Leadership Council. Espy has been on the front lines of the national movement to dramatically reinvent government. He has been a leading spokesperson for the need to reunite the interests of the middle class with those struggling to enter the middle class. He has also been one of the country's strongest voices on behalf of the unique concerns of rural America.

Espy put his reinventing government ideas into action for the six years he served on the House Agriculture Committee. He made numerous proposals to reform agriculture, including measures to cut red-tape in the USDA National Appeals Division, to promote the use of food stamps at farmers' markets, provide outreach programs for limited resource farmers, and increase markets for pond-raised catfish.

As Chair of the Natural Resources, Community and Economic Development Task Force of the House Budget Committee in the 102nd Congress, Espy played a key role in shaping welfare reform proposals. He received national attention for his advocacy of self-empowerment legislation that would allow welfare recipients to help free themselves from dependence on the current system. Espy vigorously promoted microenterprise projects that would allow low-income individuals to start their own businesses. Espy also introduced legislation to create regional community development banks in the Mississippi Delta region that would be a model for such banks being developed nationally by the Clinton Administration.

-more-

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DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
004. bio	re: Mike Espy - U.S. Secretary of Agriculture; [Personally Identifiable Information] [Partial] (1 page)	03/11/1993	b(6)

COLLECTION:

Clinton Presidential Records
Council of Economic Advisers
Laura D'Andrea Tyson
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FOLDER TITLE:

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2017-0264-F
jp3836

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Before his election to Congress, Espy served as Mississippi assistant state attorney general for consumer protection (1984-85), assistant secretary of the public lands division (1980-1984), and managing attorney for Central Mississippi Legal Services (1978-80).

[004] (b)(6) He received a bachelor's degree from Howard University in Washington, DC in 1975 and a law degree from Santa Clara Law School, Santa Clara, California, in 1978.

As secretary of agriculture, Mike Espy presides over one of the largest and most diverse agencies in the federal government. He administers broad programs to maintain America's safe, abundant, and reasonably priced supply of food and fiber while protecting and preserving the nation's soil and water resources. In addition to managing traditional farm programs, the U.S. Department of Agriculture's mission includes domestic food assistance, research and education, agricultural marketing, meat and poultry inspection, forestry, rural development, and many other areas vital to the lives of all Americans.

#

March 11, 1993

U.S. Department of Transportation

News:

Office of the Assistant Secretary for Public Affairs
Washington, D.C. 20590

FEDERICO F. PEÑA
UNITED STATES
SECRETARY OF TRANSPORTATION

Federico F. Peña was nominated by President-elect Clinton on December 24, 1992, to head the United States Department of Transportation. He was confirmed by the Senate and sworn in as the 12th Secretary of Transportation on January 21, 1993.

Secretary Peña has spent the past twelve years dealing with transportation issues on a regular basis. He is a groundbreaking political leader who combines the vision and ideology of a one-time civil rights attorney with the everyday skills of a city administrator while always directing his career towards concrete accomplishments.

As mayor of Denver, one of his most visible accomplishments was gaining approval for construction of one of the largest airports in the world. The new Denver International Airport will serve both as a regional transportation center and as a driving force in a growing Denver-area economy.

Secretary Peña is a pragmatic visionary who combines tremendous administrative talents with an ability to foresee future demands. During his tenure as mayor, Denver experienced a general reversal of its declining economic fortunes as he focused on long-term development in the area. In addition to the airport, Peña oversaw construction of a downtown Convention Center -- on schedule, on budget -- and the issue of over $330 million in infrastructure bonds for bridges, buildings, roads and libraries. The common thread of these projects is not just that they created high-skill, high-wage jobs while under construction, but that they will continue to provide tens of thousands of permanent jobs in the future.

As political leader of a growing urban area, Peña worked across jurisdictions to develop a multimodal transportation plan for the Denver metropolitan area that would combine highways, traditional mass transit and innovations like light rail. His future-oriented approach to the national transportation system can fundamentally improve our quality of life, national economy and global competitiveness.

- more -

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DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
005. bio	re: Frederico F. Pena - United States Secretary of Transportation; [Personally Identifiable Information] [Partial] (1 page)	00/00/0000	b(6)

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Prior to becoming the first Hispanic elected to lead Colorado's largest city, Secretary Peña served in that state's legislature for four years. In his second term, Peña's peers marked his political and administrative skills by elevating him to the position of Minority Leader of the Colorado House. As Minority Leader, he was involved with transportation and planning decisions statewide and the transportation needs of a largely rural state.

[005] (b)(6) the third of six children of a cotton broker. He graduated from the University of Texas at Austin in 1968 and earned his law degree there in 1972. He is married to attorney and world-class marathoner Ellen Hart. They have two children.

# # # # #

OFFICE OF
THE ADMINISTRATOR

Biography of Carol M. Browner

Carol Browner became the head of the U.S. Environmental Protection Agency in January, 1993. Her mission is to promote public health by protecting the nation's air, water, and soil.

In naming Browner, President Clinton cited her strong administrative background and her record in building innovative partnerships to protect our environment while also promoting economic growth.

As head of EPA, Browner is charged with protecting the nation's air and water from harmful pollution, overseeing garbage and hazardous waste disposal, cleaning up hazardous sites under the Superfund law, and establishing guidelines for pesticide use and food safety.

Browner has declared pollution prevention her priority and has vowed to speed EPA decision-making on air, water, and land issues. She hopes to inspire Americans to participate with pride in protecting our environment.

In six short months, the agency announced a policy to protect children from harmful pesticide residues on food, tightened control over hazardous waste incinerators, improved how the Superfund law is administered to clean up toxic sites, took enforcement action against dozens of polluters, expanded the Toxic Release Inventory requiring industry to inform the public of toxic emissions, and played a leading role in President Clinton's requirement that all federal agencies cut down on pollution.

From 1991 to 1993, Browner was Secretary of the Department of Environmental Regulation for the State of Florida, the nation's third-largest environmental agency. In that post, she won praise for dealing effectively with complex issues involving wetland protection, hazardous waste disposal, and Everglades cleanup.

In a widely lauded agreement, Browner in her Florida post allowed Walt Disney World to develop its property, in return for spending about $40 million to turn 8,500 acres of endangered wetlands into a wildlife refuge. Browner also helped to ban oil and gas drilling off the Florida Keys and played a key role in improving water quality in the Florida Everglades. When Hurricane Andrew hit Florida, she was commended for helping communities and businesses to get back on their feet while minimizing pollution hazards.

Under Browner's leadership, a coalition of Florida business leaders worked out a fee structure for major sources of air pollution in advance of the federal deadline, giving the state a headstart in improving air quality. Browner also cut red tape in the state regulatory process and assisted small businesses in complying with the Clean Air Act.

From 1986 to 1988, Browner worked for Sen. Lawton Chiles, now Governor of Florida, helping to negotiate a complex land swap that expanded Big Cypress National Preserve. She then served as Legislative Director for Sen. Al Gore, Jr., helping to draft amendments to the Clean Air Act. She knows environmental regulation both from the Washington perspective and from the state viewpoint.

Browner grew up in south Florida, where the Everglades were a bike ride away. Her parents, college professors at Miami-Dade Community College, gave her her first lessons in politics and appreciation for the natural wonders around her.

Browner graduated from the University of Florida in 1977 and then earned a degree from its law school. She began working on environmental issues as General Counsel for the Florida House of Reprsentatives Government Operations Committee in 1980. She then worked for Citizen Action, a grassroots consumer group, in Washington, D.C., where she met her husband, Michael Podhorzer. They have a son, Zachary, 5, and live in Maryland.

"I want my son to be able to grow up and enjoy the natural wonders of the United States in the same way that I have," Browner said at her swearing-in ceremony on January. "I believe that we will now be able to make the investment in our economy that we so desperately need, yet preserve the air, land, and water."

August 1993

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DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
006. bio	re: Ambassador Michael Kantor - Office of the United States Trade Representative; [Personally Identifiable Information] [Partial] (1 page)	00/00/0000	b(6)

COLLECTION:

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OFFICE OF THE UNITED STATES
TRADE REPRESENTATIVE
EXECUTIVE OFFICE OF THE PRESIDENT
WASHINGTON
20506

AMBASSADOR MICHAEL KANTOR

Ambassador Michael Kantor was sworn in as United States Trade Representative (USTR) on January 22, 1993. As the United States Trade Representative, Ambassador Kantor is the President's chief advisor on international trade policy. He will represent the United States as chief trade negotiator and in the major international trade organizations. He has responsibility for development and implementation of international trade policy within the United States Government.

A partner in the law firm Manatt, Phelps & Phillips from 1975 until his appointment by President Clinton, Ambassador Kantor served as National Chair for the Clinton/Gore '92 Campaign and as a member of the Transition Board of Directors.

Ambassador Kantor has had a long history of public service, recently serving on the Christopher Commission which was formed in the aftermath of the Rodney King beating in Los Angeles. During the Carter Administration, he was on the board of the Legal Services Corporation. He has been a Board Member of the Center for Law in the Public Interest, the Center for the Study of Democratic Institutions, California Commission on Campaign Financing, and the Mexican American Legal Defense and Education Fund. He was the founder of the Los Angeles Conservation Corps. Kantor has also served as consultant to the American Bar Association Special Committee on Crime Prevention and Control, the White House Conference on Children and the National Legal Aid and Defender Association.

[006] (b)(6) Ambassador Kantor received a bachelor's degree from Vanderbilt University in 1961. After four years of service in the U.S. Navy, he went on to study law at the Georgetown University Law Center, and received his degree in 1968.

Ambassador Kantor is married to Heidi Schulman and has three children, Leslie, Douglas, and Alix.

OVERSEAS PRIVATE INVESTMENT CORPORATION
WASHINGTON, D.C. 20527, U.S.A.

OFFICE OF THE
PRESIDENT

BIOGRAPHY OF RUTH HARKIN

Ruth Harkin has been chosen by President Clinton to be the sixth President of the Overseas Private Investment Corporation.

Mrs. Harkin brings with her 20 years of public and private service. After graduating from Catholic University Law School in 1972, Mrs. Harkin was one of the first women elected county attorney of any of Iowa's 99 counties and was the first Democrat elected to that post in Story County. As the county's chief law enforcement officer, she was the primary prosecutor of all criminal cases, including murder, rape and other serious felonies. Mrs. Harkin also served as the county's corporate attorney, representing its various boards. She was re-elected in 1974. In recognition of her work, Mrs. Harkin was appointed in 1977 as special prosecutor for a first degree murder trial in Des Moines, Iowa (Polk County).

From 1979 to 1981, Ruth Harkin served as Deputy General Counsel at the U.S. Department of Agriculture. There, she worked with programs similar to those found at OPIC -- loan guarantee programs and foreign assistance.

For the past ten years, Mrs. Harkin has served as Of Counsel to the law firm of Akin, Gump, Strauss, Hauer & Feld, working with U.S. companies in developing business plans, resolving trade problems, and assisting in business expansion.

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DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
007. bio	re: J. Joseph Grandmaison; [Personally Identifiable Information] [Partial] (1 page)	00/00/0000	b(6)

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1627 OCEAN BOULEVARD
RYE, NEW HAMPSHIRE 03870

(b)(6)
Telephone: 603-431-1288

[007]

- Vice President of Weil & Howe, a management consulting and project development company specializing in energy and environmental matters with the principal office in Augusta, Maine.

- Have served as a consultant--specializing in community and government relations, politics and economic development--to both public and private sector organizations and individuals.

- From 1977 thru 1980, served as Federal Co-Chairman of The New England Regional Commission (Assistant Secretary level, U.S. Department of Commerce).

  As appointee of the President of the United States and the highest ranking Federal official in the Region, served as co-equal with the six New England Governors on the Commission, developing policies to improve the regional economy. The Commission conducted programs in the areas of transportation, energy, economic development, international trade, tourism promotion and hazardous waste management.

  Also served as Chairman of the Federal Regional Council of New England. The Council, comprised of the major Federal officials in the Region, was responsible for coordinating and streamlining the delivery of Federal programs in New England. As the President's representative to the Commission and the Council, acted to integrate state and Federal programs and policies.

EDUCATION	Harvard University, John F. Kennedy School of Government, Senior Management Program, Summer, 1980 Burdett College, Boston. School of Business Administration, 1963.
RELATED EXPERIENCE	Democratic nominee, Governor of New Hampshire, 1990 Chair, New Hampshire Democratic Party, 1987-February, 1990 Democratic nominee, U.S. House of Representatives, 2nd District of New Hampshire, 1976. Adjunct Professor, Boston University's College of Communications, 1987-June, 1990. Fellow, Harvard University, John F. Kennedy School of Government, Insitute of Politics, 1977. Host, New England Cable News' "Talk of New England" -- March, 1992 thru the present.
CIVIC ACTIVITIES	Elected Delegate to the New Hampshire Constitutional Convention, 1984 Board of Visitors, Department of Economics, Boston University, 1978 to 1982. Board of Directors, Robert F. Kennedy Action Corps, Boston (private child welfare agency, 1978 to 1988. Former member, Board of Aldermen, Nashua, New Hampshire, 1970-71. New Hampshire Army National Guard, 1963-1970.

JOSEPH DUFFEY
Director
United States Information Agency

Dr. Joseph Duffey was named by President Bill Clinton to be Director of the United States Information Agency on April 15, 1993. His appointment was confirmed by the United States Senate on May 24, 1993, and he was officially sworn in on June 3, 1993.

Dr. Duffey became the 12th President of The American University (AU) in Washington, D.C., on July 1, 1991. He also held a professorship there in sociology. Prior to joining AU, he spent nine years at the University of Massachusetts, where he served as Chancellor of the Amherst campus and then Chancellor and President of the University of Massachusetts system.

Dr. Duffey served as Assistant Secretary of State for Educational and Cultural Affairs and as Chairman of the National Endowment for the Humanities under Presidents Carter and Reagan. In 1978 and 1980 he served as a United States delegate to the General Conference of the United Nations Educational, Scientific and Cultural Organization. In 1991, Dr. Duffey was joint head of the U.S. Delegation observing national elections in Ethiopia.

Dr. Duffey holds 14 honorary degrees from American colleges and universities. In 1980 he was named Commander of the Order of the Crown by the King of Belgium. He has been a member of the Council on Foreign Relations since 1979.

A native of West Virginia and a graduate of Marshall University, Dr. Duffey received graduate degrees from Yale University, Andover Newton Theological School and the Hartford Seminary Foundation. He has taught at Hartford Seminary and Yale University, and has served as a Fellow at the Institute of Politics of Harvard University's Kennedy School of Government. He has published widely on themes relating to higher education and social and economic issues. Dr. Duffey has been Stern lecturer at Syracuse University, Lund lecturer at Northwestern University, Sparkman lecturer at the University of Alabama, and Lesser lecturer at the University of Southern California.

Dr. Duffey has served as a director of the Baybank Valley Trust Company in Springfield and as chairman of the Governor's Commission on Mature Industries in Massachusetts. He is a member of the National Business-Higher Education Forum and of the Executive Committee of the National Council on Competitiveness. He was a founder and co-chairman of the Western Massachusetts Economic Development Conference.

Dr. Duffey is married to Anne Wexler and has four sons.

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DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
008. bio	re: J. Brian Atwood - Administrator, U.S. Agency for International Development; [Personally Identifiable Information] [Partial] (1 page)	/05/1993	b(6)

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J. Brian Atwood

Administrator, U.S. Agency for International Development

J. Brian Atwood was sworn in as administrator of the U.S. Agency for International Development (USAID) on May 10, 1993.

As USAID administrator, Atwood directs a $7.7 billion program of economic and humanitarian assistance to more than 100 countries in the developing world, in Central and Eastern Europe and in the former Soviet Union.

Before joining the Clinton administration, Atwood served as president of the National Democratic Institute for International Affairs from 1985 to 1993. The organization, affiliated with the Democratic Party, promotes democracy in transitional societies around the world and achieved notable success in many countries, including Chile, Nicaragua, Namibia, Pakistan, Panama, the Philippines and the nations of Eastern Europe and the former Soviet Union.

Immediately before being nominated as USAID administrator, Atwood had been named—and was later confirmed as—under secretary of state for management.

Atwood joined the Foreign Service in 1966 and served in the Ivory Coast (Côte d'Ivoire) and Spain.

In 1972 Atwood became a legislative assistant for foreign policy and defense on the staff of former Sen. Thomas Eagleton (D-Mo.).

He returned to the State Department in 1977 as deputy assistant secretary for congressional relations and was named assistant secretary in 1979.

In 1981 Atwood became dean of professional studies and academic affairs at the Foreign Service Institute. He also was a member of the Association of Deans of Foreign Service Colleges.

In 1982 Atwood was named vice president in charge of information and analysis at International Reporting and Information Systems.

From 1983 to 1984, he served under former Sen. Lloyd Bentsen (D-Texas) as executive director of the Democratic Senatorial Campaign Committee.

Atwood has written articles on international politics and presented commentaries on foreign policy on network evening news programs and on National Public Radio.

(b)(6) [redacted] (b)(6) He received a bachelor of arts degree in history and government from Boston University in 1964 and did graduate work in public administration at The American University. [008]

He is married to Susan J. Atwood and has two children, John and Deborah.

UNITED STATES DEPARTMENT OF
COMMERCE
NEWS
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Remarks by
U.S. Secretary of Commerce
Ronald H. Brown
at the
World Economic Development Congress
Washington, D.C.
September 24, 1993

[As prepared for delivery]

Good morning. Thank you Dr. Kissinger for that warm welcome. It is an honor to be in such company this morning, and a pleasure to be among so many individuals who share my commitment to expanded trade and a more prosperous international economy.

This new, more peaceful world in which we now live -- a world where bits of the Berlin Wall become museum exhibits, where Israelis and Palestinians make peace, where democratic governments spring from the rubble of communist oppression or military rule seemingly every month -- presents us with unrivaled opportunities for growth and economic expansion. We can fix an economy whose fruits are not enjoyed by millions of Americans. We can redefine the relationship between the public and the private sector, and form a vast strategic economic alliance which will fill the peace with a rising tide of affluence touching and lifting every American. We can move boldly on the international stage not as a military superpower, but as a force for trade and prosperity.

The Clinton Administration is taking advantage of this new world by plunging into the international economic scene. We might well have coined the theme of this conference: "Building an Integrated Global Economy." Indeed, the concerns that drive this presidency demand that we look beyond our borders for new markets and new opportunities, and form alliances between the public and private entities which will allow us to take advantage of them. Our domestic economy is inextricably linked to our participation in the international marketplace.

You may remember that one of President Clinton's first major speeches outlined a vision of a world economic order in which freer trade and closer ties propelled the economies of both developed and developing nations forward. He rejected isolationism and the fear of foreign competition, saying that "open and competitive commerce will enrich us as a nation...It spurs us to innovate. It forces us to compete; it connects us with new customers. It promotes global growth without which no rich nation can hope to grow more wealthy...So I say to you, in the face of all the pressures to do the reverse, we must compete, not retreat."

Since then, we have backed up those words with a series of initiatives designed to back our outlook with concrete achievements. We asked for and received fast-track authority from our Congress for the GATT. We reached a negotiating framework with the Japanese. We found room in a tight budget for economic aid for Russia. We have reached side agreements with the Mexicans and the Canadians, and made it absolutely clear that we expect to pass NAFTA. Next week, President Clinton and I will announce a National Export Strategy. Later this year we will announce a plan for promoting American environmental technology.

Our strategy is simple and direct: breaking down barriers between nations and within societies that prevent economic growth and social progress. Internationally, that means smashing trade walls that hurt economies on both sides of the barriers. With U.S. private sector productivity at an all-time high and rising, this Administration has a mandate to eliminate roadblocks to American exporters. That is a major reason we are so strongly supportive of the Uruguay Round and Nafta.

Domestically, we will break down barriers within government that prevent us from effectively carrying out our mandate; and we will discard a longstanding tradition of mutual suspicion and distrust in order to create strategic alliances between the government and the private sector. We will form public-private partnerships that allow American companies to more effectively take advantage of falling barriers and rising opportunities to enter markets abroad and employ workers at home.

I believe we must also make a particular effort to explore and open new and emerging markets. Not long ago nations like Korea, Spain and the People's Republic of China were considered too poor or too closed to pay serious attention to. As we play catch-up around the world, we must also look ahead to nations like Brazil or South Africa where political change will bring new economic openings.

I would like to take this opportunity to talk about a series of initiatives with which the Department of Commerce -- with the interest and support of President Clinton himself -- is deeply involved. Each of them will yield important benefits to the American economy: liberating businesses, exploring new areas of development, and creating jobs. Each of them involves forging new alliances and creating new opportunity. And each will strengthen the international economic system, drawing our nations closer to one another, and taking advantage of this exciting and more peaceful era to create a more prosperous -- and we believe just and democratic -- world.

At this moment the Department of Commerce is preparing for the Asian Pacific Economic Cooperation organization, or APEC, Ministerial meeting this November. The fifteen APEC members comprise the most powerful economic region in the world, with a combined GDP of $14 trillion. They consume almost half of U.S. exports and supply more than half of our imports. APEC is as diverse as any regional economic group in the world, including among its members the U.S. and Japan; the "three Chinas" -- the PRC, Taiwan and Hong Kong; the Asian Dragons of ASEAN; and mature economies like Australia and the Dominion of Canada.

Our interest in APEC derives from an understanding that future economic growth will come disproportionately from areas in which the U.S. has not traditionally paid attention. Our ties to Europe are longstanding, trade with Latin America is accelerating -- though not quickly enough -- but nations like Indonesia, Malaysia and Thailand have been overlooked and left to others -- principally the Japanese -- to do business.

The APEC ministerial is an opportunity to focus governments and trade ministers on a particular aspect of our multilateral relationship. We are focusing this year on regional trade liberalization, a key component of our larger Clinton Administration trade promotion initiatives. Commerce is leading this effort, and I will be working closely with my ministerial counterparts to further lower barriers which hamper export of American goods. As chair of this year's meeting, the United States is encouraging members to sign a Trade and Investment Framework, formalizing APEC's ad hoc working group on trade liberalization and creating a work program through which the group can move toward more open economies.

We believe that tariff and non-tariff barriers contribute to a trade deficit with APEC nations approaching $80 billion. The ministerial meeting provides a forum in which barrier reduction and border opening can be discussed, and our interests effectively pressed with a number of important trading partners simultaneously.

But lower barriers need to be matched with effective marketing of U.S. products. I will however touch on two areas in which the Clinton Administration is working closely with the private sector to seize important trade opportunities.

The first sector is tourism. Tourism is the United States single largest export, and is expected to increase markedly throughout the Pacific region by the year 2000. The Commerce Department's U.S. Travel and Tourism Administration is the cornerstone of a team working within APEC to ensure that the expected increase in tourism benefits the U.S. Among our goals are an improved collection and dissemination of tourism statistics; better understanding by local officials of the tourism ramifications of their decisions; and sharing of information among member economies and their private sectors of how national tourism offices and administrations work. The growing affluence of APEC nations will soon make Korean and Chinese tourists as common as their Japanese counterparts -- we are working hard to make the U.S. their primary destination.

A newer, potentially immense sector of the regional economy is environmental technology. Rapid industrialization in Asia has created numerous environmental problems. The United States has a strong competitive advantage in the technology that will help clean up the mess and prevent future damage in an economically feasible way. As we work within APEC to create a framework for regional environmental cooperation, we will be simultaneously completing a Commerce-led interagency study on how best to develop, commercialize and market U.S. environmental technology. The Chinese Economic Area and Southeast Asia offer particular opportunities if we can hammer out mutual goals, and help match cutting-edge American technologies with the overseas businesses and governments who will use them to improve the quality of life in their nations.

Where the APEC meeting provides an opportunity to further long-term goals and lay the groundwork for future negotiations, the Nafta treaty could hardly be a more immediate concern. Nor could Mexico be a more valuable market.

Last week I was in one of the most productive steel plants in the world, at the U.S. Steel Irvin Works. Fully ten percent of the production there is sold in Mexico -- up from almost nothing five years ago. In fact, as the Mexicans have lowered tariffs on iron and steel, exports have doubled and we now run a $655 million trade surplus with Mexico -- despite high remaining tariffs, and despite the fact that PEMEX and other Mexican state agencies cannot buy American steel.

Whether we are talking about agricultural products in Europe, or computers in Asia or steel in Mexico, I am convinced that lower barriers will open huge new markets to American products.

That is why President Clinton is one hundred percent behind Nafta, to the creation of the world's largest free trade zone, and to using the North American Free Trade Zone as the jumping off point for future free-trade negotiations with our Latin American neighbors. There is no more effective way to fulfill the President's mandate to grow our economy than to open markets to American products. NAFTA alone will create 200 thousand jobs.

This Monday I announced a Commerce-sponsored initiative called Export Mexico which will focus the resources of the federal government on the task of enabling small and mid-sized American companies to take advantage of a more open and affluent Mexican market.

Sponsored by the Commerce Department's International Trade Administration, Export Mexico will make the vast resources of the federal government available to thousands of small businesses not now exporting. It will put practical tools and information into the hands of men and women who can build export-oriented businesses and create tens of thousands of jobs.

The economic world has changed profoundly within the course of a single lifetime. U.S. firms now compete not only with one another, but with firms from around the world. In addition to whatever strengths these individual firms might possess, U.S. companies are often confronted by a coordinated international promotional juggernaut, mounted by foreign governments on behalf of foreign corporations. We intend to be as effective in our support as the Japanese or the EC nations are in theirs.

Export Mexico is just the tip of the iceberg. For many months now, a Commerce led construct of 19 trade-related departments and agencies known as the Trade Promotion Coordinating Committee has been laboring to produce a National Export Strategy. Acting on a Congressional mandate we have produced a detailed plan to streamline and rationalize our export promotion effort.

We will transform the focus of the federal government. Where once we looked on ourselves as "retailers" of assistance; we will become "wholesalers" of help, working in partnership with the private and local export promotion agencies who best serve <u>individual</u> clients.

In some part we were guided by the actions of our competitors -- the personal advocacy of leaders like Francois Mitterand or Helmut Kohl; Germany's commitment to effective trade staffing and integration with overseas Chambers of Commerce; Japan's targeted export approach. But we hope to do better than just copying other nations, we believe we can leapfrog ahead.

Our first act will be to streamline our approach. We will carefully define client needs and match specific needs with the specific strength of various agencies. And we will augment this process with a concerted effort to end the absurd duplication of effort our current trade promotion effort involves.

Once we have begun to streamline our approach and integrate our efforts with state and private promotion agencies -- once we have a clear picture of our strengths and weaknesses, talents and needs -- we can get down to the nitty gritty. Our second move will be to free ourselves from habit and politics, and to rationally allocate our limited resources.

Then, once resources are rationally divided among relevant agencies, we can take the second step: focusing resources on the most effective client groups, industries, markets and activities.

Another key action will be the removal of government obstacles to export. While export controls are necessary for national security, the U.S. system is often overly restrictive and inefficient. In 1992, candidate Clinton called for streamlining the export control system to reflect new strategic realities. We expect to develop an export control discipline that ensures that national economic interests receive greater weight; that keeps us even with our competitors; and that clarifies and simplifies U.S. export control regulations, while protecting national security interests.

And finally, we will set quantifiable goals -- such as satisfied clients, orders generated or jobs and revenues created -- and by which we can measure our performance against these goals.

The Clinton administration and the Commerce Department are committed to moving into the international marketplace with an unprecedented boldness. On the one hand, we will work in partnership with governments around the world to lower barriers to freer trade. On the other hand we will roll up our sleeves and do the nuts and bolts work that will make it easier for American companies to enter these newly opened markets. We will form strategic alliances with businesses that support their efforts to create jobs by selling abroad. Our domestic policies and our foreign policy are two sides of the same coin.

This era of peace and progress offers unlimited opportunities for growth and expansion. It demands a changed approach and a new commitment of support from the United States government. And it will yield an unprecedented era of affluence and social progress for citizens of the United States and people around the world.

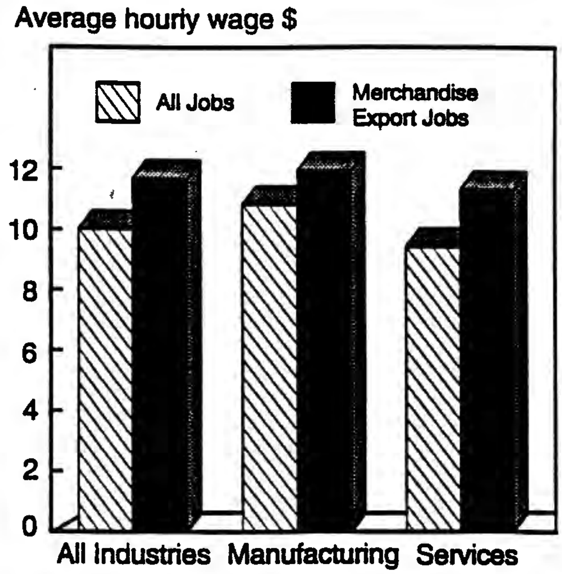
I thank you for this opportunity to speak. I look forward to working with you and your governments to realize our shared dreams of progress.

-30-

Export-Related Jobs Pay Higher Average Wages Than Other Jobs In Each Category of Exports

Figure 4

US Average Hourly Wage, 1990



The Governments Of Our Major Competitors Have More Focused And More Intensive Export Promotion Efforts

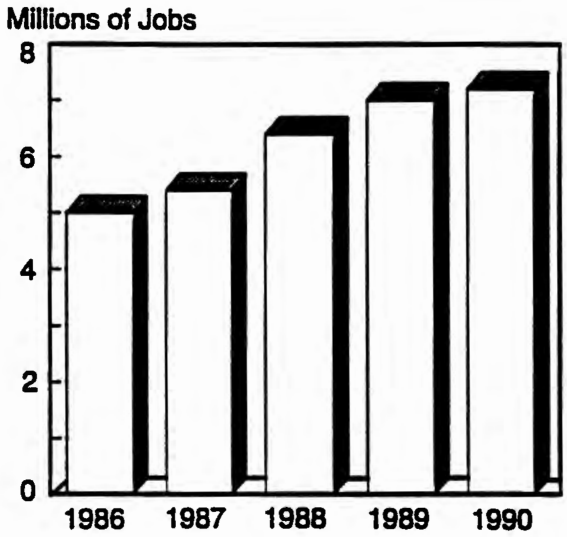
Figure 7

Export Promotion Staff, 1990

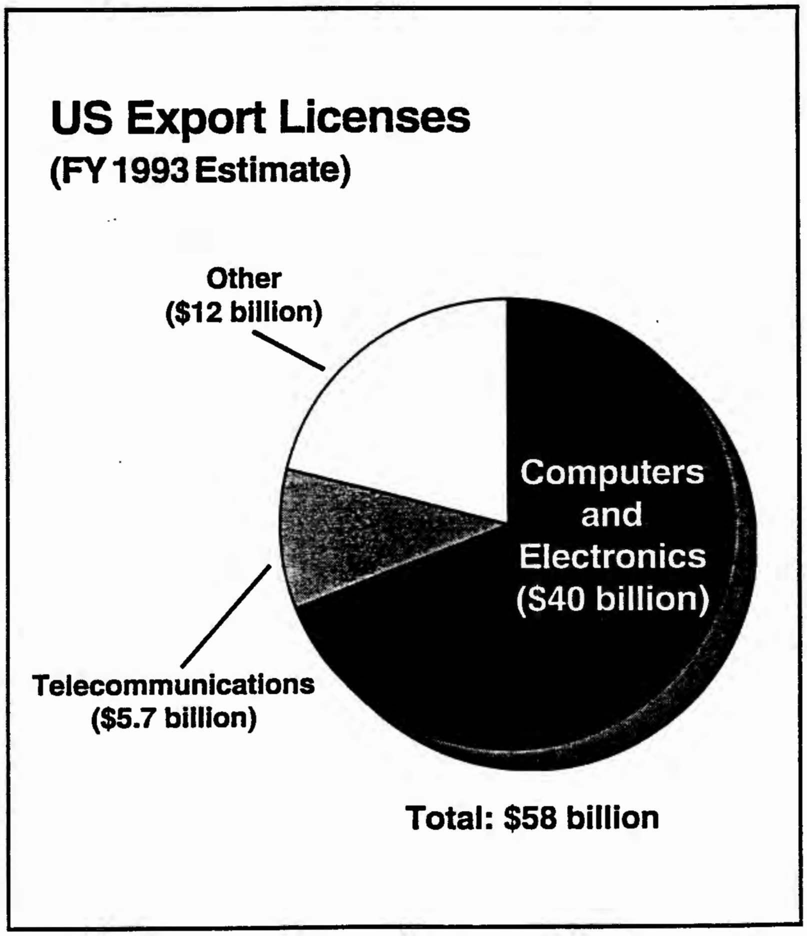
Over 7 Million Jobs Are Directly Related To Exports

Figure 2

American Jobs Supported by US Exports, 1986-90



Computers, Electronics and Telecommunications Comprise 80 Percent Of U.S. Exports Now Requiring Licenses



Tuesday, September 28, 1993

Business Day

The New York Times

Administration Plans New Export Initiative

By KEITH BRADSHER

Special to The New York Times

WASHINGTON, Sept. 27 — President Clinton is about to introduce an aggressive national export policy aimed at using 19 Federal agencies to help manufacturers compete in foreign markets, Administration officials said today.

The new policy calls for a quick lifting of controls on some high-technology exports, the opening of Federal export assistance offices and more overseas lobbying by the President and Cabinet officials on behalf of American companies.

The policy calls for a redirection of Federal export credits toward manufacturers, but not until the 1995 fiscal year. Ronald H. Brown, Commerce Secretary, said that the money for industry would not necessarily come from Agriculture Department export programs. But he acknowledged, "About 80 percent of our export promotion dollars have been spent on agricultural products, which represent 10 percent of our exports."

> The policy would lift controls on high-tech trade.

Shifting export finance money to manufacturing would require Congressional approval, something that has stymied past efforts by legislators from industrial states. Large sums of export assistance money, mostly for American farm products, could be freed up if a world trade agreement is reached this year.

And if the White House gives its assent in the next two days, the export policy will also include the creation of a new lending program to help American exporters with low-interest, long-term loans.

President Clinton is scheduled to announce the plan, dubbed the National Export Strategy, at a White House ceremony on Wednesday.

The plan will especially benefit small-business owners and Californians, two groups in which the Administration wants to rebuild political support. Small businesses have led criticisms of the President's health plan, while Mr. Clinton's public

Continued on Page D2

Administration Creating New Initiatives for Export Policy

Continued From First Business Page

approval ratings have plunged in California as the economy there remains more sluggish than that of the nation.

California companies account for 40 percent of all requests to the Commerce Department for permission to export computers and other high-technology products that may have military applications. They have been among the leaders in an corporate lobbying effort this summer for a relaxation of export controls.

To help small and medium-sized businesses, the Administration also plans to set up at least four export assistance offices outside Washington, most likely in state capitals, and hopes to expand to as many as 60 offices within a year. The Commerce Department, the Export-Import Bank of the United States and the Small Business Administration will provide information and process applications for export financing at the offices, which will be intended to help businesses without staffs in Washington.

Large corporations currently account for two-thirds of American exports. With the export initiative, Mr. Brown said, "this Administration has demonstrated beyond any doubt that it will stand shoulder to shoulder with American business."

The President alluded to one element of the plan in his speech at the United Nations today, when he indicated that the United States would eliminate many controls on American high-technology exports to former Eastern bloc countries.

An interagency committee has recommended that as part of the National Export Strategy, the White House should create a new lending program at the Ex-Im Bank that would provide long-term, low-interest loans to American exporters, matching similar programs overseas. But the recommendation was not unanimous, and the White House has not yet made a decision, said Kenneth Brody, the president of the Ex-Im Bank, which is a Federal agency.

The lending program is a contentious issue because several Administrations have sought to limit similar programs abroad, contending that they amount to government subsidies that distort international markets. Mr. Brody said this afternoon that by creating such a program in the United States, the Clinton Administration would have more influence in seeking international limits on such lending.

The Bush Administration negotiated a 24-nation pact two years ago that set broad limits on subsidized export finance programs. Mr. Brody and Mr. Brown said that the new American program, if instituted, would comply with the pact.

Most loans by the Export-Import Bahk are now made at market interest rates with short maturities.

With the exception of the possible

Federal emphasis might shift from agriculture toward manufacturing.

lending program, much of the initiative represents a continuation and expansion of Bush Administration efforts. For example, the number of export shipments subject to Commerce Department controls has already fallen by three-quarters in the last seven years, as a succession of Commerce Secretaries have decided that many exports no longer pose a national security risk with the end of the cold war.

But many American companies and trade experts have contended for years that the United States is less effective than its trading rivals in promoting exports, costing American jobs in the process. Mr. Brody said that the National Export Strategy was too broad to be considered a continuation of the Bush Administration's less coordinated efforts.

OPINION USA

Why fear free trade? Let's just sell our wares

Commerce Secretary Ron Brown unveils plan Wednesday to promote U.S. products; goal is $1 trillion in exports by turn of the century.

Q: On Wednesday, you are releasing a report to promote U.S. exports. Why so much emphasis on exports?

A: The bottom line is U.S. exports equal U.S. jobs. If you look at our economic performance over the past several years, one of the only bright spots has been exports. We accept the premise that for every billion-dollar increase in exports, you create 20,000 new jobs for the American people. Therefore, we think that's pretty important to focus on.

Q: What is your goal?

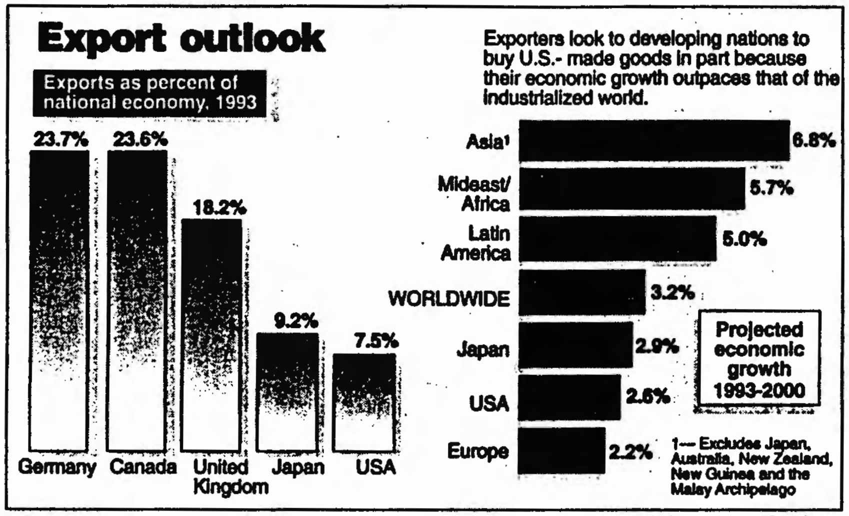
A: There are 60 specific recommendations in the report. We have set a goal of being at $1 trillion in exports by the turn of the century, which would mean the creation of about 6 million new American jobs.

Q: What are some of the ways to reach that goal?

A: One is this concept of one-stop shopping and bringing together all the agencies of the federal government involved in export promotion. We're putting together a commercial strategic plan for every country in which we're trying to promote exports. We identify opportunities for American exports and then find American producers for those products. Another is the area of advocacy. We have not done that in our country. We are doing that now. And we're working with financial institutions like the Export-Import Bank and OPEC. It's one thing to change the ground rules and the landscape, but if the financing isn't there, it's very hard to be competitive in these transactions.

USA TODAY

Ronald H. Brown is the secretary of Commerce. He is also chairman of the Trade Promotion Coordinating Committee, mandated by Congress and the Export Administration Act. His remarks on U.S. exports and trade were edited from an interview with USA TODAY's ***editorial board and news staff.***



Source: International Monetary Fund

By Suzy Parker, USA TODAY

Q: The heads of the world economic organizations said Monday if negotiations to renew the General Agreement on Tariffs and Trade — the rules that govern world trade — do not succeed, it could break the fragile economic recovery. Do you agree?

A: There's some real danger in not getting it done. There's no question that we are all inextricably bound together. One of the reasons why the economy of the United States has been in trouble is because the world economy has been in trouble. And if the economies in Europe are in bad shape, Europeans can't buy American products. It's really that simple. That is why it's so important for us to complete the Uruguay Round (latest round of world trade negotiations, now 8 years old).

Q: There's less than three months to the latest deadline on GATT. Are we going to postpone it again?

A: I sure hope not. Eight years is too long to negotiate anything. Our initial posture when we came into office was that we preferred a good agreement to a quick agreement. Our posture now is we want a good agreement and we want it quickly. There were some breakthroughs earlier this year on market-access issues when the French announced their change of mind on the oil seed issue.

Q: Doesn't France now want to modify that agreement — often referred to as the Blair House agreement?

A: There's some mixed signals from the European community now. I sat down with Sir Leon Brittan (chief trade negotiator for the European Community) in my office about a week ago and made it clear we thought the Blair House accords were etched in stone. He didn't seem to oppose my view of that. I heard last week there were some rumblings in the other direction in Europe.

Q: Would the defeat of the North American Free Trade Agreement have a negative impact on GATT?

A: It's unclear whether the two are connected or not. They're connected in some minds. You certainly can build momentum in favor of international accords if you succeed in the NAFTA ratification. We think both are important.

Q: And they share a common objective — free trade. Doesn't the fate of one inevitably affect the other?

A: Substantively, the two things are quite different. We need to successfully complete the Uruguay Round of GATT for both our short- and long-term economic interests. We are the ones who pay the biggest price for closed markets. The NAFTA problem is a matter of educating Congress and the American people.

Q: What happens if NAFTA doesn't pass?

A: It's a very bad signal, not only to Mexico but to our friends in the South and Latin America. It's probably a bad signal to the rest of the world about how we proceed after agreeing to a treaty. We're going to work very hard to get it. The president would not support NAFTA if he did not believe it creates jobs in America.

Q: It seems every Commerce secretary has said, "Exports are the most important thing." How is your approach going to be different?

A: We are formulating a national economic strategy that means a new relationship between business and government. It means a government that understands clearly that it is the private sector that creates economic growth and jobs. There are times and places where the government needs to get out of the way. There are times and places where we need to be better partners. There is a clear understanding in the business community that they need a different kind of relationship with government, and that's going to help make us successful in this effort.

The Journal of Commerce

Monday, September 27, 1993

US Export Plan To Stress New Trade, Advocacy

By MICHAEL S. LELYVELD
Journal of Commerce Staff

BOSTON — The Clinton administration's national export strategy, to be unveiled Wednesday, will stress trade with developing economies, high-level advocacy for U.S. sales and the opening of some 60 export-assistance offices around the country, said a top official.

The strategy, to be presented to Congress during hearings Wednesday and Thursday, is the result of months of inter-agency work headed by Commerce Secretary Ron Brown and President Clinton's National Economic Council in the push for U.S. export competitiveness.

"There is an economic war going on. The rest of the world has been conducting the war quite vigorously, and their governments have been aiding their private sectors," said Kenneth D. Brody, president and chairman of the Export-Import Bank of the United States.

Mr. Brody also announced that the heads of export credit agencies from the Group of 7 industrialized nations were beginning meetings in Washington in an effort to coordinate policies.

The opening of the precedent-setting meetings Friday recognized that "we all want to be fierce competitors and win," he said.

But, Mr. Brody said, if countries cooperate in setting up the rules, then perhaps subsidies can be lowered worldwide.

The subsidy reference is to the competitive practice of adding foreign aid "sweeteners" to government-backed export deals. The granting of such "tied aid" as an extra incentive to clinch foreign business has been generally condemned but widely used over the years by the G-7 nations, which include the United States, Canada, Britain, France, Germany, Japan and Italy.

Mr. Brody said later that President Clinton is expected to make a decision, perhaps as soon as Wednesday, on the use of Ex-Im Bank's "war chest" of funds for tied aid. A bank official said that some $50 million remains in the fund, established during the Reagan era to combat perceived trade foes.

The G-7 meetings, the new strategy and the war chest decision all suggest that the administration may be taking a carrot-and-stick approach with allies on issues of export competitiveness.

Keys points of President Clinton's national export strategy as outlined by Export-Import Bank President Kenneth Brody:

- New export drive aimed at developing countries. About 46% of the world's output now comes from developing nations, Mr. Brody said.
- High-level advocacy for exports. Expect to see involvement of top officials, including President Clinton, on behalf of private business competing for foreign contracts.
- Greater role for government-backed export financing.
- Opening of some 60 export assistance offices nationally. The "one-stop shop" centers will be aimed at helping small and medium-sized companies.
- Reduction in unneeded Cold War export controls, said to be costing $10 billion to $15 billion annually and up to 300,000 U.S. jobs.

The Economist, September 25 - October 1, 1993

Export policy

Let's help

NEW YORK

THE dollar is cheap, unit labour costs fell in 1992, productivity has been steaming ahead since the late 1980s. In competing with foreign rivals, what more could America's exporters want? Answer: more help and less hindrance from Washington. They may be about to get both. On September 29th Ron Brown, the commerce secretary, will present Congress with a report on the government's role in export-promotion. To many people's surprise, Mr Brown has used this apparently humdrum occasion to shape something like an export strategy.

Until the mid-1980s merchandise exports accounted for about 5½% of America's GDP. They now account for around 7½% and are growing steadily; but that growth could be a lot better, say Commerce Department officials who deplore the present hotchpotch of rules and responsibilities.

Exporters have to deal with up to 19 agencies, all requiring separate paperwork. Licensing controls devised during the cold war still prohibit the export of scores of gadgets that can be found in your neighbourhood hi-fi store. The $4.5 billion or so a year the government spends on export-promotion involves more than 100 programmes; one bizarre consequence is that about 80% of the total resources are focused on agriculture, which accounts for only 10% of exports.

To sort this out, Mr Brown persuaded Ken Brody, a former investment banker with Goldman Sachs and the newly appointed boss of the Export-Import Bank, to chair the Trade Promotion Co-ordinating Committee, the body charged with writing the report. The outcome is a 150-page document with about 50 specific recommendations to Congress. If these are implemented:

• The Export Control Act will be rewritten, cancelling scores of silly restrictions. David Richardson, in a new book from the Institute for International Economics, says these block up to $40 billion-worth of exports a year. By contrast, Japan's tariff and non-tariff barriers curtail American exports by a mere $9 billion-18 billion annually.

• A unit will be set up in the Commerce Department to organise more official support for exports. Mr Brown feels passionately that other governments do far more of this than Washington does. He and Bill Clinton explained to Saudi Arabia's king last month the merits of Boeing's bid for a $6 billion contract from the Saudi national airline. Expect more of the same.

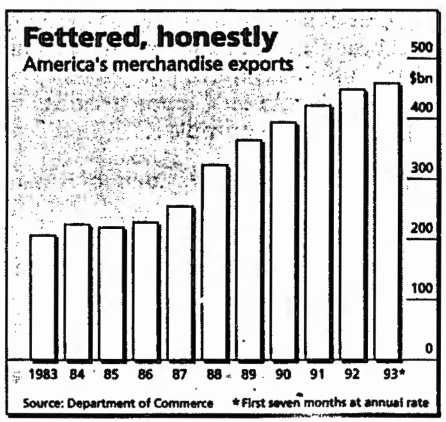
• The Small Business Administration will be given a wider brief, to help inexperienced exporters almost regardless of their size. The Foreign Commercial Service, which has people in embassies around the world, will get more cash.

A boost from Brown

• More controversially, some of America's aid budget may be made conditional on the dollars winging their way back to American exporters. Senior officials in favour of tied aid say this could deter other countries from using the technique so liberally. Others, understandably, say that is bunkum, and want America to go on opposing tied aid outright.

And Mr Brody's own shop is in for a remodelling. Instead of dealing directly with every exporter in need of help, ExIm will begin delegating more of its work to commercial banks: these will have authority to act, in effect, as ExIm's agents. This should cut red tape and give the banks more financial incentive to work with small exporters. ExIm will also start to look for the first time at project-financing for foreign borrowers. All this, says Mr Brody, is part of a root-and-branch reappraisal of how ExIm can help America sell more abroad.

Much of Mr Brown's handiwork will not need legislation, only resolute executive action. Mr Clinton could have made a start by lifting the ban on exports to one of Asia's fastest-growing markets; but the embargo on trade with Vietnam was renewed, with only minor fiddlings, on September 13th.



Fettered, honestly

America's merchandise exports

Source: Department of Commerce *First seven months at annual rate

Business Week, October 4, 1993

HOW TO FIRE UP THE EXPORT MACHINE

On Sept. 29, Commerce Secretary Ronald H. Brown will submit to Congress a report on how the U. S. can streamline the maze of rules and regulations that passes for government export policy. Brown's interagency Trade Promotion Coordinating Committee will attempt to distill a coherent set of principles from an amalgam of cold war and post-cold war export controls that no longer make sense in terms of either economics or U. S. security.

Brown's timing couldn't be better. U. S. merchandise imports are growing twice as fast as exports, and the $132 billion trade deficit in goods is at a 5½-year high. Weak economies in Europe, Japan, and Mexico account for a good chunk, but not all, of that deficit. Washington's own policies are responsible for losses up to $40 billion in exports every year, according to *Sizing Up U.S. Export Disincentives*, a new book by J. David Richardson, published by the Institute for International Economics. Richardson argues that the U. S. currently enforces export controls on computers and telecommunications equipment even when they are freely available on the international market. Its controls are more sweeping than those of Europe or Japan. The result? The U. S. loses export sales without gaining a scintilla of extra security.

Even when the government tries to promote exports, it fails. There are 19 federal organizations charged with helping exporters, and they mostly protect their individual turf. Even the relatively clear task of export finance is twisted: Some 80% of federal export-finance aid goes to agriculture, which accounts for a mere 10% of the value of all exports.

What must be done? First, create one-stop shopping for export licensing at the Commerce Dept., and streamline the bureaucracy. Second, control only those technologies that are the most sensitive militarily, not "dual-use" technologies that are easily available in commercial markets. Third, direct government financial support to a wider array of exports, particularly those from small and midsize companies. A billion dollars in exports generates about 20,000 good-paying jobs, so $40 billion can create 800,000 very happy families. We're rooting for you, Ron.

<u>The White House Bulletin</u>, September 9, 1993

o **The one remaining issue left to be resolved in the Clinton Administration's new trade promotion policy is "tied foreign aid,"** according to an Administration source. This trade official told the <u>Bulletin</u>: "The heads of the various agencies serving on the Trade Promotion Coordinating Committee (TPCC), chaired by Secretary of Commerce Ron Brown, are meeting this morning to finalize the recommendations to the President for a new trade/export promotion policy announcement by the end of the month. The only contentious issue left is 'tied-aid.'" According to the official: "This refers to situations where a country offers foreign aid to another country tied to purchase of the first country's products and services, and whether or not the US should respond with the same type of linkage. Our trade competitors, particularly Japan, are excellent at this. It is hard for many to accept that this is still an issue when we are trying so hard to compete globally. But the State Department and some USIA people believe it is better to reduce this activity by our competitors than for us to join in the same practice. While it is mostly a philosophical debate, they can point to some success in reducing such practices around the world." As to the various advocates of greater tied aid, this source pointed out that "Ken Brody, president and chairman of the Export-Import Bank, is the most vocal advocate of a strong linkage between aid and exports, with [Commerce Secretary Ron] Brown also on the cutting edge. While Brody's force of personality will likely carry the day, unless they completely leave it for the President to decide, Brown has really been out front on trade promotion issues. He deserves high marks for putting his political chips on the line for the TPCC and this whole new policy."

Another part of the new trade policy, according to this source, "will be to consolidate most of the trade technical assistance into the Trade Development Agency (TDA), which is a small, free standing, executive agency able to respond virtually overnight to specific needs. You will probably see it touted as part of reinventing government, although parts of that agency would like to remain a successful and quiet secret so it does not get overloaded with too-high expectations and missions. And a lot of the competition between TDA and AID has been removed through personal relationships among the top officials."

LA TIMES
AUGUST 25, 1993

Report Due on Promotion of Key U.S. Exports

■ **Commerce: Clinton will reveal plan to boost American industries overseas and ease technology transfer controls.**

From Reuters

WASHINGTON—The Clinton Administration is plotting a two-pronged offensive on behalf of American business that would propel exports and peel back strict controls on technology transfers, officials say.

An interagency group led by the Commerce Department will wrap up a broad study on export promotion next month, laying out what went wrong in past U.S. efforts to boost key industries overseas and how money might better be spent.

"We already spend a decent amount of money on export promotion, but we don't have a conscious, coordinated policy," an Administration official said.

The report, prepared by the Trade Promotion Coordinating Committee, is due out at the end of September.

Exports have been a major part of the weak expansion in the U.S. economy, and the Administration says that every $1 billion in overseas sales translates into 19,000 jobs at home.

"So the stakes are simply too high not to make significant changes. Export expansion is one of the pillars of President Clinton's overall economic program," said a senior Commerce Department official, who spoke on condition of anonymity.

Just as the Clinton team insists on "measured success" when dealing with its trading partners, it will now set itself barometers to gauge the results of its export drive.

Now that the Cold War is over, U.S. high-tech companies are arguing for a relaxation in strict laws that have long prevented them from selling powerful equipment overseas.

The key, however, will be striking a balance between national security concerns and business opportunities.

U.S. TO WAGE EXPORT WAR ON TWO FRONTS

RTw 8/24/93 1:09 PM

By Lyndsay Griffiths

WASHINGTON, Aug 24 (Reuter) - The U.S. government is plotting a two-pronged offensive on behalf of U.S. business that would propel exports and peel back strict controls on technology transfers, officials say.

An interagency group led by the Commerce Department will wrap up a broad study on U.S. export promotion next month, laying out what went wrong in past U.S. efforts to boost key industries overseas and how money might be spent better.

"We already spend a decent amount of money on export promotion, but we don't have a conscious, coordinated policy," said an administration official on condition of anonymity.

"If you don't have good information and don't collect data, how can you develop analysis?" he said. "We already pick who we help -- I don't know if that's winners or losers -- but the desire now is to figure out a unified budget."

The report, prepared by the Trade Promotion Coordinating Committee, is due out at the end of September.

Exports have been driving weak U.S. economic growth in increasing measure, and the administration says that every $1 billion in overseas sales translates into 19,000 jobs at home.

"So the stakes are simply too high not to make significant changes. Export expansion is one of the pillars of President Clinton's overall economic programme," said a senior Commerce Department official.

Just as the Clinton team insists on "measured success" when dealing with its trading partners, it will now set itself barometers to gauge the results of its export drive.

"We want to come up with real solid performance measures to drive an overall coherent strategy," said the Commerce official, who also spoke on condition of anonymity. "You are what you measure."

Among the stated objectives of the overhaul:

-- to better support the private sector, using existing resources, by creating a more focused and effective strategy.

-- to leverage government resources by strengthening both private-public and city-state partnerships.

-- to remove or reduce government barriers to exports.

"There's a desire to be a bit more conscious, to see how much is spent in each area," said the administration official.

For instance, he said, how much is spent promoting low-tech "widgets" versus high-technology products and what returns are reaped on the two government investments?

"What kind of jobs is each creating? What proportion are we spending on each? Is that too much on the widgets?" said the official, outlining the sort of activist export policy that rattles U.S. trading partners.

According to the senior Commerce official: "We want to expand the realm of the possible -- to target the appropriate places in which government can help business export more."

"We're seeking the focus and activism that has been missing in the past," he said.

An official from a big U.S. trading partner said all nations use export promotion but that his country was concerned and would closely track the emerging U.S. strategy.

At the same time as energising efforts to promote the right sort of widgets, the Clinton administration also wants to let high-tech companies increase their foreign profits.

"The general charge is that the U.S. is overly restrictive, which disadvantages U.S. companies," said the administration official. "But we have important proliferation concerns, and that is where the the tradeoff usually comes."

REUTER

The Washington Post

Saturday, August 21, 1993

White House Readies High-Powered Campaign to Promote Exports

By Peter Behr
Washington Post Staff Writer

The Clinton administration is preparing an aggressive campaign to promote U.S. exports, modeled on President Clinton's high-level salesmanship in striking a $6 billion jetliner deal this week with Saudi Arabia, officials said.

The program, to be announced next month, will center on a new advocacy office that would help U.S. companies seize export opportunities and compete against foreign companies that have backing from their own governments, officials said. It was drafted by an interagency committee headed by Commerce Secretary Ronald H. Brown and Kenneth D. Brody, chairman of the Export-Import Bank.

The administration is also preparing a sweeping revision of national security controls on exports of computers, telecommunications equipment and other high-technology products. Although final decisions have not been made, the administration is sympathetic to complaints from U.S. manufacturers that they are losing billions of dollars annually in potential sales because of restrictions that no longer make sense in a post-Cold War era.

Clinton's phone call to Saudi King Fahd this week on behalf of Boeing Co. and McDonnell Douglas Corp. marked a new level of commercial intervention by this White House. Clinton was rewarded by Fahd's decision to purchase up to 60 U.S. airliners, according to industry officials, an order that was supposed to go to Europe's Airbus Industrie. No official announcement has been made.

"You're seeing this in spades [in the Saudi case], with the president and the secretaries of Treasury and Commerce involved," Brody said.

Stronger federal promotion of U.S. exports has long been called for by members of Congress. In a report to legislators last year, the General Accounting Office concluded that export promotion policy was fragmented and disorganized.

But the Clinton campaign is apt to alarm officials in Europe and Japan.

"If it's just high-level salesmanship that's one thing, but if it gets into a subsidy war or discriminatory practices, that's another," said Willard M. Berry, president of the European American Chamber of Commerce, which represents European firms in this country.

The promotion policy includes a larger, more strategic role for the Export-Import Bank, the primary source of federal export financing support, according to Brody.

Last Thursday, the bank's board of directors agreed preliminarily to provide up to $6.2 billion in financing to support Boeing's bid to the Saudis, most of it in the form of federal loan guarantees. "If McDonnell Douglas gets a piece of this, we'd respond to their request too," a bank spokesman said.

The multiyear commitment is the largest ever by the bank, the spokesman said.

Brody said that if the deal occurs, the loan guarantee should not cost the U.S. government anything. The Export-Import Bank raised its customary loan fee, payable by the Saudis, from 2 percent of the loan to 4 percent, more than enough to cover costs, assuming repayment, Brody said.

"We want to do more with exporters and give a better break to taxpayers at the same time," he said.

The Export-Import Bank's budget request of $757 million would make possible $15.5 billion in loans, loan guarantees and other export financing support, bank officials said.