

NADEC Public Policy Platform (PPP)

Version 1.2

Leveraging Our National Trade Policy to Strengthen U.S. Small and Medium-Sized Exporters

1. Promote a Pro-American Trade & Export Environment

Support policies that enhance U.S. exporters' access to global markets while prioritizing fair, reciprocal, and balanced trade. Advocate for trade engagements and agreements that create opportunities for American exporters, especially small and medium-sized enterprises (SMEs).

2. Strengthen U.S. Trade & Export Competitiveness

In other countries, identify and flag unfair trade practices, non-tariff barriers, and unfair regulatory hurdles that disadvantage American exporters. Be the voice of small and medium-sized enterprises to policymakers to promote trade policies that prioritize SMEs in U.S. economic and national interest.

3. Support U.S. Export-Based Economic Growth, Job Creation, and Industry

Emphasize the contribution of strong exports in driving American job growth and economic expansion. Encourage policies that promote domestic manufacturing, innovation, and investments leading to more vibrant exports.

4. Engage in Policymaker Outreach and Export Advocacy

Work with policymakers to ensure trade policies protect and advance American exporters. Provide data, case studies, and expert insights to help shape policies that prioritize exports by American workers and industries.

5. Monitor and Report on Global Trade Dynamics

Analyze evolving trade trends and provide actionable insights for U.S. SME exporters via local DECs. Ensure NADEC members stay informed on trade developments that impact American exporters.

Approved by NADEC Board on 24 February 2025

Note: District Export Councils (DECs) collaborate with their local **U.S. Export Assistance Centers (USEACs)** to flag trade barriers and seek support on trade opportunities that help small and medium-sized enterprises (SMEs) in exporting into global markets. As these issues require government-to-government engagement, USEACs in the 50 states, the U.S. territories, and the network of commercial attachés at U.S. embassies in key export markets represent the needs of and facilitate opportunity capture for SME exporters. These Department of Commerce federal resources are vital to SMEs to navigate today's complex trade environment. Additionally, DECs can amplify their findings by engaging with their **state's congressional delegation** to educate and inform on policies that benefit exporters. DECs also partner with their **state's trade promotion authority** to align efforts seeking export support and promotion.