

EXPAND ACCESS TO FUTURE MARKETS, INVESTMENTS, AND TRADE

Performance Goal 1.1.1

By September 30, 2017, using 2013 baseline data, support increased exports of U.S. goods and services by: (1) doubling appropriate commercial advocacy for U.S. businesses by ambassadors and Assistant Secretary or higher officials and; (2) increasing the number of international students studying in the United States by an average of five percent per year.

Impact Statement

Promote policies and economic environments that enhance trade in goods and services.

Overview

Expanding access to future markets, investment and trade involves formal trade agreements, setting international standards that enable fair competition, and working level collaboration to create demand for U.S. products and services. Agreements are important, but only open the door. U.S. firms still have to win contracts. Through our economic and diplomatic work we set the stage for U.S. companies to enter new markets and then highlight the attributes of U.S. firms; promote technical, scientific and innovation cooperation that can lead to common or mutually accepted standards, and heighten interest in U.S. technology and services.

One of the clearest indicators of our success in these activities that facilitate increased investment and trade is the ability of U.S. firms to win foreign-sponsored projects. When an American supplier is selected, it shows that required elements are in place: market opening agreements; a functioning foreign economy capable of purchasing U.S. goods and services; receptiveness to U.S. suppliers; and effective U.S. government advocacy on behalf of U.S. firms.

The Department of Commerce's Advocacy Center manages the U.S. government's advocacy process and works with other agencies to

coordinate high-level U.S. government engagement. This support helps U.S. exporters win public-sector contracts with foreign government agencies. Department of State ambassadors and senior officials raise advocacy cases in meetings with foreign counterparts to assist U.S. firms. Our senior level advocacy on these premier cases is the pinnacle of our advocacy efforts and requires close coordination between the Departments of State and Commerce in support of the National Export Initiative, economic growth, and jobs at home. Senior level advocacy interventions with foreign governments include points raised in meetings, letters sent, and calls made regarding premier advocacy cases where senior State officials intervened.

The vast majority of international students in the United States are self funded. They contribute economic value to our nation as the fifth largest U.S. service sector export, add global perspectives into U.S. classrooms and research labs, and support programming and services on campus for all students by paying out-of-state tuition. Foreign students are particularly important to U.S. colleges and universities' advanced science and engineering research and coursework, driving U.S. innovation.



STRATEGIC OBJECTIVE 1.1

EXPAND ACCESS TO FUTURE MARKETS, INVESTMENTS, AND TRADE

Key Indicator: The number of State Department high-level commercial advocacy efforts to support U.S. export of goods and services

	FY 2013 Baseline	FY 2014	FY 2015	FY 2016	FY 2017
Target		28	34	40	48
Actual	24				

Key Indicator: The number of foreign students studying in the U.S.

	FY 2011	FY 2012	FY 2013 Baseline	FY 2014	FY 2015	FY 2016	FY 2017
Target				860,626	903,657	948,840	996,282
Actual	723,277	764,495	819,644				

Achieving the Performance Goal

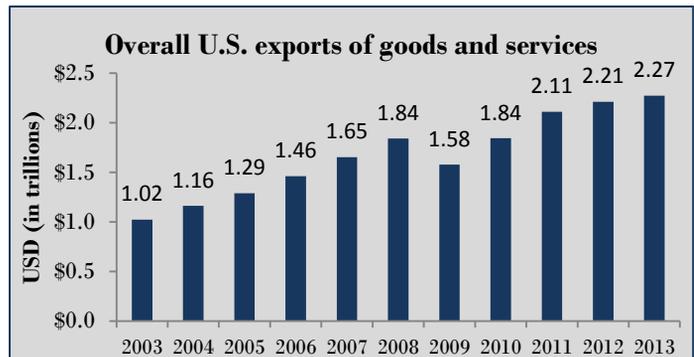
Strategies

Include advocacy in high-level bilateral meetings and through joint host nation/Ambassador Direct Line calls.

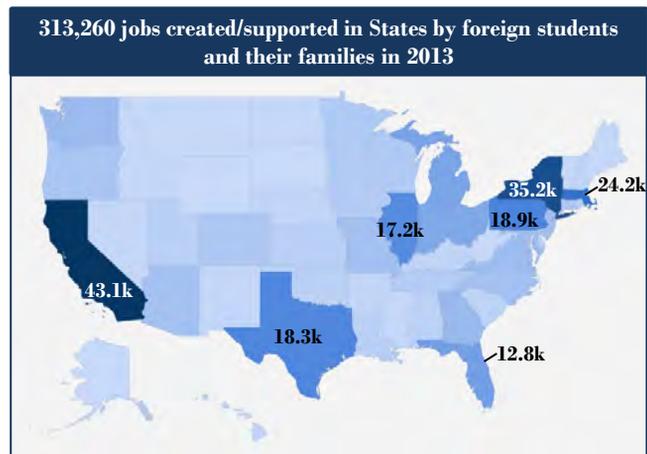
Take advantage of large, multi-lateral meetings to conduct high-level commercial advocacy.

Develop a culture of advocacy within the Department, making it a standard component of high-level bilateral meetings.

Promote internationalization of U.S. campuses by encouraging exchanges of foreign students, scholars, and researchers, and promoting the learning and teaching of American English abroad.



Source: U.S. Census Bureau, Foreign Trade Division



Source: NAFSA, Association of International Educators



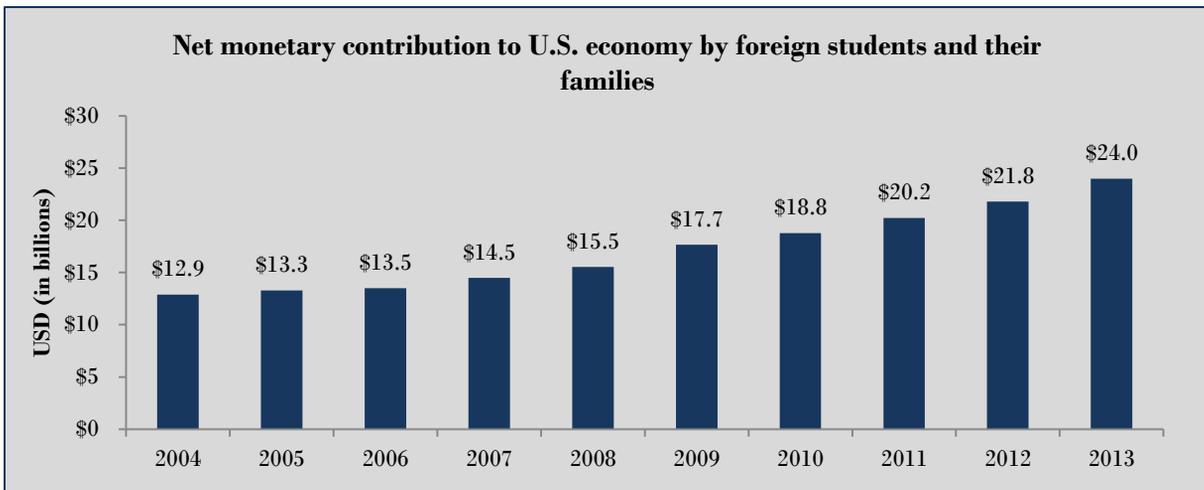
STRATEGIC OBJECTIVE 1.1

EXPAND ACCESS TO FUTURE MARKETS, INVESTMENTS, AND TRADE

Achieving the Performance Goal

External Factors

- Consistent access to the Department of Commerce's Advocacy Center and degree to which Commerce refers advocacy cases to State.
- Changes to economic climates abroad that affect foreign students' ability to afford the cost of U.S. higher education.
- Economic and environmental policies of major trading partners.
- The rise of other, high-quality, less-costly, higher education markets. Other countries' improvements in the quality of their higher education and active recruitment of foreign students affects international students' decisions as to where to pursue higher education.
- Readiness of other donor governments to implement the new development consensus.
- Degree to which protectionist impulses in many countries impede the expansion of free and fair trade and investment.
- Unexpected major shocks in the United States whether economic, terrorism, or disaster-related, lower the interest of international students and scholars to study and work in the United States.
- Effect of regional political instability on financial markets, global energy prices.



Source: NAFSA, Association of International Educators



STRATEGIC OBJECTIVE 1.1

EXPAND ACCESS TO FUTURE MARKETS, INVESTMENTS, AND TRADE

Performance Goal 1.1.2

By September 30, 2017, expand by 50 percent the number of senior-level science and technology innovation dialogues with key foreign governments using the eight 2013 dialogues as the baseline, and enable one percent of U.S. Global Development Lab innovations/technologies to reach more than five million people and 10 percent to reach more than one million people, using 2013 as the baseline.

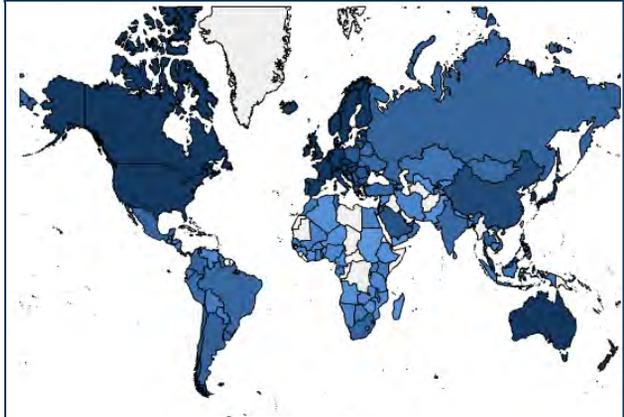
Impact Statement

Support policies, investments, partnerships, and economic environments abroad that foster science, technology and innovation including with U.S. institutions, and ultimately that result in a stronger U.S. innovation ecosystem.

Overview

The United States has tremendous expertise and comparative advantage in harnessing the power of science, technology, innovation, and entrepreneurship through world-class universities and research institutions, engineering, scientific, and technical companies that have transformed the world, robust federal scientific institutions and funding, and a culture of innovation and entrepreneurship that has created new economic sectors and opportunities for growth. Science and technology, coupled with greater connectivity and partnerships, can change the reality of what is possible. Today we have new tools and approaches that enable us to achieve progress that was simply not imaginable in the past. Breakthroughs pioneered for the developing world, such as low-cost health diagnostics, can benefit the United States. Over the next forty years, the developing world is expected to be the largest source of product and services growth, which will directly translate to economic growth and new jobs here at home.

2013 Global Innovation Index Scores



Legend: Darker hue, higher country GII Score

Source: 2013 Global Innovation Index; Cornell University, INSEAD and the World Intellectual Property Organization



STRATEGIC OBJECTIVE 1.1

EXPAND ACCESS TO FUTURE MARKETS, INVESTMENTS, AND TRADE

The State Department and USAID are integrating new approaches to support innovation and scientific collaboration. These initiatives, such as the U.S. Global Development Lab, are partly in response to overwhelming requests from many countries to collaborate on science, technology, and innovation with the United States, which enhances our ability to influence key policies, regulations, and investments of these countries. State and USAID also recognize that engaging science and technology will result in more efficacious, faster, cheaper, and more sustainable solutions to key global challenges, and will allow us to better address problems such as food security, energy demands, environmental change, and the spread of infectious diseases.

The initiatives encompass expanding international science and technology partnerships; developing and scaling transformational innovations and technologies; collaborating with universities, private sector businesses, non-governmental organizations, and entrepreneurs; crowdsourcing ideas from an unlimited global solver audience; facilitating fair access for U.S. companies and others with cutting edge technology to emerging markets; and fostering the mutually beneficial exchange of goods, services, and ideas while protecting intellectual property rights.

The United States can utilize its unrivaled global science & technology leadership to increase science capacity in other countries and further the development of domestic innovation ecosystems for our foreign partners that promote knowledge-based economies and support sustainable, inclusive growth. The United States can lead the international community in harnessing the global spread of science and technology, and the ability to translate those advances into innovations that improve the efficacy, speed, cost, and sustainability of our solutions. Open data, good governance, and partnerships are key to achieving these objectives.

As the world's challenges are increasingly shared in a globalized world, these interventions can have a powerful impact on growth in the United States and our foreign partners. Achievement of this goal will be measured by the number of dialogues headed by an Office Director or more senior official with foreign governments on science and technology innovation, including entrepreneurship and public-private partnerships. Such dialogues will increase the opportunities for significant multi-year collaborations between U.S. and foreign institutions.

U.S. Global
Development Lab
Innovations in
2013

27

transformative
innovations
developed

20

of which were
pilot tested

4

of these
innovations
have been
adopted by
targeted
communities



STRATEGIC OBJECTIVE 1.1

EXPAND ACCESS TO FUTURE MARKETS, INVESTMENTS, AND TRADE

Key Indicator: Number of senior-level science and technology innovation dialogues with key foreign governments

	FY 2013 Baseline	FY 2014	FY 2015	FY 2016	FY 2017
Target		9	10	11	12
Actual	8				

Key Indicator: Percent of U.S. Global Development Lab innovations/technologies that reach more than 1 million people.

	FY 2014	FY 2015	FY 2016
Target	10%	10%	10%

Key Indicator: Percent of U.S. Global Development Lab innovations/technologies that reach more than 5 million people.

	FY 2014	FY 2015	FY 2016
Target	1%	1%	1%



EXPAND ACCESS TO FUTURE MARKETS, INVESTMENTS, AND TRADE

Achieving the Performance Goal

Strategies

- ▶ Include sessions within science and technology dialogues on innovation, entrepreneurship and public-private partnerships in high-level dialogues with key foreign governments.
- ▶ Include in these dialogues U.S. state and local officials promoting economic growth in their city or state.
- ▶ Take advantage of high-level meetings with foreign governments to include discussion of policies, investments, and regulations that facilitate innovation and knowledge-based economies.
- ▶ Encourage U.S. non-governmental institutions (companies, universities, etc.) to develop new collaborations in science, technology, and innovation with foreign institutions.
- ▶ Support the invention and commercialization of new technologies, through open source, virtual, and extramural approaches.
- ▶ Support transformational innovations reaching a global scale in order to improve the lives of millions of people.
- ▶ Inspire, strengthen, and link the brightest young minds in America and our partner countries to invent and market innovations that tackle intractable global challenges.
- ▶ Accelerate development by applying science, technology, innovation, and partnership approaches to program design.

External Factors

- ▶ Resources (human and financial) available to foreign entities to support pursuit and implementation of science and technology innovation related engagements and agreements.
- ▶ Degree of foreign governments' commitment to undertaking policy and regulatory reform and to undertake new investments to build innovation and knowledge-based economies.
- ▶ Willingness of U.S. non-governmental institutions (universities, companies, foundations, etc.) to undertake new international collaborations in science, technology, and innovation with foreign institutions.

