

103<sup>D</sup> CONGRESS  
2<sup>D</sup> SESSION

# S. 2097

To amend the Export Enhancement Act of 1988 to promote further United States exports of environmental technologies, goods, and services.

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IN THE SENATE OF THE UNITED STATES

MAY 10 (legislative day, MAY 2), 1994

Mrs. BOXER introduced the following bill; which was read twice and referred to the Committee on Banking, Housing, and Urban Affairs

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## A BILL

To amend the Export Enhancement Act of 1988 to promote further United States exports of environmental technologies, goods, and services.

1       *Be it enacted by the Senate and House of Representa-*  
2       *tives of the United States of America in Congress assembled,*

3       **SECTION 1. SHORT TITLE.**

4       This Act may be cited as the “Environmental Export  
5       Promotion Act of 1994”.

6       **SEC. 2. PROMOTION OF UNITED STATES ENVIRONMENTAL**  
7       **EXPORTS.**

8       (a) ENVIRONMENTAL TECHNOLOGIES TRADE ADVI-  
9       SORY COMMITTEE.—Section 2313 of the Export Enhance-  
10      ment Act of 1988 (15 U.S.C. 4728) is amended—

1 (1) by striking subsection (d);

2 (2) by redesignating subsection (c) as sub-  
3 section (e); and

4 (3) by inserting after subsection (b) the follow-  
5 ing new subsections:

6 “(c) ENVIRONMENTAL TECHNOLOGIES TRADE ADVI-  
7 SORY COMMITTEE.—

8 “(1) ESTABLISHMENT AND PURPOSE.—The  
9 Secretary, in carrying out the duties of the chair-  
10 person of the TPCC, shall establish the Environ-  
11 mental Technologies Trade Advisory Committee  
12 (hereafter in this section referred to as the ‘Commit-  
13 tee’). The purpose of the Committee shall be to pro-  
14 vide advice and guidance to the Working Group in  
15 the development and administration of programs to  
16 expand United States exports of environmental tech-  
17 nologies, goods, and services.

18 “(2) MEMBERSHIP.—

19 “(A) IN GENERAL.—The members of the  
20 Committee shall be drawn from representatives  
21 of—

22 “(i) environmental businesses, includ-  
23 ing small businesses;

24 “(ii) trade associations in the environ-  
25 mental sector;

1           “(iii) private sector organizations in-  
2           volved in the promotion of environmental  
3           exports;

4           “(iv) the States (as defined in section  
5           2301(j)(5)) and associations representing  
6           the States; and

7           “(v) other appropriate interested  
8           members of the public.

9           “(B) COMMITTEE COMPOSITION.—The  
10          Secretary shall appoint as members of the Com-  
11          mittee no fewer than 1 individual under each of  
12          clauses (i) through (v) of subparagraph (A).

13          “(d) EXPORT PLANS FOR PRIORITY COUNTRIES.—

14          “(1) PRIORITY COUNTRY IDENTIFICATION.—  
15          The Working Group, in consultation with the Com-  
16          mittee, shall annually assess which foreign countries  
17          have markets with the greatest potential for the ex-  
18          port of United States environmental technologies,  
19          goods, and services. Of these countries, the Working  
20          Group shall select the 5 countries with the greatest  
21          potential for the application of United States Gov-  
22          ernment export promotion resources related to envi-  
23          ronmental exports as ‘priority countries’.

24          “(2) EXPORT PLANS.—The Working Group, in  
25          consultation with the Committee, shall annually cre-

1       ate a plan for each priority country selected under  
2       paragraph (1), setting forth in detail ways to in-  
3       crease United States environmental exports to such  
4       country. Each plan shall—

5               “(A) identify the primary public and pri-  
6               vate sector opportunities for United States ex-  
7               porters of environmental technologies, goods,  
8               and services in the priority country;

9               “(B) analyze the financing and other re-  
10              quirements for major projects in the priority  
11              country which will use environmental tech-  
12              nologies, goods, and services, and analyze  
13              whether such projects are dependent upon fi-  
14              nancial assistance from foreign countries or  
15              multilateral institutions; and

16              “(C) list specific actions to be taken by the  
17              member agencies of the Working Group to in-  
18              crease United States exports to the priority  
19              country.”.

20       (b) ADDITIONAL MECHANISMS TO PROMOTE ENVI-  
21       RONMENTAL EXPORTS.—Section 2313 of the Export En-  
22       hancement Act of 1988 (15 U.S.C. 4728) is amended by  
23       adding at the end the following:

1       “(f) ENVIRONMENTAL TECHNOLOGIES SPECIALISTS  
2 IN THE UNITED STATES AND FOREIGN COMMERCIAL  
3 SERVICE.—

4           “(1) ASSIGNMENT OF ENVIRONMENTAL TECH-  
5 NOLOGIES SPECIALISTS.—The Secretary shall assign  
6 a specialist in environmental technologies to the of-  
7 fice of the United States and Foreign Commercial  
8 Service in each of the 5 priority countries selected  
9 under subsection (d)(1), and the Secretary is author-  
10 ized to assign such a specialist to the office of the  
11 United States and Foreign Commercial Service in  
12 any country that is a promising market for United  
13 States exports of environmental technologies, goods,  
14 and services. Such specialist may be an employee of  
15 the Department of Commerce, an employee of any  
16 relevant Government department or agency assigned  
17 on a temporary or limited term basis to the Depart-  
18 ment of Commerce, or a representative of the private  
19 sector assigned to the Department of Commerce.

20           “(2) DUTIES OF ENVIRONMENTAL TECH-  
21 NOLOGIES SPECIALISTS.—Each specialist assigned  
22 under paragraph (1) shall provide export promotion  
23 assistance to United States environmental busi-  
24 nesses, including—

1           “(A) identifying factors in the country to  
2           which the specialist is assigned that affect the  
3           United States share of the domestic market for  
4           environmental technologies, goods, and services,  
5           including market barriers, standards-setting ac-  
6           tivities, and financing issues;

7           “(B) providing assessments of assistance  
8           by foreign governments to producers of environ-  
9           mental technologies, goods, and services in such  
10          countries in order to enhance exports to the  
11          country to which the specialist is assigned, the  
12          effectiveness of such assistance on the competi-  
13          tiveness of United States products, and whether  
14          comparable United States assistance exists;

15          “(C) training Foreign Commercial Service  
16          Officers in the country to which the specialist  
17          is assigned, other countries in the region, and  
18          United States and Foreign Commercial Service  
19          offices in the United States, in environmental  
20          technologies and the international environ-  
21          mental market;

22          “(D) providing assistance in identifying  
23          potential customers and market opportunities in  
24          the country to which the specialist is assigned;

1           “(E) providing assistance in obtaining nec-  
2           essary business services in the country to which  
3           the specialist is assigned;

4           “(F) providing information on environ-  
5           mental standards and regulations in the coun-  
6           try to which the specialist is assigned; and

7           “(G) providing information on all United  
8           States programs that could assist the pro-  
9           motion, financing, and sale of United States en-  
10          vironmental technologies, goods, and services in  
11          the country to which the specialist is assigned.

12          “(g) ENVIRONMENTAL TRAINING IN ONE-STOP  
13 SHOPS.—In addition to the training provided under sub-  
14 section (f)(2)(C), the Secretary shall establish a mecha-  
15 nism to train—

16           “(1) Commercial Service Officers assigned to  
17          the one-stop shops provided for in section  
18          2301(b)(8); and

19           “(2) Commercial Service Officers assigned to  
20          district offices in districts having large numbers of  
21          environmental businesses;

22          in environmental technologies and in the international en-  
23          vironmental marketplace, and ensure that such officers re-  
24          ceive appropriate training under such mechanism. Such  
25          training may be provided by officers or employees of the

1 Department of Commerce, and other United States de-  
2 partments and agencies, with appropriate expertise in en-  
3 vironmental technologies and the international environ-  
4 mental workplace, and by appropriate representatives of  
5 the private sector.

6 “(h) INTERNATIONAL REGIONAL ENVIRONMENTAL  
7 INITIATIVES.—

8 “(1) ESTABLISHMENT OF INITIATIVES.—The  
9 TPCC shall establish not less than one international  
10 regional environmental initiative, the purpose of  
11 which shall be to coordinate the activities of Federal  
12 departments and agencies in order to build environ-  
13 mental partnerships between the United States and  
14 the geographic region outside of the United States  
15 for which such initiative is established. Such part-  
16 nerships shall enhance environmental protection and  
17 promote sustainable development by using technical  
18 expertise and financial resources of the United  
19 States departments and agencies that provide for-  
20 eign assistance, and by expanding United States ex-  
21 ports of environmental technologies, goods, and serv-  
22 ices to that region.

23 “(2) ACTIVITIES.—In carrying out each inter-  
24 national regional environmental initiative, the TPCC  
25 shall—

1           “(A) support the development of sound en-  
2           vironmental policies and practices in countries  
3           in the geographic region for which the initiative  
4           is established, including the development of en-  
5           vironmentally sound regulatory regimes and en-  
6           forcement mechanisms, through the provision of  
7           foreign assistance;

8           “(B) identify and disseminate to United  
9           States environmental businesses information re-  
10          garding specific environmental business oppor-  
11          tunities in that geographic region;

12          “(C) coordinate existing Federal efforts to  
13          promote environmental exports to that geo-  
14          graphic region, and ensure that such efforts are  
15          fully coordinated with environmental export  
16          promotion efforts undertaken by the States and  
17          the private sector;

18          “(D) increase assistance provided by the  
19          United States to promote exports from the  
20          United States of environmental technologies,  
21          goods, and services to that geographic region,  
22          such as trade missions, reverse trade missions,  
23          trade fairs, and programs in the United States  
24          to train foreign nationals in United States envi-  
25          ronmental technologies; and

1           “(E) increase high-level advocacy by Gov-  
2           ernment officials (including the United States  
3           ambassadors to the countries in the geographic  
4           region outside of the United States) for United  
5           States environmental businesses seeking market  
6           opportunities in that geographic region.

7           “(i) ENVIRONMENTAL TECHNOLOGIES PROJECT AD-  
8           VOCACY CALENDAR AND INFORMATION DISSEMINATION  
9           PROGRAM.—The Working Group shall—

10           “(1) maintain a calendar, updated at the end of  
11           each calendar quarter, of significant opportunities  
12           for United States environmental businesses in for-  
13           eign markets and trade promotion events, which  
14           shall—

15           “(A) be made available to the public;

16           “(B) identify not less than 50 nor more  
17           than 100 environmental infrastructure and pro-  
18           curement projects in foreign markets that have  
19           the greatest potential in the calendar quarter  
20           for United States exports of environmental  
21           technologies, goods, and services; and

22           “(C) include trade promotion events, such  
23           as trade missions and trade fairs, in the envi-  
24           ronmental sector; and

1           “(2) provide, through the National Trade Data  
2 Bank and other information dissemination channels,  
3 information on opportunities for environmental busi-  
4 nesses in foreign markets and information on Fed-  
5 eral export promotion programs.

6           “(j) REGIONAL CENTERS.—The Secretary, through  
7 the Assistant Secretary of Commerce and Director Gen-  
8 eral of the United States and Foreign Commercial Service,  
9 is authorized to provide matching funds for the establish-  
10 ment in the United States of regional environmental busi-  
11 ness and technology cooperation centers that will draw  
12 upon the expertise of the private sector and institutions  
13 of higher education and existing Federal programs to pro-  
14 vide export promotion assistance related to environmental  
15 technologies, goods, and services.

16           “(k) DEFINITION.—For purposes of this section, the  
17 term ‘environmental business’ means a business that pro-  
18 duces environmental technologies, goods, or services.”.

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