

**Union Calendar No. 269**

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

**H. R. 3813**

**[Report No. 103-478]**

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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.

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APRIL 18, 1994

Reported with an amendment, committed to the Committee of the Whole House on the State of the Union, and ordered to be printed

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## IN THE HOUSE OF REPRESENTATIVES

FEBRUARY 8, 1994

Mr. GEJDENSON (for himself, Mr. STUDDS, Ms. FURSE, Ms. CANTWELL, Mr. ROTH, and Mrs. MEYERS of Kansas) introduced the following bill; which was referred to the Committee on Foreign Affairs

APRIL 18, 1994

Reported with an amendment, committed to the Committee of the Whole House on the State of the Union, and ordered to be printed

[Strike out all after the enacting clause and insert the part printed in italic]

[For text of introduced bill, see copy of bill as introduced on February 8, 1994]

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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,*

1 **SECTION 1. SHORT TITLE.**

2 *This Act may be cited as the “Environmental Export*  
3 *Promotion Act of 1994”.*

4 **SEC. 2. PROMOTION OF UNITED STATES ENVIRONMENTAL**  
5 **EXPORTS.**

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

9 *(1) by striking subsection (d);*

10 *(2) in subsection (b) by adding at the end the*  
11 *following:*

12 *“(5) PRIMARY ROLE OF THE SECRETARY.—The*  
13 *Secretary, in carrying out the duties of the chair-*  
14 *person of the TPCC, shall coordinate all activities of*  
15 *the Federal Government relating to the promotion of*  
16 *exports of United States environmental technologies,*  
17 *goods, and services.”;*

18 *(3) by redesignating subsection (c) as subsection*  
19 *(e); and*

20 *(4) by inserting after subsection (b) the follow-*  
21 *ing:*

22 *“(c) ENVIRONMENTAL TECHNOLOGIES TRADE ADVI-*  
23 *SORY COMMITTEE.—*

24 *“(1) ESTABLISHMENT AND PURPOSE.—The Sec-*  
25 *retary, in carrying out the duties of the chairperson*  
26 *of the TPCC, shall establish the Environmental Tech-*

1 *nologies Trade Advisory Committee (hereafter in this*  
2 *section referred to as the ‘Committee’). The purpose of*  
3 *the Committee shall be to provide advice and guid-*  
4 *ance to the Working Group in the development and*  
5 *administration of programs to expand United States*  
6 *exports of environmental technologies, goods, and*  
7 *services.*

8 “(2) *MEMBERSHIP.—The members of the Com-*  
9 *mittee shall be drawn from representatives of—*

10 “(A) *environmental businesses, including*  
11 *small businesses;*

12 “(B) *trade associations in the environ-*  
13 *mental sector;*

14 “(C) *private sector organizations involved*  
15 *in the promotion of environmental exports;*

16 “(D) *States (as defined in section*  
17 *2301(i)(5)) and associations representing the*  
18 *States; and*

19 “(E) *other appropriate interested members*  
20 *of the public.*

21 *The Secretary shall appoint as members of the Committee*  
22 *at least 1 individual under each of subparagraphs (A)*  
23 *through (E).*

24 “(d) *EXPORT PLANS FOR PRIORITY COUNTRIES.—*

1           “(1) *PRIORITY COUNTRY IDENTIFICATION.*—The  
2           *Working Group, in consultation with the Committee,*  
3           *shall annually assess which foreign countries have*  
4           *markets with the greatest potential for the export of*  
5           *United States environmental technologies, goods, and*  
6           *services. Of these countries the Working Group shall*  
7           *select as priority countries 5 with the greatest poten-*  
8           *tial for the application of United States Government*  
9           *export promotion resources related to environmental*  
10          *exports.*

11          “(2) *EXPORT PLANS.*—The Working Group, in  
12          *consultation with the Committee, shall annually cre-*  
13          *ate a plan for each priority country selected under*  
14          *paragraph (1), setting forth in detail ways to increase*  
15          *United States environmental exports to such country.*  
16          *Each such plan shall—*

17                 “(A) *identify the primary public and pri-*  
18                 *vate sector opportunities for United States ex-*  
19                 *porters of environmental technologies, goods, and*  
20                 *services in the priority country;*

21                 “(B) *analyze the financing and other re-*  
22                 *quirements for major projects in the priority*  
23                 *country which will use environmental tech-*  
24                 *nologies, goods, and services, and analyze wheth-*  
25                 *er such projects are dependent upon financial as-*

1           *sistance from foreign countries or multilateral*  
2           *institutions; and*

3           “(C) *list specific actions to be taken by the*  
4           *member agencies of the Working Group to in-*  
5           *crease United States exports to the priority*  
6           *country.”.*

7           **(b) ADDITIONAL MECHANISMS TO PROMOTE ENVIRON-**  
8           **MENTAL EXPORTS.**—*Section 2313 of the Export Enhance-*  
9           *ment Act of 1988 is further amended by adding at the end*  
10          *the following:*

11          “(f) **ENVIRONMENTAL TECHNOLOGIES SPECIALISTS IN**  
12          **THE UNITED STATES AND FOREIGN COMMERCIAL SERV-**  
13          **ICE.**—

14               “(1) **ASSIGNMENT OF ENVIRONMENTAL TECH-**  
15               **NOLOGIES SPECIALISTS.**—*The Secretary shall assign*  
16               *a specialist in environmental technologies to the office*  
17               *of the United States and Foreign Commercial Service*  
18               *in each of the 5 priority countries selected under sub-*  
19               *section (d)(1), and the Secretary is authorized to as-*  
20               *sign such a specialist to the office of the United States*  
21               *and Foreign Commercial Service in any country that*  
22               *is a promising market for United States exports of*  
23               *environmental technologies, goods, and services. Such*  
24               *specialist may be an employee of the Department, an*  
25               *employee of any relevant United States Government*

1 *department or agency assigned on a temporary or*  
2 *limited term basis to the Commerce Department, or*  
3 *a representative of the private sector assigned to the*  
4 *Department of Commerce.*

5 *“(2) DUTIES OF ENVIRONMENTAL TECHNOLOGIES*  
6 *SPECIALISTS.—Each specialist assigned under para-*  
7 *graph (1) shall provide export promotion assistance*  
8 *to United States environmental businesses, including,*  
9 *but not limited to—*

10 *“(A) identifying factors in the country to*  
11 *which the specialist is assigned that affect the*  
12 *United States share of the domestic market for*  
13 *environmental technologies, goods, and services,*  
14 *including market barriers, standards-setting ac-*  
15 *tivities, and financing issues;*

16 *“(B) providing assessments of assistance by*  
17 *foreign governments that is provided to produc-*  
18 *ers of environmental technologies, goods, and*  
19 *services in such countries in order to enhance ex-*  
20 *ports to the country to which the specialist is as-*  
21 *signed, the effectiveness of such assistance on the*  
22 *competitiveness of United States products, and*  
23 *whether comparable United States assistance*  
24 *exists;*

1           “(C) training Foreign Commercial Service  
2 Officers in the country to which the specialist is  
3 assigned, other countries in the region, and  
4 United States and Foreign Commercial Service  
5 offices in the United States, in environmental  
6 technologies and the international environmental  
7 market;

8           “(D) providing assistance in identifying po-  
9 tential customers and market opportunities in  
10 the country to which the specialist is assigned;

11           “(E) providing assistance in obtaining nec-  
12 essary business services in the country to which  
13 the specialist is assigned;

14           “(F) providing information on environ-  
15 mental standards and regulations in the country  
16 to which the specialist is assigned; and

17           “(G) providing information on all United  
18 States Government programs that could assist  
19 the promotion, financing, and sale of United  
20 States environmental technologies, goods, and  
21 services in the country to which the specialist is  
22 assigned.

23           “(g) ENVIRONMENTAL TRAINING IN ONE-STOP  
24 SHOPS.—In addition to the training provided under sub-

1 *section (f)(2)(C), the Secretary shall establish a mechanism*  
2 *to train—*

3 *“(1) Commercial Service Officers assigned to the*  
4 *one-stop shops provided for in section 2301(b)(8), and*

5 *“(2) Commercial Service Officers assigned to dis-*  
6 *trict offices in districts having large numbers of envi-*  
7 *ronmental businesses,*

8 *in environmental technologies and in the international en-*  
9 *vironmental marketplace, and ensure that such officers re-*  
10 *ceive appropriate training under such mechanism. Such*  
11 *training may be provided by officers or employees of the*  
12 *Department of Commerce, and other United States Govern-*  
13 *ment departments and agencies, with appropriate expertise*  
14 *in environmental technologies and the international envi-*  
15 *ronmental workplace, and by appropriate representatives of*  
16 *the private sector.*

17 *“(h) INTERNATIONAL REGIONAL ENVIRONMENTAL INI-*  
18 *TIATIVES.—*

19 *“(1) ESTABLISHMENT OF INITIATIVES.—The*  
20 *TPCC shall establish one or more international re-*  
21 *gional environmental initiatives the purpose of which*  
22 *shall be to coordinate the activities of Federal depart-*  
23 *ments and agencies with the activities of State and*  
24 *local governmental institutions and the private sector*  
25 *to build environmental partnerships between the*

1 *United States and the geographic region outside the*  
2 *United States for which such initiative is established.*  
3 *Such partnerships shall enhance environmental pro-*  
4 *tection and promote sustainable development by using*  
5 *technical expertise and financial resources of the*  
6 *United States in the region and by expanding United*  
7 *States exports of environmental technologies, goods,*  
8 *and services to that region.*

9 “(2) *ACTIVITIES.*—*In carrying out each inter-*  
10 *national regional environmental initiative, the TPCC*  
11 *shall—*

12 “(A) *support the development of sound envi-*  
13 *ronmental policies and practices in countries in*  
14 *the geographic region for which the initiative is*  
15 *established, including the development of envi-*  
16 *ronmentally sound regulatory regimes and en-*  
17 *forcement mechanisms, through the provision of*  
18 *foreign assistance;*

19 “(B) *identify and disseminate to United*  
20 *States environmental businesses information re-*  
21 *garding specific environmental business opportu-*  
22 *nities in that geographic region;*

23 “(C) *coordinate existing Federal efforts to*  
24 *promote environmental exports to that geo-*  
25 *graphic region, and ensure that such efforts are*

1           *fully coordinated with environmental export pro-*  
2           *motion efforts undertaken by the States and the*  
3           *private sector;*

4           “(D) *increase assistance provided by the*  
5           *Federal Government to promote exports from the*  
6           *United States of environmental technologies,*  
7           *goods, and services to that geographic region,*  
8           *such as trade missions, reverse trade missions,*  
9           *trade fairs, and programs in the United States*  
10          *to train foreign nationals in United States envi-*  
11          *ronmental technologies; and*

12          “(E) *increase high-level advocacy by United*  
13          *States Government officials (including the*  
14          *United States ambassadors to the countries in*  
15          *that geographic region) for United States envi-*  
16          *ronmental businesses seeking market opportuni-*  
17          *ties in that geographic region.*

18          “(i) *ENVIRONMENTAL TECHNOLOGIES PROJECT ADVO-*  
19          *CACY CALENDAR AND INFORMATION DISSEMINATION PRO-*  
20          *GRAM.—The Working Group shall maintain a calendar, up-*  
21          *dated at the end of each calendar quarter, of significant*  
22          *opportunities for United States environmental businesses in*  
23          *foreign markets and trade promotion events, which shall be*  
24          *made available to the public. Such calendar shall—*

1           “(1) identify the 50 to 100 environmental infra-  
2           structure and procurement projects in foreign markets  
3           that have the greatest potential in the calendar quar-  
4           ter for United States exports of environmental tech-  
5           nologies, goods, and services; and

6           “(2) include trade promotion events, such as  
7           trade missions and trade fairs, in the environmental  
8           sector.

9           *The Working Group shall also provide, through the National*  
10          *Trade Data Bank and other information dissemination*  
11          *channels, information on opportunities for environmental*  
12          *businesses in foreign markets and information on Federal*  
13          *export promotion programs.*

14          “(j) *REGIONAL CENTERS.*—*The Secretary, through the*  
15          *Assistant Secretary of Commerce and Director General of*  
16          *the United States and Foreign Commercial Service, is au-*  
17          *thorized to provide matching funds for the establishment in*  
18          *the United States of regional environmental business and*  
19          *technology cooperation centers that will draw upon the ex-*  
20          *pertise of the private sector and institutions of higher edu-*  
21          *cation and existing Federal programs to provide export pro-*  
22          *motion assistance, education, and training to United States*  
23          *environmental businesses which export or are interested in*  
24          *exporting environmental technologies, goods, and services to*  
25          *foreign markets, and to provide training to foreign nation-*

1 *als interested in acquiring such environmental technologies,*  
2 *goods, and services.*

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