

Justification for Non-Substantive Change Request

OMB Control No. 0625-0143

The International Trade Administration's Industry & Analyst (I&A) requests approval to add one question/request to the existing Global Markets approved questions to gather information that will be transformed into opportunity stories to be used in outreach material for the Trans-Pacific Partnership Agreement (TPP).

The new question/request is: "Prepare a success or opportunity story highlighting the benefits your company/organization has gained from past trade agreements or potential opportunities from future U.S. trade agreements." I&A staff and Industry Trade Advisory Committee members will use this new question/request along with the existing questions to contact U.S. industry contacts to create outreach material highlighting the potential benefits of TPP. This outreach will culminate in the development of short opportunity or success stories, cleared by each company, which can be used publically by the U.S. Department of Commerce/USG. These stories may be published on the internet and/or used in written USG materials and other statements to demonstrate how the agreement will benefit U.S. companies.

Below are the questions. All except one are currently used in the Global Markets Domestic and International Customer Questionnaire:

1. Prepare a success or opportunity story highlighting the benefits your company/organization has gained from past trade agreements or potential opportunities from future U.S. trade agreements. (new question/request)
2. Include the company/organization name, CEO, location(s), number of employees, and information on exports.
3. Please provide a contact person within the company or association in case questions or additional information is needed.
4. Please include how many of the employees are directly supported by exports, and whether the company has grown in revenue since the company has started exporting.
5. Include the company's export destinations (*list all countries, or top country destinations*).
6. Please provide the HTS code of the company.
7. Please include a recent export example.
8. Include the current tariffs on the company's products to exporting markets and note if their suppliers export.
9. Please include a quote from the CEO or other company representatives (if desired).

This change is minimal at best and no burden change is estimated.