

6/29/17

**OMB Control No. 0690-0030 Expiration Date: 06/30/2017**

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## **International Trade Administration Brand and Identity Review**

### **Facilitator's Introduction and Focus Group Questions for**

### **Potential Customers (U.S. Domestic Companies)**

#### **Facilitator's Introduction**

The International Trade Administration (ITA), a federal agency within the U.S. Department of Commerce, strengthens the competitiveness of U.S. industry, promotes trade and investment, and ensures fair trade through the rigorous enforcement of our trade laws and agreements. ITA works to improve the global business environment and helps U.S. organizations compete at home and abroad. ITA is organized into three distinct but complementary business units:

- The Global Markets unit promotes U.S. goods and services exports, resolves foreign market access barriers, and attracts foreign investment into the United States. Through its global network of trade professionals in more than 70 countries, 100 U.S. locations, and in Washington, DC, the U.S. Commercial Service program helps U.S. companies, particularly smaller firms, get started in exporting or increase sales to new markets. The Advocacy Center helps win foreign public sector-contracts by leveling the field with foreign competitors. SelectUSA showcases investment opportunities and brings foreign investors and U.S. locations together.
- The Industry & Analysis (I&A) unit's industry, trade and economic analysts devise and implement international trade, investment, and export promotion strategies to strengthen the global competitiveness of U.S. companies in the global market. By combining in-depth quantitative and qualitative analysis with extensive engagement with U.S. industry, I&A devises initiatives to expand U.S. business opportunities in intellectual markets, represents the interests of U.S. industry in trade negotiations, and publishes research on global opportunities for U.S. companies. Additionally, I&A produces sector-specific market intelligence and research products on global markets; tracks and reports on international trade data and the impact to the U.S. economy; advises U.S. companies on challenges and barriers accessing international markets; advocates for international trade policies that open foreign markets for U.S. business; and coordinates committees and forums for U.S. industry to advise the U.S. government on international trade issues.
- The Enforcement and Compliance (E&C) unit leads ITA's efforts in the enforcement of U.S. trade laws and works to ensure foreign countries' compliance with international trade agreements to ensure a fair playing field for U.S. industry. Specifically, E&C safeguards and enhances the competitive strength of U.S. industries against unfair trade through the enforcement of U.S. antidumping duty (AD) and countervailing duty (CVD) trade laws; counsels U.S. industries on how to petition the U.S. government to seek relief from injurious and unfairly traded imports; administers the steel import monitoring and analysis licensing program; helps U.S. exporters and investors facing foreign trade/investment barriers by ensuring foreign governments comply with international trade agreements; assists U.S. businesses facing foreign trade remedy (AD, CVD, safeguard) actions; pursues subsidy enforcement and compliance activities and; administers the foreign trade zones program.

ITA is very interested in hearing from potential customers regarding their views. We hope the information that we receive from you will help us to improve service to attract new customers. The information that you provide is confidential and for internal use only. Thank you for taking the time to participate in this focus group.

Please provide your title and describe your business and location.

**Questions:**

1. How familiar are you with ITA?
  - If you have heard about ITA what was the source of your information?
  - When you think of ITA what are three words that come to mind?
  
2. What would motivate you to become a customer of ITA?
  - How do ITA's services differ from the services of private sector companies that help U.S. businesses compete in the global market?
  - What services are you seeking?
  - Do you perceive any advantages or benefits to working with ITA for your business needs?
  - Do you perceive any disadvantages in working with ITA for your business needs?
  
3. How can ITA improve visibility of its services?
  
4. How would you prefer to receive information from ITA?