



Jay Timmons
President and CEO

March 27, 2013

President Barack Obama
The White House
Washington, DC 20500

Dear Mr. President:

The National Association of Manufacturers (NAM) welcomes your announcement that the United States and the European Union will launch formal trade agreement negotiations. As the largest industrial trade association in the United States, representing 12,000 small and large manufacturers in every industrial sector and in all 50 states, the NAM has long been an advocate of launching formal U.S.-EU trade talks that will open markets, eliminate barriers, cut trading costs and put in place strong rules to make U.S. manufacturers more globally competitive. Similar trade agreements have been a proven success for the United States, with manufacturing exports to just our 20 free trade agreement partners accounting for nearly half of U.S. manufacturing exports to the world in 2012.

The NAM agrees with the High Level Working Group's call for a comprehensive agreement that addresses a broad range of bilateral trade and investment issues that will put both our economies in a stronger economic position globally. In addition to seeking the elimination of tariffs, the NAM urges that the Trans-Atlantic Trade and Investment Partnership address effectively the many non-tariff barriers (NTBs) to trade and investment, from duplicative and contradictory regulatory and sanitary and phytosanitary rules to barriers produced by differing standards, conformity assessment and certification procedures. Improving rules on trade facilitation, investment and intellectual property, among other core rules, are critical to lower the cost of trans-Atlantic trade, create new commercial opportunities and codify improved commercial rules throughout the global trading system.

As your Administration prepares to engage in detailed negotiations, the NAM urges that great care be taken to ensure that the ultimate outcomes of this agreement are ones that enhance competitiveness, economic growth and jobs. A successful U.S.-EU trade deal will be one that removes unnecessary impediments to manufacturing growth and does not create new ones. Regulatory outcomes, for example, must be designed to favor markets and adhere to sound principles of science, risk assessment and cost-benefit analysis. More broadly, a growth-producing U.S.-EU agreement will enhance manufacturing competitiveness and commercial opportunities, and not impose rules or seek to harmonize standards that would undermine the United States' dynamic labor market, strong intellectual property protections, or other policies that promote innovation. Proposals to adopt burdensome non-commercial standards – from labor and privacy, to environmental and non-risk based regulations – would not only stall the negotiations, they would undermine the ability to create the economic growth both our economies seek.

Leading Innovation. Creating Opportunity. Pursuing Progress.

The NAM looks forward to working with your Administration and Congress to ensure that the ultimate U.S.-EU agreement will produce meaningful new commercial opportunities and reduce costs and barriers for our manufacturers in order to spur economic growth and job creation on both sides of the Atlantic. To ensure that these negotiations are successful and can be fully implemented, we also urge you to work intensively with Congress to ensure the renewal of the Executive-Congressional trade negotiating authority framework – Trade Promotion Authority – as soon as possible.

Sincerely,

A handwritten signature in black ink, appearing to read "Jay Timmons", written in a cursive style.

Jay Timmons

JT/jl