

Sample Company Newsletter

Trade matters to [company]. Access to markets abroad fuels our growth. That's where our customers are: 95 percent of the world's consumers live outside of the United States.

- ⌕ We export [\$] worth of goods to [number] countries each year.
- ⌕ Trade creates jobs. [Company stat]
- ⌕ Trade generates investment. [Company stat]

Trade matters to the U.S. economy.

- ⌕ Manufacturers contribute \$1.87 trillion to the economy.
- ⌕ Manufacturing supports an estimated 17.2 million jobs in the United States—about one in six private-sector jobs. Nearly 12 million Americans work directly in manufacturing.
- ⌕ U.S.-manufactured goods exports have more than quadrupled since 1990, and the United States is the world's third-largest exporter of manufactured goods.
- ⌕ Approximately 22 percent of all products manufactured in the United States are exported. Nearly 300,000 companies are already involved in exports.
- ⌕ Trade agreements benefit manufacturers big and small, open markets and accelerate exports. Nearly 50 percent of U.S.-manufactured exports go to just 20 countries, representing only 6 percent of the world's population and 9 percent of the world's GDP.
- ⌕ Trade improves our standard of living. According to the Peterson Institute for International Economics, American real incomes are 9 percent higher than they would otherwise have been due to trade-liberalizing efforts since the creation of the world trading system in the late 1940s. In 2012, trade provided nearly \$1.4 trillion in additional American income.

Sources and more information can be found at:

- ⌕ U.S. Department of Commerce (www.ita.doc.gov)
- ⌕ U.S. Department of Labor (www.dol.gov)
- ⌕ World Trade Organization (www.wto.org)