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# Expanding Global Market Opportunities for U.S. Building Materials Exports

International Wood Products Association  
Virtual Annual Conference  
April 1, 2020

*Presented by*  
Brian Ledgerwood  
Office of Materials Industries  
Industry & Analysis/International Trade Administration  
U.S. Department of Commerce





## **AGENDA**

### **I. Trade Policy Issues**

- The Coronavirus (COVID-19)
- United States–Mexico–Canada Agreement  
Modernize as 21st Century Trade Agreement
- Free Trade Agreements / Trade Negotiations
  - Japan
- Section 301 Trade Action with the People's Republic of China

### **II. Identifying Promising Markets for U.S. Building Products Exports**

- Traditional tools
- Identifying new market demand



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# I. Trade Policy Issues



## President's Trade Policy Agenda – 5 Major Pillars

- 1) Supporting Our National Security**
- 2) Strengthening the U.S. Economy – Manufacturing, Jobs**
- 3) Negotiating Better Trade Deals – Ensure U.S. Industry Competitiveness**
- 4) Aggressively Enforcing U.S. Trade Laws – Ensure Level Playing Field**
- 5) Reforming the Multilateral Trade System**



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# Coronavirus (COVID-19)

**Centralized Coronavirus updates remain available at:**

- [Coronavirus.gov](https://www.coronavirus.gov)
- [CDC.gov/COVID19](https://www.cdc.gov/COVID19)
- [USA.gov/coronavirus](https://www.usa.gov/coronavirus)



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## United States–Mexico–Canada Agreement (USMCA)

- The United States has finalized an agreement with Mexico and Canada in the renegotiation of the North American Free Trade Agreement (NAFTA)
- The new United States-Mexico-Canada Agreement (USMCA) will create more balanced, reciprocal trade that supports high-paying jobs for Americans and grows the North American economy

### Areas of Focus:

- Modernization – IP, Standards, Digital, Currency, Labor, Environment
- Manufacturing – ROO: Regional Value Content, Market Access, Textiles
- Small & Medium sized Enterprises (SMEs) – 1<sup>st</sup> SME Chapter in an FTA
- Additional Benefits in Agriculture and Dairy Market Access



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## USMCA - (con't)

### Modernization

- Intellectual Property (IP)
  - Protections for United States Innovators and Creators
  - Most Comprehensive Enforcement Provisions of Any Trade Agreement
  - Strongest Standards of Protection for Trade Secrets of Any Prior FTA
- Digital Trade
- Currency – Policy and Transparency Commitments w/ Accountability
- Labor – Collective Bargaining, Rights Recognition, Value Content Rule
- Environment – Comprehensive, Enforceable Environmental Obligations



## USMCA - (con't)

### Manufacturing

- Rules of Origin (ROO)
  - Update to ROO will provide greater incentives to source goods and materials in the United States and North America
  - Stronger ROO on autos and automobile parts and other industrial products such as chemicals, steel-intensive products, glass, and optical fiber to name a few
- Goods Market Access
  - Improved Support of North American Trade in Manufactured Goods
  - New provisions for transparency in import licensing and export licensing procedures
  - Prohibits: (a) Requirements to use local distributors for importation; (b) Restrictions on the importation of commercial goods that contain cryptography; and (c) Import restrictions on used goods to remanufactured goods
- Textiles
  - Incentivize North American textile production and apparel trade, strengthen customs enforcement, and facilitate consultation and cooperation on textiles and apparel trade



## **USMCA - (con't)**

### **Small and Medium Sized Enterprises (SMEs)**

- First time in a U.S. trade agreement, the USMCA includes a dedicated chapter on SMEs and key provisions supporting SMEs throughout
  - Promotes cooperation to increase SME trade and investment opportunities
  - Establishes information-sharing tools that will help SMEs better understand the benefits of the agreement
  - Establishes a committee of government officials to address SME issues
  - New framework for an ongoing SME Dialogue open to SMEs to enable participants to provide views and information to government officials
- Cuts Red Tape via Increased De Minimis Levels
- Promotes SME Participation in Government Procurement
- Supports Cross Border Trade in Services for SMEs
- Supports SMEs through Good Regulatory Practices





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## **USMCA - (con't)**

### **Enactment Update**

- Agreement signed by United States, Mexico and Canada – 11/30/2018
- Mexico ratified USMCA – 06/19/2019
- USMCA was amended by Protocol of Amendment to the Agreement between the three countries – 12/10/2019
- U.S. House of Representatives passed USMCA implementing legislation (H.R. 5430) by a vote of 385 to 41 – 12/19/2019
- The U.S. Senate passed the U.S. House of Representatives' USMCA implementing bill (H.R. 5430), without change, by a vote of 89 to 10 – 1/16/2020



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## **USMCA - (con't)**

### **Enactment Update**

- On January 29, 2020, President Trump signed the implementing legislation for the USMCA
- On March 13, 2020, Canada's House of Commons and Senate passed legislation approving the USMCA, and Royal Assent followed
- The USMCA will come into effect on the first day of the third month after each party has notified the others that it has completed its internal procedures for bringing the agreement into effect
- The Administration is seeking a June 1, 2020 entry-into-force date



## U.S. – Japan Trade Agreement

- On October 16, 2018 – Congress was notified that the Trump Administration intended to negotiate a trade agreement with Japan
- On October 7, 2019, the United States and Japan signed the U.S.-Japan Trade Agreement and U.S.-Japan Digital Trade Agreement
- On December 30, 2019, Presidential Proclamation to Implement the U.S.-Japan Trade Agreement
  - The U.S.–Japan Trade Agreement eliminates or reduces tariffs on certain agricultural and industrial products to enhance bilateral trade
    - See <https://ustr.gov/countries-regions/japan-korea-apec/japan/us-japan-trade-agreement-negotiations/us-japan-trade-agreement-text>
    - See <https://ustr.gov/countries-regions/japan-korea-apec/japan/us-japan-trade-agreement-negotiations/us-japan-digital-trade-agreement-text>
    - See <https://ustr.gov/countries-regions/japan-korea-apec/japan/us-japan-trade-agreement-negotiations/fact-sheets>
- Liberalizes Market Access Between the United States and Japan
- A High-Standard Digital Trade Agreement



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## Section 301 – Tariffs on Imports from China

- **U.S. Trade Representative (USTR) investigated Government of China’s acts, policies, and practices related to technology transfer, intellectual property and innovation** under Section 301 of the Trade Act of 1974, as amended, the investigation launched in August 2017
- Following a thorough analysis of available evidence, USTR, with assistance of the interagency Section 301 Committee, determined that numerous acts, policies, and practices of the government of China related to technology transfer, intellectual property, and innovation are unreasonable or discriminatory, and burden or restrict U.S. commerce
- The information in this investigation was updated on November 20, 2018, and the USTR found that China had not fundamentally altered its practices



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## Section 301 – Tariffs on Imports from China (con't)

### Economic & Trade Agreement Between the U.S. & China – Jan. 15, 2020

The U.S. & China signed an agreement on a **Phase One** trade deal that requires structural reforms and other changes to China's economic and trade regime in the areas of intellectual property, technology transfer, agriculture, financial services, and currency and foreign exchange.

- The Phase One agreement includes:
  - China's commitment to make substantial additional purchases of U.S. goods and services in the coming years
  - A strong dispute resolution system that ensures prompt and effective implementation and enforcement
  - The United States has agreed to modify its Section 301 Tariff Actions in a significant way

See: <https://ustr.gov/countries-regions/china-mongolia-taiwan/peoples-republic-china/phase-one-trade-agreement/fact-sheets> ; <https://ustr.gov/countries-regions/china-mongolia-taiwan/peoples-republic-china/phase-one-trade-agreement/text>



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## Section 301 – Tariffs on Imports from China (con't)

Economic & Trade Agreement Between the U.S. & China – Jan. 15, 2020

### Expanding Trade

**From Jan. 1, 2020 – Dec. 31, 2021, China shall purchase from the U.S.:**

- Goods identified in Annex 6.1 to exceed the 2017 baseline by no less than \$200 billion
  - Manufactured goods no less than \$32.9 billion above 2017 in 2020 and \$44.8 billion above 2017 in 2021
  - Manufactured Goods include: 1. Industrial Machinery; 2. Electrical Equipment and Machinery; 3. Pharmaceutical Products; 4. Aircraft (orders and deliveries); 5. Vehicles; 6. Optical and Medical Instruments; **7. Iron and Steel; 8. Other manufactured goods**
  - Building Products found in Iron and Steel as well as Other Manufactured Goods
    - Iron and Steel products
    - **Wood, wood products, and hardwood lumber**



## Section 301 – Tariffs on Imports from China

<u>Trade Action</u>	<u>Additional Tariffs</u>	<u>Products/Tariff Lines Impacted</u>
<u>Tranche 1</u>	25%	818
<u>Tranche 2</u>	25%	279
<u>Tranche 3</u>	25%	5,733
<u>Tranche 4a</u>	Reduced to 7.5% by Phase 1	3,233
<u>Tranche 4b</u>	Suspended Indefinitely	550



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## SECTION 301 – Tariffs on Imports from China (con't)

### Public Comment Process

- Each tariff list was open to a 30 day comment period, as well as multi-day public hearings.
- More info: <https://www.regulations.gov/document?D=USTR-2019-0004-0001>

### Exclusion Process

- USTR has a process where U.S. stakeholders may request that particular products, classified within a covered tariff subheading be excluded from the duties. USTR issues decisions on a rolling basis.
- More info: <https://ustr.gov/issue-areas/enforcement/section-301-investigations/section-301-china/section-301-exclusion-process>





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## SECTION 301 – Tariffs on Imports from China (con't)

### Additional Information

- How to Navigate the Section 301 Tariff Process: <https://ustr.gov/issue-areas/enforcement/section-301-investigations/search>
- CBP: <https://www.cbp.gov/trade/programs-administration/entry-summary/section-301-trade-remedies> ; <https://www.cbp.gov/trade/programs-administration/entry-summary/section-301-trade-remedies/faqs>

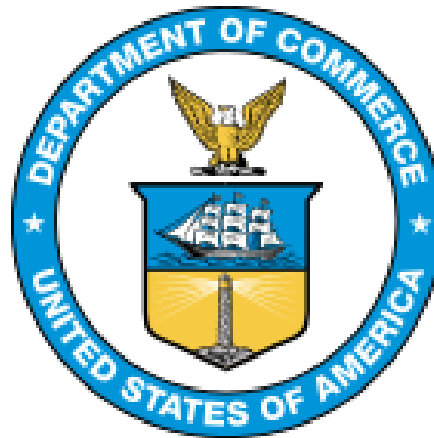
### Points of Contact

- USTR: Section 301 Hotline: (202) 395-5725
- CBP: [traderemedy@cbp.dhs.gov](mailto:traderemedy@cbp.dhs.gov)



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## II. IDENTIFYING MARKETS FOR U.S. BUILDING PRODUCTS EXPORTS





- **Global opportunity**

- U.S. products are globally competitive on a level playing field



- **U.S. building products export markets are “dense”**

- The vast majority of U.S. exports go to the Top 12 markets – 79% in 2019\*
- Canada and Mexico dominant + China increasing export market share
- In the past 10 years, there have been only modest changes to the Top 12 market list



\*Based on Annualized 2019 Data



# U.S. Building Products

## Total Annual U.S. Exports

2019 Projected: **\$80.6 billion** – from 86.9 bill in 2018  
(based on annualized Jan-Nov data)



### Wood Products

2017: \$8.1 billion  
2018: \$7.3 billion  
2019: **\$3.9 billion**  
China: 1.1 bill/Rnk #1 2019

### Plumbing Products

2017: \$1.09 billion  
2018: \$1.2 billion  
2019: **\$1.2 billion**  
projected

### Asphalt

2017: \$610 million  
2018: \$673 million  
2019: **\$605 million**  
projected



### HVAC Equipment

2017: \$18.5 billion  
2018: \$18.8 billion  
2019: **\$18.4 billion**  
projected

### Plaster & Gypsum Board

2017: \$207 million  
2018: \$212 million  
2019: **\$199 million**  
projected

### Cement & Concrete

2017: \$466 million  
2018: \$458 million  
2019: **\$421 million**  
projected



### Metal Products

2017: \$22.9 billion  
2018: \$24.1 billion  
2019: **\$22.7 billion**  
projected

### Insulation

2017: \$1.04 billion  
2018: \$1.1 billion  
2019: **\$1.0 billion**  
projected

### Masonry & Stone

2017: \$224 million  
2018: \$232 million  
2019: **\$220 million**  
projected



### Electrical Systems & Lighting

2017: \$21.3 billion  
2018: \$22.5 billion  
2019: **\$21.6 billion**  
projected

### Appliances

2017: \$3.11 billion  
2018: \$3.11 billion  
2019: **\$3.05 billion**  
projected

### Glass

2017: \$857 million  
2018: \$769 million  
2019: **\$790 million**  
projected



### Paints, Adhesives & Plastics

2017: \$4.3 billion  
2018: \$4.5 billion  
2019: **\$4.6 billion** proj'd

### Doors & Windows

2017: \$751 million  
2018: \$720 million  
2019: **\$701 million**  
projected

### Miscellaneous Other

2017: \$1.2 billion  
2018: \$1.2 billion  
2019: **\$1.1 billion** projected

# U.S. Building Products

## Annual U.S. Exports To CANADA

2019 Projected: **\$22.4 billion** – from 23.5 bill in 2018  
(based on annualized Jan-Nov data – Rank 2<sup>nd</sup> 2018)



### Wood Products

2017: \$1.7 billion  
2018: \$1.6 billion  
2019: **\$1 billion**  
Rank 2<sup>nd</sup> in 2019

### Plumbing Products

2017: \$431 million  
2018: \$493 million  
2019: **\$470 million proj'd**  
Rank 1<sup>st</sup> in 2018

### Asphalt

2017: \$416 million  
2018: \$450 million  
2019: **\$407 million proj'd**  
Rank 1<sup>st</sup> in 2018



### HVAC Equipment

2017: \$4.9 billion  
2018: \$5.0 billion  
2019: **\$5.2 billion proj'd**  
Rank 1<sup>st</sup> in 2018

### Plaster & Gypsum Board

2017: \$141 million  
2018: \$144 million  
2019: **\$130 million proj'd**  
Rank 1<sup>st</sup> in 2018

### Cement & Concrete

2017: \$325 million  
2018: \$317 million  
2019: **\$304 million proj'd**  
Rank 1<sup>st</sup> in 2018



### Metal Products

2017: \$6.3 billion  
2018: \$6.6 billion  
2019: **\$6.2 billion proj'd**  
Rank 2<sup>nd</sup> in 2018

### Insulation

2017: \$299 million  
2018: \$329 million  
2019: **\$309 million proj'd**  
Rank 1<sup>st</sup> in 2018

### Masonry & Stone

2017: \$132 million  
2018: \$136 million  
2019: **\$132 million proj'd**  
Rank 1<sup>st</sup> in 2018



### Electrical Systems & Lighting

2017: \$3.7 billion  
2018: \$3.9 billion  
2019: **\$3.7 billion proj'd**  
Rank 2<sup>nd</sup> in 2018

### Appliances

2017: \$1.6 billion  
2018: \$1.6 billion  
2019: **\$1.6 billion proj'd**  
Rank 1<sup>st</sup> in 2018

### Glass

2017: \$455 million  
2018: \$462 million  
2019: **\$452 million proj'd**  
Rank 1<sup>st</sup> in 2018



### Paints, Adhes & Plasts

2017: \$1.7 billion  
2018: \$1.8 billion  
2019: **\$1.8 billion proj'd**  
Rank 1<sup>st</sup> in 2018

### Doors & Windows

2017: \$423 million  
2018: \$407 million  
2019: **\$391 million proj'd**  
Rank 1<sup>st</sup> in 2018

### Miscellaneous Other

2017: \$195 million  
2018: \$205 million  
2019: **\$194 million proj'd**  
Rank 2<sup>nd</sup> in 2018



# U.S. Building Products

## Annual U.S. Exports To MEXICO

2019 Projected: **\$21.8 billion** – from 23.6 bill in 2018  
(based on annualized Jan-Nov data – Rank 1<sup>st</sup> 2018)



### Wood Products

2017: \$670 million  
2018: \$639 million  
2019: **\$471 million**  
Rank 3<sup>rd</sup> in 2019

### Plumbing Products

2017: \$258 million  
2018: \$290 million  
2019: **\$303 million proj'd**  
Rank 2<sup>nd</sup> in 2018

### Asphalt

2017: \$26.3 million  
2018: \$33.4 million  
2019: **\$27.2 million proj'd**  
Rank 2<sup>nd</sup> in 2018

### HVAC Equipment

2017: \$3.8 billion  
2018: \$3.8 billion  
2019: **\$3.6 billion proj'd**  
Rank 2<sup>nd</sup> in 2018

### Plaster & Gypsum Board

2017: \$20.3 million  
2018: \$21.05 million  
2019: **\$21 million proj'd**  
Rank 2<sup>nd</sup> in 2018

### Cement & Concrete

2017: \$21.8 million  
2018: \$30.8 million  
2019: **\$25.9 million proj'd**  
Rank 2<sup>nd</sup> in 2018

### Metal Products

2017: \$7.6 billion  
2018: \$8.4 billion  
2019: **\$7.5 billion proj'd**  
Rank 1<sup>st</sup> in 2018

### Insulation

2017: \$246 million  
2018: \$289 million  
2019: **\$256 million proj'd**  
Rank 2<sup>nd</sup> in 2018

### Masonry & Stone

2017: \$11.5 million  
2018: \$16.8 million  
2019: **\$12.8 million proj'd**  
Rank 2<sup>nd</sup> in 2018

### Electrical Systems & Lighting

2017: \$8.0 billion  
2018: \$8.4 billion  
2019: **\$7.8 billion proj'd**  
Rank 1<sup>st</sup> in 2018

### Appliances

2017: \$286 million  
2018: \$300 million  
2019: **\$322 million proj'd**  
Rank 2<sup>nd</sup> in 2018

### Glass

2017: \$70 million  
2018: \$82 million  
2019: **\$90 million proj'd**  
Rank 2<sup>nd</sup> in 2018

### Paints, Adhes & Plasts

2017: \$834 million  
2018: \$929 million  
2019: **\$925 million proj'd**  
Rank 2<sup>nd</sup> in 2018

### Doors & Windows

2017: \$86.6 million  
2018: \$78.5 million  
2019: **\$77.1 million proj'd**  
Rank 2<sup>nd</sup> in 2018

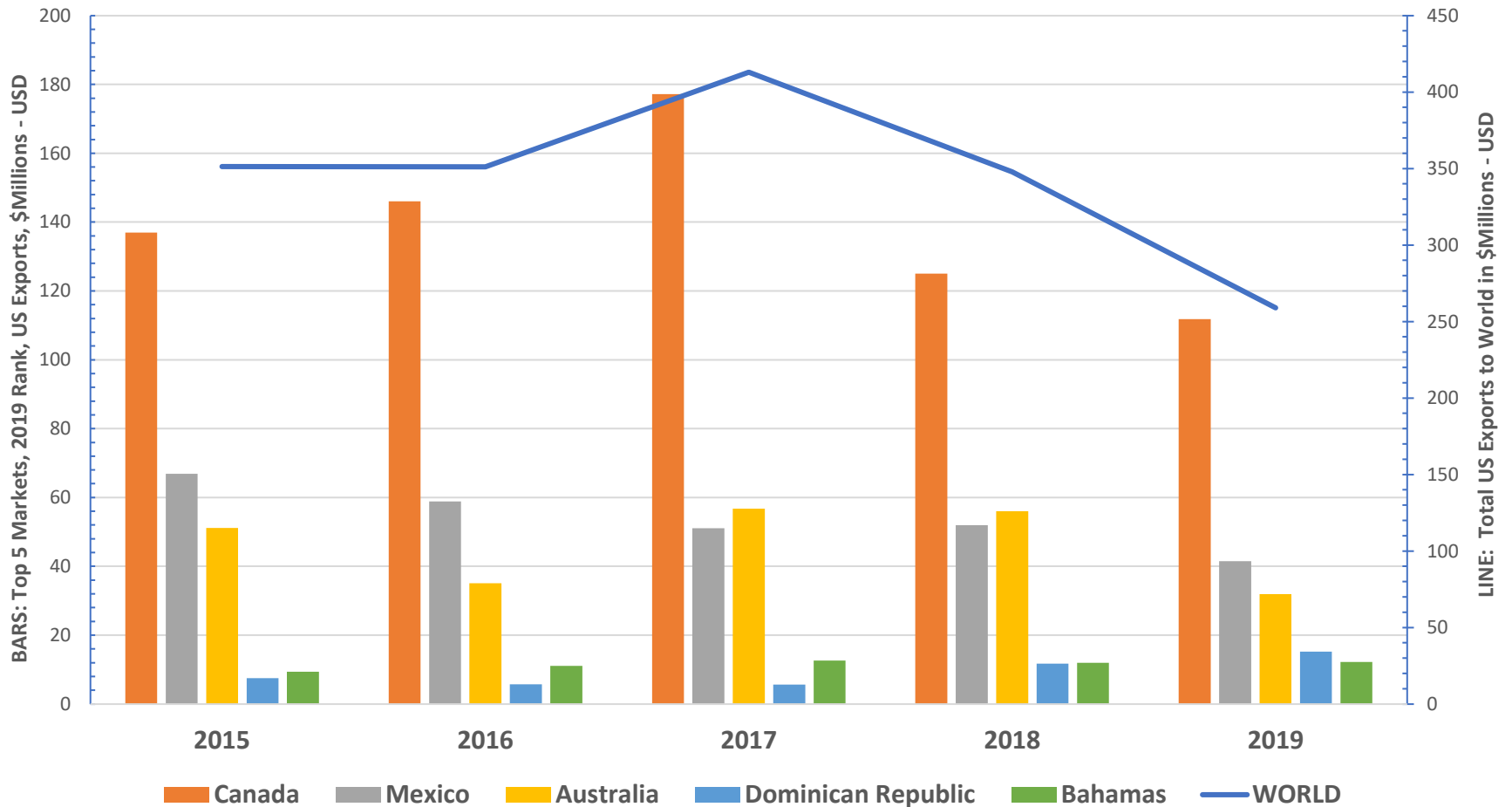
### Miscellaneous Other

2017: \$352 million  
2018: \$378 million  
2019: **\$372 million proj'd**  
Rank 1<sup>st</sup> in 2018



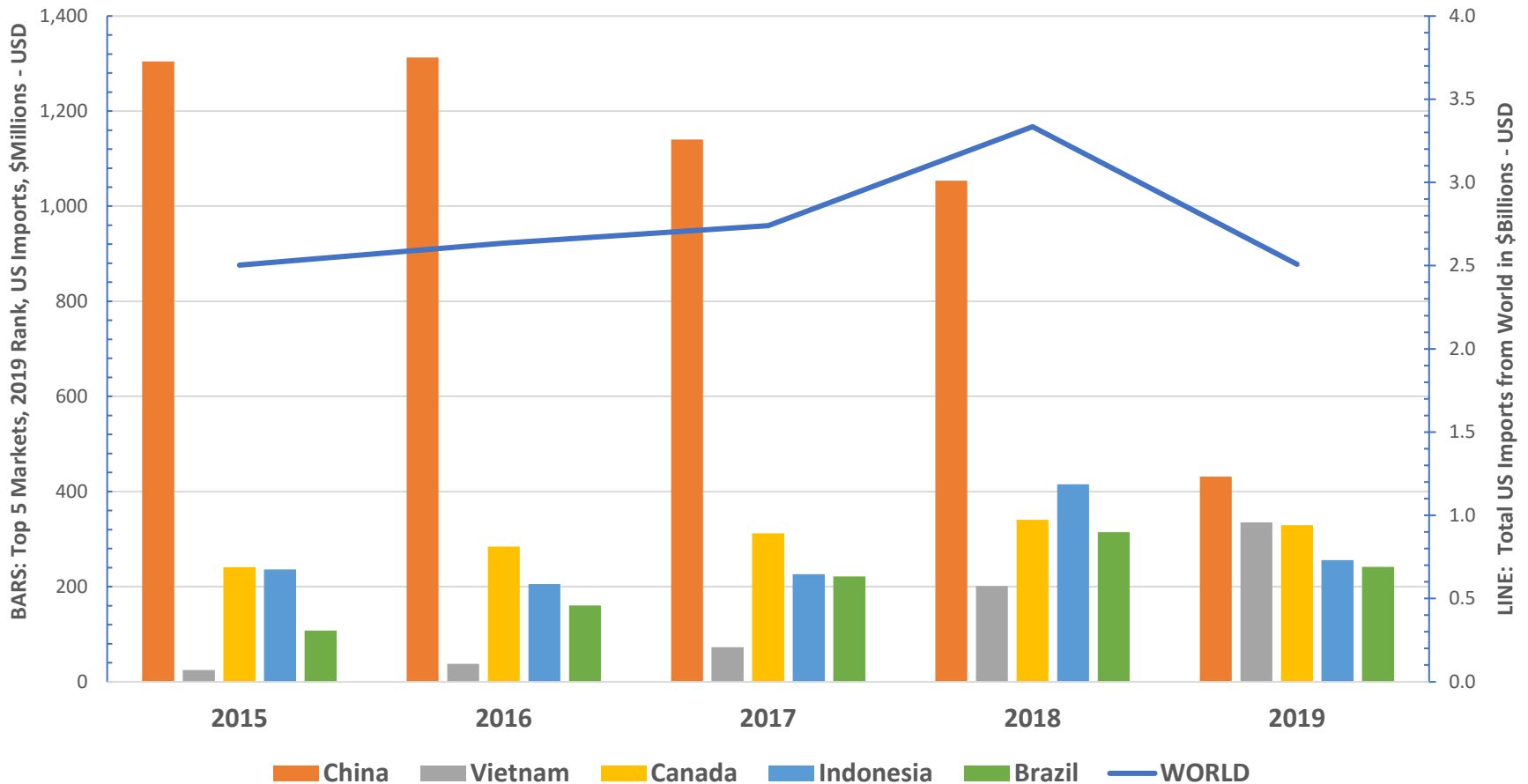


## U.S. Panel Exports - HTS 4412, Top 5 Country Markets & World Total





### U.S. Panel Imports - HTS 4412, Top 5 Supply Countries & World Total





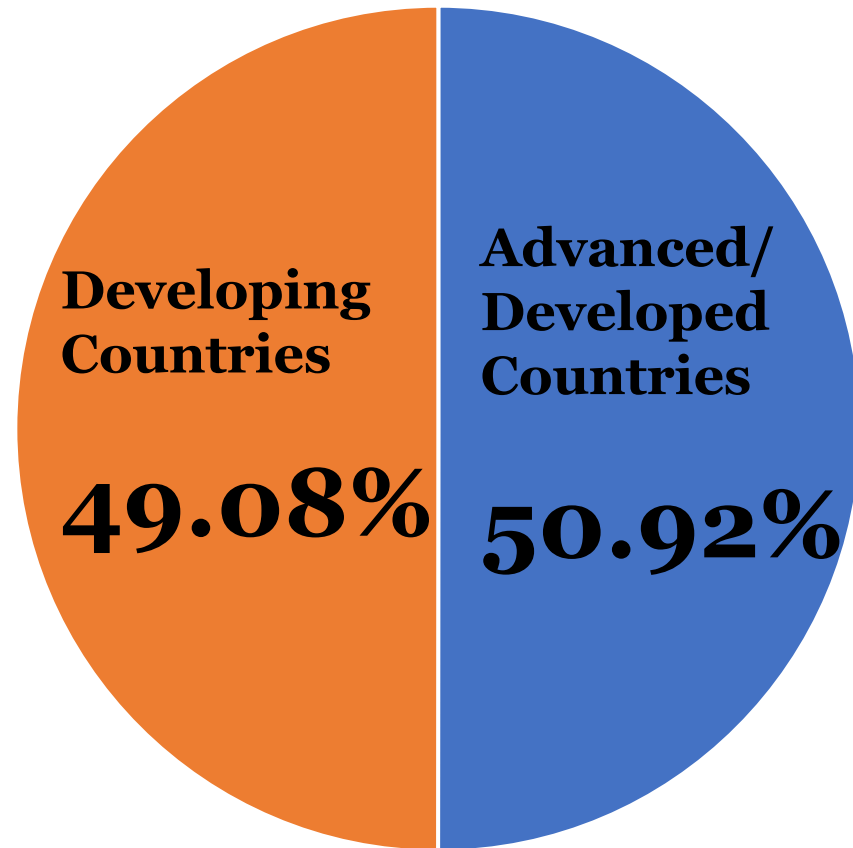


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## 2019 Export Competitiveness Profile

- **223 U.S. building product export markets around the globe**
- **Exports evenly split between developed and developing countries**  
(Based on Total Value of Exports)

### U.S. Building Product Export Destinations





## U.S. Building Product Exports: Top 12 Markets

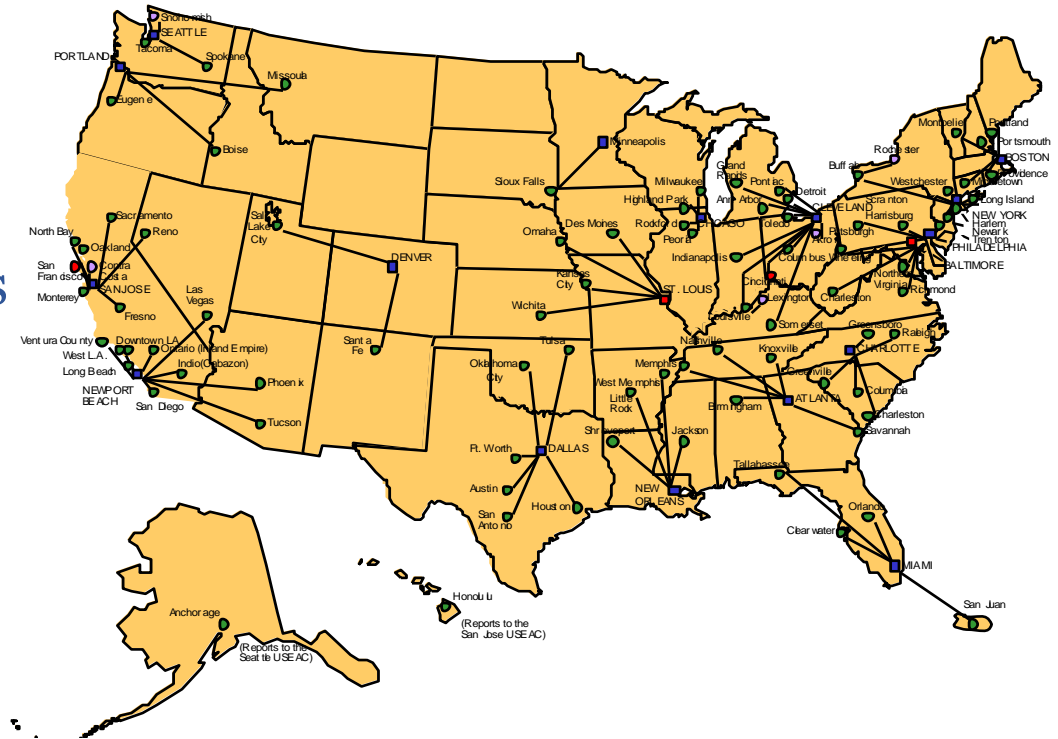
2009 Top 12 (74.59% of Total Exports)		Rank	2019 Top 12 (79.36% of Total Exports)*	
Canada	31.00%	1	Canada	27.84%
Mexico	19.62%	2	Mexico	27.00%
China	5.88%	3	China	5.84%
United Kingdom	2.65%	4	United Kingdom	3.07%
Japan	2.62%	5	Germany	3.06%
Germany	2.45%	6	Japan	2.43%
Korea	2.26%	7	Korea	2.09%
Saudi Arabia	1.80%	8	France	1.94%
Brazil	1.72%	9	Brazil	1.68%
Australia	1.66%	10	Singapore	1.65%
Singapore	1.53%	11	Australia	1.40%
France	1.40%	12	Netherlands	1.35%



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## ITA's U.S. Commercial Service

- Teach exporting basics
- Assist in developing a company's export strategy
- Assist in selecting overseas markets and identifying customers
- Promote trade events to bolster brand awareness and market exposure



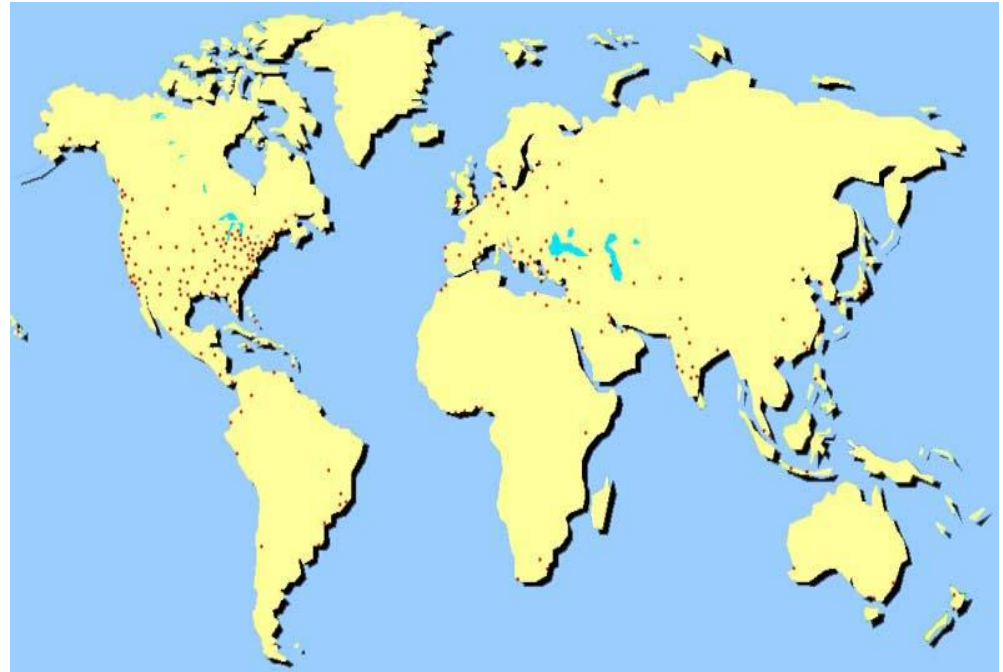
ITA Trade Specialists in 106 U.S.  
Export Assistance Centers



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# ITA's Global Footprint

- Market intelligence
- Country Commercial Guides
- Affordable consulting services:
  - Customized business matchmaking
  - International Partner Search
  - Gold Key Service
  - Other



119 overseas posts in 77 markets



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# Thank You



**Brian Ledgerwood**  
**Senior International Trade Specialist**  
**Office of Materials Industries**  
**U.S. Department of Commerce**  
**Tel: 202.482.3836**  
**[Brian.Ledgerwood@trade.gov](mailto:Brian.Ledgerwood@trade.gov)**