

February 28, 2013

The President
The White House
Washington, DC 20500

Dear Mr. President:

We are writing to express our deep gratitude for your leadership and the continued efforts by your Administration to advance a trade agenda that enforces U.S. trade rights, strengthens the rules-based trading system, and promotes market-opening initiatives around the world. In particular, we very much appreciate your leadership on the ambitious initiative to expand the Information Technology Agreement (ITA). A broad cross-section of U.S. industry considers this agreement one of the most commercially successful WTO trade pacts, contributing enormously to promoting jobs, lower consumer prices, economic growth, and innovation at home and beyond our shores.

We are sending this letter now because momentum is building in Geneva to complete the expansion effort by the end of July. Significant progress has been achieved since talks commenced last May, with negotiators meeting nearly every month to develop and refine the list of products for expansion. Strong, sustained, high-level U.S. political leadership, however, will be necessary to get the work across the finish line and achieve a significant trade win for the United States and the global economy this year.

Through tariff elimination, the ITA has dramatically lowered the cost of trade for information and communications technology (ICT) products resulting in a significant economic impact here in the United States and around the world. From 1996 to 2008, total two-way trade in ITA products increased by more than 10 percent annually, from \$1.2 trillion to \$4.0 trillion.

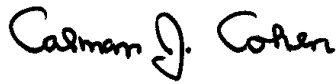
The benefits of ITA expansion will be significant and immediate. Preliminary estimates show that an expanded ITA would remove tariffs on an additional \$800 billion in global two-way ICT trade – a 20 percent increase over the \$4 trillion in annual trade under existing ITA product coverage. More specifically, ITA expansion would increase U.S. exports of ICT products to the tune of \$2.8 billion annually, boost revenues of U.S. ICT firms by \$10 billion, and support the creation of roughly 60,000 new American jobs. Remarkably, this important agreement has not been expanded for 16 years, even though the ICT sector has been bursting with innovation and growth.

To be sure, U.S. industry is very excited about the prospects of concluding the Trans-Pacific Partnership and getting talks underway to advance an International Services Agreement and the Transatlantic Trade and Investment Partnership with the European Union. But with momentum building among key actors around the world, ITA expansion is within our grasp this year.

We look forward to the release of your annual Trade Policy Agenda this week. And we stand committed to continue working with you and your Administration to ensure the speedy and successful

conclusion of this initiative, which will expand U.S. exports, increase American jobs, spur innovation, and promote growth both here and abroad.

Sincerely,



Cal Cohen
President
Emergency Committee for
American Trade



Christopher J. Dodd
Chairman and CEO
Motion Picture Association of
America



Thomas J. Donohue
President and CEO
U.S. Chamber of Commerce



Evan R. Gaddis
President and CEO
National Electrical Manufacturers
Association



Michael D. Gallagher
President and CEO
Entertainment Software
Association



Dean Garfield
President and CEO
Information Technology Industry
Council



Robert W. Holleyman II
President & CEO
BSA | The Software Alliance



Sandy Kennedy
President
Retail Industry Leaders
Association



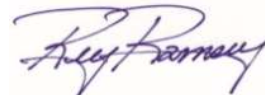
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Executive Director
Tech CEO Council



Dennis McGuirk
President and CEO
SEMI



Shawn Osborne
President and CEO
TechAmerica



Rey Ramsey
President and CEO
TechNet



William A. Reinsch
President
National Foreign Trade Council



Peter M. Robinson
President and CEO
United States Council for
International Business



Grant Seiffert
President
Telecommunications Industry
Association



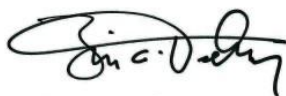
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President and CEO
Consumer Electronics Association



Jay Timmons
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National Association of
Manufacturers



Todd Thibodeaux
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CompTIA



Brian C. Toohy
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