



# International Trade Initiatives



# International Trade Working Group

Steve Kelly, Deputy Secretary, Kansas Department of Commerce  
Stan Ahlerich, Executive Director, Governor's Economic Advisory Council  
Harland Priddle, Former Kansas Secretary of Agriculture and Commerce

Presentation to Governor's Economic Advisory  
Council  
May 20, 2014



# Overview

- Background
- Review Process
- Initiatives/Implementation Plans
- Why Exports



# Background

- ❑ On August 9, Mayor Brewer and Governor Brownback met and discussed, among other things, possibility of transferring/privatizing some of the existing state international trade activities to Kansas Global Trade Services (KGTS)
- ❑ Governor ask Harland Priddle to review this issue with Kansas Department of Commerce
  - Harland was on the original Board of Directors of the Kansas World Trade Center, now KGTS



# Review Process

- ❑ On September 3, held discussions with Secretary of Commerce
- ❑ Secretary established a working group of Steve Kelly, Harland Priddle and Stan Ahlerich to review the issue and provide him with suggestions and recommendations



# Review Item # 1

## Programs to be Managed by the Kansas Department of Comm.

- Direct Investment/Foreign Trade Offices
- Foreign Trade leads received from foreign companies or countries
- Administering state programs



# Review Item # 1 (Cont'd)

## Programs to be Managed by the Kansas Department of Comm.

- Hosting foreign trade delegations
- Participating in selected international trade shows
- Act as Lead Agency at state level international trade conferences such as Governor's Summit on International Trade
- Provide policy, guidance and management of a state strategic plan for international trade



# Review Item # 2

## Analysis of State & KGTS Services

- ❑ Identified services needed but could be provided by others.
  - Research, Education, Seminars/Training, Market Analysis
- ❑ Analyzed services being provided by KGTS, state and others
  - Discovered several other sources (24) providing services
- ❑ There is no coordination program between or among these organizations



# Review Item # 3

## Services and Programs Needed But Not Being Provided

### Industry Recruitment

- Identify non exporting companies with potential
- Encourage current exporting companies to expand

### Strategic Planning for International Trade

- Establish state policy and strategies for international trade

### Governor's Summit on International Trade

- Agenda could include: Kansas Exports Today, Potential for the future, Available Export Services & Support



# Presentation to Secretary

- ❑ On December 11, the task force met with the Secretary and reviewed the results of our discussions.
- ❑ Secretary agreed in principle with presentation and requested we develop implementation plans for each of the areas we discussed.
  - Statewide responsibilities
  - Services to be provided by others
  - Industry recruitment
  - Strategic Plan
  - Governor's conference on international trade



# International Trade Implementation Plans

- Programs to be Managed by the State of Kansas
  - Provide the organizational structure and resources to provide necessary services and support necessary to increase exports
- Services and Programs needed but Available by other Agencies (Privatize as much as possible)
  - Research, Training, Seminars and others
  - Establish a coordination program to insure services are available to Kansas businesses



# International Trade Implementation Plans (Cont'd)

- Programs Considered Necessary But Not Being Provided
  - Industry Sector Recruitment Program
    - Establish an aggressive industry recruitment program to identify new and expanding exporting companies
  - International Trade Strategic Plan
    - Develop a plan that provides strategies, policies and organizational structure to manage Kansas exports in the future.



# International Trade Implementation Plans (Cont'd)

- Governor's International Trade Conference
  - Raise the level of interest in international trade through Governor's involvement in conference on international trade.



# Closing Comments

- ❑ International Trade needs to be recognized and supported as an important part of the Kansas economic engine.
- ❑ The development of state planning for exports should be a coordinated effort between the private and public sector acting as partners.



# Why Exports

- ❑ *“In the coming decade, over 95 percent of the world’s consumers will live outside of the United States. Over this same period, 80 percent of global economic growth is projected to occur somewhere other than the U.S.*
- ❑ *Our global economic climate has been described as the most competitive in all of history”.*
- ❑ We cannot be left behind-----



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