



## LATIN AMERICA TRADE COALITION

### *Why Support the U.S.-Colombia Trade Promotion Agreement?* **Here are 7,705 Great Reasons!**

More than 9,000 U.S. companies export their products to Colombia, which is one of Latin America's most dynamic growth markets. Of this total, 7,705, or 85%, were small and medium-sized companies. These so-called SMEs exported nearly \$1.7 billion worth of merchandise to Colombia in 2005. This represented 35% of all U.S. exports to Colombia, well above the 29% share of U.S. exports that our smaller companies contribute globally.

Market	No. of U.S. Exporters	No. of U.S. SME Exporters	SME Exporters as % of Total	SME Exports in US\$ millions	SME Exports as % of Total
Colombia	9,112	7,705	85.0	1,681	35.3

*Source: Bureau of the Census, Department of Commerce (DOC), 2005 data*

What if there were a way to eliminate the barriers that prevent America's small businesses from seizing the full benefit of Colombia's booming opportunities? The U.S.-Colombia Trade Promotion Agreement will open the door to new opportunities for smaller U.S. firms in ways that go far beyond just cutting tariffs:

- **Non-Tariff Barriers:** NTBs are especially harmful to smaller companies because they add to the fixed costs of doing business. A \$10,000 permit is a nuisance for a big firm; it can be a show-stopper for a smaller one.
- **Intellectual Property:** Trade agreements protect the innovation and creative content captured in so many U.S. exports; in fact, Colombia will give protections for intellectual property similar to those in U.S. law.
- **Services:** The U.S.-Colombia Trade Promotion Agreement will also open up service sector sales by American companies, expanding the opportunities for a part of our economy that's humming with efficient and innovative smaller companies. Many of these companies are potentially world-class exporters.
- **Government Procurement:** This agreement will give American small business expanded access to government procurement contracts. Those contracts for roads, schools, clinics, and the like are often too small for major American companies to perform profitably. But they are just the kinds of contracts that our smaller construction companies, distance learning companies, and medical equipment companies (to mention just a few) can fulfill beautifully.