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December 1, 2021

His Excellency, Governor Christopher T. Sununu
and the Honorable Executive Council
State House
Concord, New Hampshire 03301

REQUESTED ACTION

Authorize the Department of Business and Economic Affairs, Division of Economic Development, Office of International Commerce (OIC) to **retroactively** renew its membership with The Council of State Governments d/b/a Eastern Trade Council (ETC) (VC # 177712), New York, NY, in the amount of \$4,750.00 to provide regional export trade research and related trade development programs for the period of July 1, 2021 to June 30, 2022, effective upon approval of the Governor and Executive Council. **100% General Funds.**

Funds to support this request are available in the following account:

03-22-22-220510-14490000	<u>FY 2022</u>
Office of International Commerce	
026-500251 Organizational Dues	\$4,750.00

EXPLANATION

The Eastern Trade Council (ETC) is the accelerator for regional international trade and policy development that leverages economies of scale, reduces costs, bolsters competitive advantages, and increases efficiencies. By working collaboratively as a regional organization, the mission is to increase exports, thereby creating and retaining jobs, and enhancing the region's global competitiveness.

ETC enhances state trade programs and increases exports by sharing trade development data and best practices, jointly promoting regional products and services, and collectively advocating for federal trade promotion programs and policies that benefit the North Atlantic region. The ETC has created programs in the past that allow for, for instance, interested companies to access and find customers and partners in emerging markets for a lower cost than might otherwise be available. ETC also provides the State of New Hampshire with data resources on the state imports and exports as well as the volume of trade through various ports-of-entry which OIC, and New Hampshire broadly, can use to target its own programs. ETC is supported by annual appropriations from its eleven (11) member jurisdictions.

This request is for a **retroactive** approval: while though the membership period starts on July 1 of each year, the invoice was not received from ETC until October.

Listed below are answers to standard questions required for Governor and Executive Council organization dues and membership approval submissions:

1. How long has this organization been in existence and how long has this agency been a member of this organization? *The organization has existed for twenty-two (22) years and OIC has been a member for twenty-two (22) years*
2. Is there any other organization which provides the same or similar benefits which your agency belongs to? *No, there are no other organizations that OIC belongs to which offers the same or similar benefits on the regional level. OIC is also a member of the State International Development Organizations, Inc. (SIDO) which provides representation at a national level; OIC's membership dues for this organization were approved by Governor and Executive Council on August 18, 2021, as item #72.*
3. How many other states belong to this organization and is your agency the sole New Hampshire state agency that is a member? *Eleven other states (including all New England states) are members of the organization, from Pennsylvania and New Jersey north to Maine. The Office of International Commerce is the only New Hampshire agency that is a member.*
4. How is the dues structure established? *The dues are established based on population; for instance, New York pays higher dues than New Hampshire or Vermont.*
5. What benefit does the state receive from participating in this membership? *Programming: ETC allows OIC to offer additional trade programs and activities to NH businesses looking to gain access to international markets at a lower price than would otherwise be available given the bargaining power of a regional group.*
6. Are training or educational research materials included in the membership? If so, is the cost included? Explain in detail. *Research materials, access to state-level and port-level trade data and select training opportunities are provided through ETC, and the costs are included as part of the membership dues.*
7. Is the membership required to receive any federal grants or required in order to receive or participate in licensing or certification exams? Explain. *No, the membership is not required to receive any federal grants in order to receive or participate in licensing or certification exams.*
8. Is there any travel included with this membership fee? Explain in detail any travel to include the number of employees involved, the number of trips, destination if known and purposes of membership supported trips. *No travel is included with this membership fee.*
9. Which state agency employees are directly involved with this organization? (Indicate if they are members, voting members, committee members, and/or officers of the organization.) *The Program*

Manager for the Office of International Commerce is directly involved with the organization. The Program Manager is a member of the Board of Directors.

10. Explain in detail any negative impact to the State if the Agency did not belong to this organization. *ETC is an organization made up of the eleven (11) northeastern states and works collaboratively to increase exports, thereby creating and retaining jobs, and enhancing global competitiveness. The convergence of ETC members' expertise builds critical mass, facilitates innovation, and expands export opportunities. Collectively, ETC member states and jurisdictions rank in the top five world economies.*

Without being a member of ETC, New Hampshire businesses would not have access to new, additional opportunities to access new markets and international business development, thereby affecting the growth of their businesses. Additionally, New Hampshire would need to purchase access to state-level and port-level data on its own, at a potentially higher price than ETC member states are able to get it as a group.

Respectfully Submitted,



Taylor Caswell
Commissioner



EAST

STATE OF NEW HAMPSHIRE

Invoice

FOR: Contribution to the Council of State Governments Eastern Regional Conference
(CSG/ERC) Eastern Trade Council (ETC)

Fiscal Year July 1, 2021 – June 30, 2022.....**\$4,750.00**

(Federal Identification Number: 36-6000818)

Thank You for Your Continued Support.

Please make check payable to:
CSG/ERC

and return to:
**Council of State Governments East
22 Cortlandt Street – 22nd Floor
New York, NY 10007
Attn: Jack Aitken**

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