



What is ACTION for Trade?

The American Creative, Technology & Innovative Organizations Network for Trade (“ACTION for Trade”) is a coalition of like-minded business associations and companies that seeks to advance creativity and innovation-based growth, and the protection of intellectual property (IP) that sustains such growth, in the U.S. trade agenda. The United States is a world leader in international trade, and we seek to assist U.S. policy makers in shaping the global trade regime, spearheading international standards, opening new markets, ensuring that innovation and creativity are rewarded, growing the IPR-enabled U.S. services trade surplus, and protecting the creative assets of our members in the United States and overseas

Why Now?

The trade environment is changing. Historically, international trade agreements focused on market access for goods, like grain and steel. But today, the United States also exports billions of dollars annually in "intangible assets," from digital content like movies, video games, and music to cutting-edge creations like new vaccines and cancer treatments.

Domestically, these products are safeguarded by copyrights, patents, trademarks, and other IP protections. Internationally, though, American innovation is routinely undervalued or even stolen, with many markets forcing U.S. companies to compete on an un-level playing field. This must change.

Creativity and innovation-based sectors drive economic growth

- The biopharmaceutical sector produced over \$1.3 trillion in economic output in 2016.
- The U.S. software industry contributes over \$1 trillion annually to the U.S. economy.
- The film industry had \$10.3 billion in revenues in 2015.
- The U.S. recording industry had \$15 billion in revenues in 2015.
- Film streaming increased 15% in 2015.
- Music streaming revenue increased nearly 59% in 2015.

Creativity and innovation-based sectors create jobs and higher wages

- Nearly 58 million U.S. jobs are supported by IP-intensive manufacturing industries - 20 million direct, 37.6 million indirect.
- Wages in IP-intensive manufacturing industries are more than 45 percent higher than those in non-IP-intensive manufacturing industries, \$67,378 compared to \$46,248 per employee annually.

Creativity and innovation-based sectors drive exports

- IP-intensive industries are reversing the trade deficit. At nearly \$90 billion, IP products accounted for the largest U.S. trade surplus in 2014.
- The United States exported \$130 billion of IP-products in 2014, making it the second largest category of exports.
- The number of IP exports is rising. Between 1999 and 2014, U.S. exports that relied on IP increased 170 percent, from about \$48 billion to \$130 billion.

It's time to protect U.S. innovation internationally

- The United States, Canada, and Mexico are renegotiating the North American Free Trade Agreement.
- In the 23 years since NAFTA negotiations were first completed, technology and innovation have changed dramatically and too many of America's intangible assets have been undervalued.
- U.S. negotiators must ensure that the global economy rewards innovation and protects creative assets. This begins with the ongoing NAFTA modernization talks, as the final outcome may set the standard for future trade agreements.

Members

