

Your Organization's Letterhead

(date)

The Honorable (Full Name)
United State House of Representatives or The United States Senate
Address
Washington, DC

[Recommend you send the letter via E-Mail]

Dear (Senator/Representative Last Name):

Trade has never been more vital to the economy of The United States nor has it ever been more important for U.S. goods and services to be made easily available to international buyers. The fact is that continuing high levels of unemployment, continuing reluctance among consumers to resume prior patterns of retail purchasing, lagging home prices and sales, all suggest that the best remedy for our ailing domestic economy is to materially ramp up sales to foreign buyers.

As a member organization of the International Association of Exhibitions and Events™ (IAEE) we enthusiastically support the National Export Initiative as IAEE has asked us to do. Using our domestic trade events and our pavilions abroad is the most effective and efficient way to promote the sale of U.S. goods and services. Each year IAEE members conduct more than 10,000 trade events in the U.S. accounting for billions of dollars in sales to other nations. As impressive as this is, it is only a fraction of what we could achieve under more ideal circumstances.

Many of the best foreign buyers from important non-visa waiver trading nations like China, India, and Brazil, routinely encounter serious impediments in the attempts to secure U.S. travel visas. Wait times for required interviews at key posts like Beijing and Shanghai now exceed three months! The results are all-too-often decisions to defer purchases from U.S. sources and to engage with sellers from Germany, France, Poland, and the UK where access to markets is far less complex.

We urge the Congress to take two vital steps now:

- Increase funding for the support programs conducted by the U.S. Department of Commerce such as the International Buyer Program operated by the International Trade Administration and the Trade Fair Certification Program. These stand-out programs are our two most effective ways to identify and secure all-important international buyers.
- Equally important is to remove barriers that prevent legitimate business people from coming to the U.S. to do their business. We must find ways to reconcile overlapping missions of the U.S. State Department, Department of Homeland Security, and the U.S. Department of Commerce. There are many ways to ensure the security of the homeland while permitting entry to those who wish to buy billions of dollars in U.S. goods and services.

Thank you for your support,

Signature
Your name
Address

