



U.S.-Mexico-Canada Agreement Webinar for the Information and Communications Technology Industry

Wednesday, June 24, 2020 | 10-11am ET

International Trade Administration



INTERNATIONAL
TRADE
ADMINISTRATION

U.S. Commercial Service



New York Institute of Technology

**NEW YORK INSTITUTE
OF TECHNOLOGY**

College of Engineering
& Computing Sciences

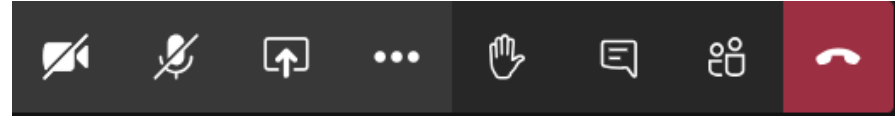


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1401 CONSTITUTION AVE, NW WASHINGTON, DC 20230

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Logistics



MICS AND CAMERAS: Please please please make sure your mic is on **mute** and your camera is turned **off**.

Q&A: The Q&A session will be held **after** all USMCA speakers are finished.

You are welcome to **type** in your questions/comments in the Microsoft Teams Chat Box.

Please state **who** you are addressing your question(s) to.

Note that **only** typed questions will be accepted.

OFF THE RECORD: This webinar is **off the record**, no recording, no press.

PRESENTATIONS: Participants will receive all presentations by **email** sometime after the event.

Agenda

- 10-10:05am Introduction and Moderator
Marisel Trespacios, *Senior International Trade Specialist*, U.S. Commercial Service Long Island, Int'l Trade Administration

Welcoming remarks
Susan Sadocha, *Director*, U.S. Commercial Service Long Island, International Trade Administration
- 10:05-10:20am David Olsen, *Mexico Desk Officer*, Office of North America, Global Markets, International Trade Administration
Topics:
1) What you need to know on day of implementation
2) Major differences between NAFTA and USMCA
3) Key new chapters
- 10:20-10:30am Andrew Flavin, *Policy Advisor*, Office of Digital Services Industries, Industry & Analysis, Int'l Trade Administration
Topics: Digital Trade, Software, Telecommunication Services
- 10:30-10:40am Elise Reysbergen, *International Trade Specialist*, Office of Health and Information Technologies, Industry & Analysis, ITA
Topics: Physical IT Hardware, Western Hemisphere
- 10:40-10:50am Q&A
- 10:50-10:55am Concluding remarks
Michael Nizich, PhD, *Director*, Entrepreneurship & Technology Innovation Center, New York Institute of Technology
- 10:55-11am Upcoming events

Who we are

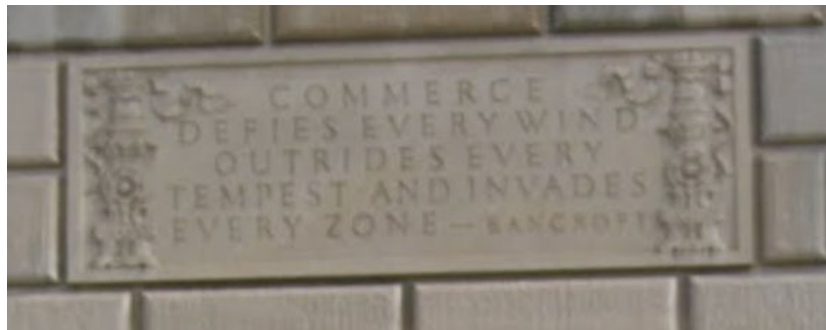


The mission of the Department of Commerce is to create the conditions for economic growth and opportunity.



INTERNATIONAL
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ITA strengthens the competitiveness of U.S. industry, promotes trade and investment, and ensures fair trade through the rigorous enforcement of our trade laws and agreements. ITA works to improve the global business environment and helps U.S. organizations compete at home and abroad.



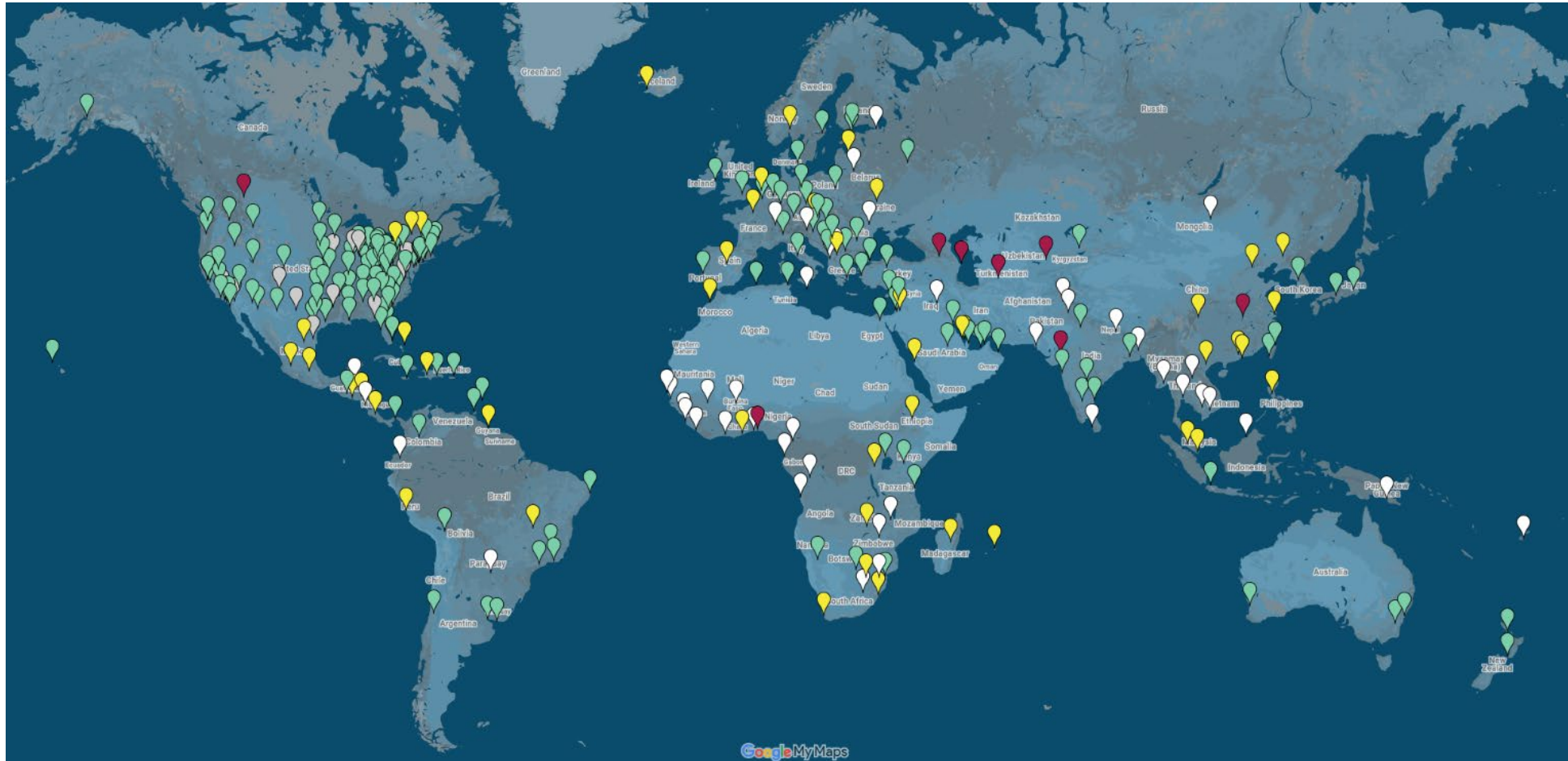
The U.S. Commercial Service is the export promotion arm of the U.S. government



Who we are – Connecting you to global markets



The U.S. Commercial Service is the lead trade promotion agency of the U.S. government. Trade professionals in over 100 U.S. cities and more than 75 countries help U.S. companies get started in exporting or increase sales to new global markets.



Let our global network work for you.

Worldwide Recognition

As the U.S. government, we can open doors that no one else can in markets around the world.

Global Network

Our unmatched global network with trade experts in more than 80 countries can provide you with on-the-ground knowledge and connections.

Results Driven

Our expert, in-person counseling is unparalleled and designed to help you succeed in global markets.



The world is open for your business.

Our global network of experienced trade professionals is located throughout the United States and in U.S. Embassies and Consulates worldwide. Whether you're looking to make your first export sale or expand to additional markets, we offer the expertise you need to connect with lucrative opportunities and increase your bottom line.

Our Services



Export Counseling

- Develop effective market entry and sales strategies.
- Understand export documentation requirements and import regulations of foreign markets.
- Navigate U.S. government export controls, compliance and trade financing options.



Market Intelligence

- Analyze market potential and foreign competitors.
- Obtain useful information on best prospects, financing, laws, and cultural issues.
- Conduct background checks on potential buyers and distributors.



Business Matchmaking

- Connect with pre-screened potential partners.
- Promote your product or service to prospective buyers at trade events worldwide.
- Meet with international industry and government decision makers in your target markets.



Commercial Diplomacy

- Overcome trade obstacles to successfully enter international markets.
- Benefit from coordinated U.S. government engagement with foreign governments to protect U.S. business interests.

Who we are

U.S. Commercial Service – Connect with your local Trade Specialist!



Your **local** trade specialist can **counsel** you and **connect** you to resources across the **globe**.



export.gov/usoffices

USMCA – Important Updates

David Olsen

US-Mexico-Canada Agreement (USMCA)

Prepare your business to take advantage
of the benefits of the new agreement

Overview

1) Prepare for USMCA

- Tariffs, Certification of Origin, De Minimis, Rules of Origin

2) Major Difference in Key Chapters

- IPR, Customs Administration and Trade Facilitation, Agriculture, Financial Services, Textiles and Apparel, Advance Rulings

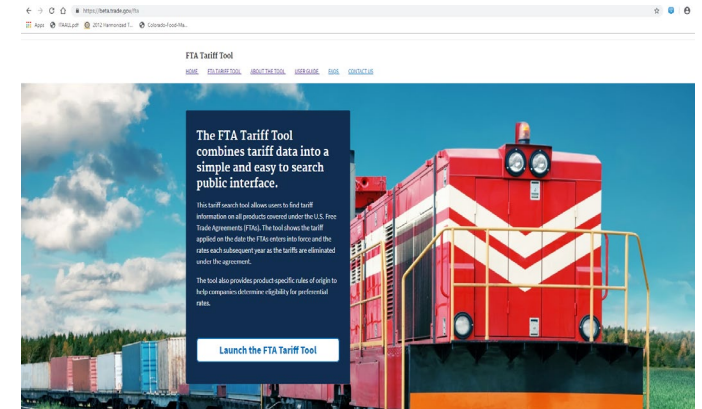
3) New Key Chapters

- Good Regulatory Practices, Digital Trade, SMEs, Environment, Labor

Prepare for USMCA

Tariffs

- All products that have zero tariffs under NAFTA will remain at zero under USMCA.
- Canada will provide new and expanded access (via Tariff Rate Quotas) for U.S. exports of milk, cheese, cream, skim milk powder, condensed milk, yogurt, and several other dairy categories. It will also eliminate its tariffs on whey and margarine.
- For additional information on tariffs, including USMCA and applied tariffs, visit ITA's [FTA Tariff Tool](https://data.trade.gov/fts).



Prepare for USMCA

Certification of Origin

Starting July 1, 2020, CBP will no longer accept the NAFTA Certificate of Origin (Form 434)

CBP has provided an optional certificate template on its website:
<https://www.cbp.gov/document/guidance/certification-origin-template>

NAFTA blanket Certificates of Origin will only be valid through June 30. USMCA blanket certification of origin will be valid beginning July 1, 2020.

Prepare for USMCA

Certification of Origin

Nine elements required to claim origin under the USMCA

1. Importer/Exporter or Producer (indicate which is certifier)
2. Name and Address of Certifier
3. Name and Address of Exporter
4. Name and Address of Producer
5. Name and Address of Importer (if known)
6. Description and HS Tariff Classification of the Good
7. Specific Origin of Criteria
8. Blanket Period (certification is valid up to 12 months in the case of multiple shipments of identical goods)
9. Authorized Signature and Date

Prepare for USMCA

De Minimis

Canada will raise its de minimis level for North American express shipments, doubling it from C\$20 to C\$40 for taxes. It will also provide for duty free express shipments up to C\$150.

Mexico will continue to provide tax-free treatment for express shipments up to US\$50 and will provide duty free treatment for express shipments up to US\$117.

The United States will maintain its de minimis level at US\$800.

Prepare for USMCA

Rules of Origin

Autos

- Increases regional value content for automobiles from 62.5% to 75%.
- Requires labor value content rule that requires a certain percentage of each vehicle to be manufactured in a North American factory in which workers make average wages of at least \$16 per hour.
- Increases regional value content for core, principal, and complementary auto parts, and requires that core vehicles parts be produced in North America, from regionally sourced steel, aluminum, and other key parts and materials.

Chemicals

- USMCA allows chemical processes to confer origin
- For chemical products in HS chapters 28 to 39, USMCA has added eight chemical reaction rules to confer origin in place of product specific rules of origin.

Steel

- For selected steel and iron products in HS chapter 73, USMCA requires that 70% of the steel by weight come from North America.

Major Differences in Key Chapters

IPR

- Protections for innovators and creators
- Comprehensive enforcement provisions
- Strong standards for trade secrets

Financial Services

- Liberalize financial services markets
- Facilitate a level playing field
- Expand trade in cross-border financial services

Customs Administration and Trade Facilitation

- Reduces costs and brings greater predictability to cross-border transactions

Textiles and Apparel

- Strengthens North American supply chains for textiles and apparel and opens new opportunities for U.S. yarns, fabrics, and apparel

Agriculture

- Maintains NAFTA's existing zero-tariff treatment
- New market access for U.S. dairy farmers into Canada

Advance Rulings

- Available on a free, publicly accessible website
- Issue rulings no later than 120 days after obtaining information

New Key Chapters

Good Regulatory Practices

Commitment to reduce and prevent non-tariff barriers through increased transparency, evidence-based decision-making, and whole-of-government internal coordination

Digital Trade

Sets predictable rules of the road and encourage a robust market in digital trade between the three countries

Small and Medium-Sized Enterprises

Promotes cooperation, establishes information-sharing tools, creates a SME committee and launches an SME stakeholder dialogue

Environment

Brings environment obligations into the core of the agreement, makes them fully enforceable, and represents the strongest provisions of any trade agreement

Labor

Brings labor obligations into the core of the agreement, makes them fully enforceable, and represents the strongest provisions of any trade agreement

USMCA Resources

- For more information on USMCA, visit:
- International Trade Administration
<https://www.trade.gov/usmca>
- Customs and Border Protection USMCA Center
<https://www.cbp.gov/trade/priority-issues/trade-agreements/free-trade-agreements/USMCA>
 - Questions: USMCA@CBP.DHS.gov
- United States Trade Representative
<https://ustr.gov/usmca>
- USDA's Foreign Agriculture Service
<https://www.fas.usda.gov/topics/us-mexico-canada-agreement-usmca>



The screenshot shows the official USMCA website. At the top, there's a navigation bar with 'Home' and 'USMCA'. The main header features the title 'United States - Mexico - Canada Agreement' in white text on a blue background, with a brief description of the agreement and a large image of the US, Mexican, and Canadian flags. Below this, a sidebar on the left contains a list of links: 'USMCA Home', 'Day One', 'USMCA vs NAFTA', 'New Chapters', 'USTR State Fact Sheets', 'USDA State Fact Sheets', 'USMCA Resources', 'Issue Specific Fact Sheets', 'Press Releases', and 'CBP's Interim Implementing Instructions'. The main content area on the right includes a paragraph explaining the update from NAFTA to USMCA, a button labeled 'Read the full USMCA text.' with a sub-button 'GO TO THE AGREEMENT →', and three featured sections: 'Prepare for USMCA', 'USMCA vs NAFTA', and 'What's New in USMCA?', each with a representative image and a short description.

THANK YOU

David Olsen

Mexico Desk Officer

Office of North America

International Trade Administration

U.S. Department of Commerce

USMCA – ICT Digital Trade and Software

Andrew Flavin

Creating a firm foundation for the expansion of trade and investment in innovative digital products and services.

- **Enhancing and protecting the global digital ecosystem:**
 - Prohibits customs duties and other discriminatory measures for digital products distributed electronically.
 - Ensures that data can be transferred cross-border and minimizes limits on where data can be stored or processed.
 - Promotes collaboration on cybersecurity, drawing on industry best practices for network security.
 - Limits governments' ability to require disclosure of proprietary computer source code and algorithms.

Not for Public Distribution

USMCA – ICT Hardware

Elise Reysbergen

Benefits

1. Provides protections for sensitive intellectual property in ICT goods that use encryption
2. Reduces compliance and production costs for manufacturers by allowing EMC and RF compliance requirements to be demonstrated via an electronic label
3. Streamlines the conformity assessment process by reducing third-party testing requirements for ICT goods and telecommunications equipment



The United States ICT industry supports approximately 800,000 manufacturing jobs.

The U.S. exports close to \$57 billion in ICT goods to Canada and Mexico every year.

Brought to you by Industry and Analysis, International Trade Administration

Q&A

You are welcome to **type** in your questions/comments in the Microsoft Teams Chat Box.





Michael Nizich, Ph.D.

Director, Entrepreneurship & Technology Innovation Center (ETIC)

Director, NSA/DHS CAE Cyber Defense Education Program

Adjunct Associate Professor, Department of Computer Science

New York Institute of Technology, Long Island Campus

www.nyit.edu/etic

**NEW YORK INSTITUTE
OF TECHNOLOGY**

College of Engineering
& Computing Sciences

Upcoming Events

Webinar: Updates on Japan's Electric Vehicle (EV) Market

Date: Thursday, June 25, 2020, 7pm ET

Cost: Free

Description: U.S. Commercial Service Japan is organizing a free [webinar](#) to introduce new developments in Japan's automotive EV field to U.S. exporters. This will include an introduction to the market as well as market updates for more experienced companies looking for guidance as to how Japan's automotive market will rebound from the current economic conditions. Learn today and expand your global footprint!

Register [here](#).

Webinar: Doing Business with the United Nations

Date: Tuesday, June 30, 2020, 1-2:30pm ET

Cost: Free

Description: This seminar will offer a free introduction to the UN's nearly \$19 billion global procurement market, covering a wide range of goods and services. The event will be particularly informative for companies that need help getting started. Attendees will hear about the UN procurement process, both the opportunities and challenges, and how to register as a UN vendor.

Register [here](#).

PART TWO - SAVE THE DATE! The next webinar in this series (July 14; 1-230pm ET) will provide in-depth tips on how to win a UN contract!

Webinar: Chile Infrastructure for Aviation/Airport Equipment

Sectors

Date: Tuesday, June 30, 2020, 1PM EST

Cost: Free

Description: Learn about Chile's \$1.4 billion Airport Modernization Plan, the Chilean government plan to meet passenger demand by doubling terminal capacity in 17 airports over the next 20 years.

Register [here](#).



Upcoming Events

China's Digital Silk Road: Business, Nat. Security & Geopolitical Impact

Date: Tuesday, June 30, 2020, 2-3pm ET

Cost: \$35

Description: In May of 2017, Xi Jinping made the stunning announcement that big data would be integrated into China's Belt and Road Initiative (BRI) to create China's own version of a "Digital Silk Road." Since that time, China has moved quickly to incorporate the digital side along with its hard infrastructure development as an integral part of its Belt & Road Initiative by (a) providing physical digital infrastructure (e.g., 5G cellular networks); (b) investing in the development of advanced technologies with important economic and strategic uses (e.g., artificial intelligence and quantum computing); and (c) creating digital free trade zones to facilitate international e-commerce. What are the implications of this for U.S. service and tech companies? Is your firm or its data potentially at risk? Does this impact the national security of the Host country?

Register [here](#).

Intelligent Manufacturing in Europe Coffee Chat Series

Cost: Free

Description: The U.S. Commercial Service's Global Advanced Manufacturing Team and Europe Team invite American exporters to join us for "virtual coffee chats" with our U.S. Embassy colleagues across Europe. These informal video discussions are through Microsoft Teams. Each session will cover the current status of the advanced manufacturing sector in the region and include a brief regional overview.

Schedule:

[June 25](#) - Portugal / Spain / France

[July 16](#) - Poland / Hungary / Slovakia / Czech Republic

[July 30](#) - Germany / Austria / Belgium

[August 13](#) - Italy / Turkey

[August 27](#) - Sweden / Denmark / UK



Upcoming Events

Webinar Series: ICT/Cybersecurity Projects in Latin America

Cost: Free

Description: The U.S. Commercial Service has organized a webinar series focused on upcoming ICT/cybersecurity opportunities in Latin America. Learn about which governments are modernizing their ICT infrastructure, creating digital agendas, or prioritizing their cybersecurity needs. These webinars present a fantastic opportunity for U.S. companies to learn about the specific opportunities in Latin America from experts in that market. You will hear from U.S. Commercial Diplomats, local government officials, and private sector experts to help you craft a market entry strategy.

Schedule:

June 25, 2020 - [The ICT Ecosystem in Ecuador - Challenges and Opportunities](#)

July 2, 2020 - [Opportunities in the Cybersecurity Sector in Peru](#)

July 9, 2020 - [ICT opportunities in Chile: Digital economy, Cybersecurity and more](#)

Webinar: How to Do Business With Vietnam

Date: Wednesday, July 8, 2020, 8:30-10am ET

Cost: Free

Description: The Hauppauge Industrial Association of Long Island is organizing a webinar with a focus on the Vietnamese market that will feature trade specialists from the U.S. Commercial Service. Some of the main topics that will be addressed include our virtual services for U.S. exporters, NY State's financial resources, and a brief on the Vietnamese market which will include business opportunities/challenges, key industries and doing business in the general SE Asia region.

Register [here](#).

Webinar Series: Energy Projects in the Western Hemisphere

Cost: Free

Description: The U.S. Commercial Service has organized a Webinar Series focused on upcoming Energy projects in Latin America announced by different governments in the Region to stimulate their economies. These projects represent a fantastic opportunity for U.S. companies in different areas of the energy sector, including generation, distribution, maintenance, modernization, efficiencies, and more. You will hear from U.S. Commercial Diplomats, local Government Officials and private sector experts to help you identify upcoming market opportunities and craft a market entry strategy.

Schedule:

July 1, 2020 - [Upcoming Energy Projects in Remote Indigenous Communities in Panama](#)

August 5, 2020 - [Upcoming Energy Projects in Central America](#)



Upcoming Events

Webinar: Defense and Security Opportunities in the Caribbean

Region

Date: Wednesday, July 8, 2020 at 1pm ET

Cost: Free

Description: Join our webinar focused on upcoming Defense and Security opportunities in Latin America announced by different governments in the region to stimulate their economies. These projects present a fantastic opportunity for U.S. Companies in different security and defense-related sub-sectors, including biometrics, access control, command center software, video security analytics, fire/rescue, body-worn and in-car cameras, GPS and RFID technology, personal security and protection products, metal detectors, perimeter security, drones, border security, seaport and airport security, tactical aerial, marine and land vehicles, tactical gear, and cyber intelligence.

Register [here](#).

Webinar: Women's Global Trade Empowerment Forum

Date: July 14, July 28, August 11, August 24, Sept. 8, Sept. 22

Description: This Virtual platform event is for women entrepreneurs who wish to boldly grow their business into new markets! Featuring Industry Leaders from: Aerospace & Defense, Automotive, Design & Construction, Education, Energy, Information & Communication Technology, and Medical Devices & Services

Register [here](#).

Exploring Census Data: Emerging Technologies

Date: Tuesday, July 21, 2020, 2-3pm ET

Cost: Free

Description: Census Bureau's subject matter experts will explore data on new technologies and emerging industries in this sector. You will learn how classification codes evolve with the ever changing economy, how to use product details to complete the picture, and how to understand the capabilities of our data. The webinar includes a segment on available resources and data tools with the opportunity for Q&A.

Registration: The registration link for this event is still not posted, but it will be posted [here](#).





Thank You!

Marisel.Trespalacios@trade.gov