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# The Advocacy Center

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## **Advocacy Center Overview**

Intersection between business and diplomacy

Commercial diplomacy assists exporters

Level the playing field in foreign government contracts

Specific contract opportunities





# Department of Commerce Advocacy Organization





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# **Establishment Of An Interagency Task Force On Commercial Advocacy** - Executive Order, December 6, 2012

- Further steps of the NEI
- Builds upon success
- Whole-of-government
- Interagency partners to help U.S. companies abroad
- Support from 15 federal agencies





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## **USG Advocacy is:**

- **Government-to-Government**
- **A counter weight to foreign government political pressure**
- **Promoting fairness and transparency in the tender processes**
- **Dealing project-focused, and company specific issues**



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## **Importance of Defense Advocacy**

- One quarter of 1,000 active advocacy cases are in the defense sector
- One quarter of 90 FY14 wins were defense sector
- One quarter of value for FY14 (~\$30 billion of ~\$125 billion)
- Successes alleviate contraction of the defense industry due to lower U.S. acquisition budgets
- No upper or lower limits = broad support to businesses and tenders of all sizes



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## **Advocacy is not:**

- Making or changing policy (ITAR licensing or otherwise)
- Lobbying other USG agencies
- Assistance with judicial actions
- Assistance with trade agreements or market access
- Routine Commercial Assistance



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## **How Do We Advocate?**

- Official correspondence
- Focused meeting/in-person advocacy
- Talking point in bi-lateral meeting/dialogue
- Press release or meeting with foreign press





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## **When Should Defense Companies Apply for Advocacy**

- Competition – gain USG support to counter other governments
- Messaging – endorsement by USG is important for acceptance
- Branding – supporting a U.S. solution reinforces quality messaging
- Focus – high-level attention on especially significant projects.



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## National Interest Determination – Defense

- Same as commercial to start
- Consultation with ODC in-country
  - Alignment with COCOM objectives
  - Money budgeted for the project
  - ODC and post support the transaction
- Clearance through ITAR/Commerce Control List licensing and security cooperation agencies
  - Department of Defense (e.g., DSCA, COCOMs, OSD, IA's, DTSA)
  - Department of State (e.g., Country Desk, RSAT, DDTC)
  - Bureau of Industry and Security at Department of Commerce



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## **Advocacy Process Advantages**

- Determines a national interest
- Substantiates procurement
- Coordinated with DOD, DOS, DOC/Bureau of Industry and Security
- Presents unified front and coordinated messaging to foreign government
- Expresses USG attention to the foreign government
- Follow-through to contract signing



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## National versus Exclusive Advocacy

- The distinction between advocating for:
  - U.S. solution or U.S. competitors equally (National)
  - A specific company, item, or solution (Exclusive)
- Attempts to curb advantage to one company over another when relevant
- At the same time, attempts to ensure exclusive support when only one U.S. interest is in or remains in a competition



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## National Advocacy (formerly Generic)

- More than one U.S. competitor or too early to know who will compete
- Advocates for U.S. solution or all companies equally
- Messaging highlights
  - interoperability
  - shared security interests
  - U.S. quality
  - Security Cooperation goals



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## Exclusive Advocacy

- Also known as “Specific” or “Sole” or “Company” Advocacy
- Only one competitor
  - Down-selection
  - Sole-source negotiation or FMS
  - Only one possible U.S. solution
  - Other possible competitors decline to apply
- Advocates a single, specific company or product
- Messaging includes National Advocacy points



## **Advocacy Win-Sikorsky and Lockheed Martin**

On June 16, 2012, the U.S. Embassy Canberra informed the Advocacy Center that the Australian Minister of Defense Stephen Smith made a formal announcement that Sikorsky Aircraft Corporation (Stratford, CT) and Lockheed Martin (Bethesda, MD) had been awarded the contract to supply 24 MH-60R Seahawk helicopters to the Royal Australian Navy, a bid valued at approximately \$3.0B, with 100 percent U.S. export content. The Advocacy Center coordinated a number of USG interagency advocacy efforts on behalf of the companies including advocacy from Defense Secretary Gates, Secretary of State Clinton, Secretary of Commerce Locke, Treasury Deputy Secretary Wolin, and ITA U/S Sánchez. In addition, U.S. Ambassador Bleich, Chief of Naval Operations Admiral Roughead, and a seven-member CODEL to Australia led by U.S. Representative Don Manzullo (IL) have advocated at the highest levels of the Australian government for the companies.



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# Advocacy Center Website

- Staff Listing
- Advocacy Guidelines
- Advocacy Questionnaire and Anti-Bribery Agreement

<http://www.trade.gov/advocacy>

Main Line: 202-482-3896