

# Why Trade Matters to Manufacturers and Manufacturing Communities



## Trade Helps Manufacturers Grow by Selling to the World's Consumers

The opportunities that foreign markets present for manufacturers in the United States are enormous. While America boasts the largest single domestic consumer market, we have only 5 percent of the world's population and about 15 percent of global purchasing power. Foreign countries imported \$11 trillion in manufactured goods in 2014. Selling only to U.S. consumers is no longer an option for many manufacturers.

## Trade Improves the Competitiveness of Manufacturers in the United States

Trade enables many manufacturers to access raw materials, inputs and technology not available domestically. Trade also helps manufacturers participate in global supply chains that are increasingly used as the world economy becomes more interconnected.

## Trade Is an Investment in Manufacturing Communities

When manufacturers seize the opportunities of trade, they grow their business opportunities for their employees and manufacturing communities around the country. To meet the needs of new overseas customers and succeed in the global economy, manufacturers are investing in their workers to develop new skills, new product lines and new technologies. Jobs linked to exports pay on average 15 percent to 20 percent more than other jobs.

## Trade Is Important for Manufacturers Big and Small Throughout Every Manufacturing Sector in the United States

More than 97 percent of U.S. companies (approximately 293,000) that export are small and medium-sized businesses. While large companies account for most of the dollar value of exports, an increasing number of small businesses are benefiting from overseas demand for high-quality U.S. goods.

## Trade Improves Our Standard of Living

According to the Peterson Institute for International Economics, American real incomes are 9 percent higher than they would otherwise have been due to more open trade. In 2012, trade represented nearly \$1.4 trillion in additional American income.

## Trade Makes Life Better for People Across the Globe

Products manufactured in the United States are sought after around the world because they make life better. Our manufactured exports help make farmers more productive and feed the world's consumers; diagnose illness and cure disease; electrify communities, build more energy-efficient buildings and provide clean water; and connect people and countries through innovative technology and efficient transportation networks.

## Trade Will Build Our Future

Our nation's manufacturers have the quality products that make life better and are sought after around the world. To grow manufacturing and jobs in the United States, manufacturers must become more—not less—engaged in the global economy. Manufacturers must trade to reach the world's consumers and become more competitive. Manufacturers must trade to build our future.