

International Trade in Services

Benefits Colorado's Companies and Workers

IMPORTANCE OF SERVICES TO THE OVERALL U.S. ECONOMY

- **The United States is the world's leading services exporting nation.** International services markets offer huge opportunities for U.S. firms and their employees, accounting today for nearly one-third of total U.S. exports. Total elimination of global barriers to trade in services could raise U.S. annual income by over \$450 billion or \$6,830 per family of four.
- **U.S. services exports have doubled over the past 10 years.** The United States recorded a \$66 billion surplus on exports totaling \$381 billion in 2005. This surplus was 22 percent higher than in 2004. Sales through U.S. services companies operating abroad measured \$477 billion in 2003. These international transactions support high-paying jobs across the United States.

IMPORTANCE OF SERVICES TO THE COLORADO ECONOMY

- The services sector represents 76 percent of sales by Colorado businesses, employs 82 percent of the workforce, and pays 79 percent of the state's \$67 billion in wages.¹
- Services exporters in Colorado employed 48,000 people and generated \$164 million in export revenues in 2002.² For example:
 - Professional, scientific and technical industry services exporters from Colorado employed over 38,000 people and generated \$1 billion in export revenues.
 - Telecommunications exporters from Colorado employed over 31,600 people and generated \$624 million in export revenues.
 - Administrative and support services exporters from Colorado employed 15,100 people and generated \$134 million in export revenues.
 - Publishing exporters from Colorado employed 4,700 people and generated \$141 million in export revenues.
- Affiliates of foreign services companies are part of this success. In 2004, they had over \$4.12 billion invested in property, plants, and equipment (PPE) in Colorado and supported over 19,500 jobs.³ Some of the important sectors and companies include:
 - **Wholesale trade** (2004: 7,900 employed, \$2.9 billion PPE). Major foreign food and beverage firms such as Nestlé (Swiss) and Sodexo (French) participate in the Colorado wholesale industry.

¹ U.S. Census Bureau. *2002 Economic Census*. Available online at <http://www.census.gov/econ/census02/>.

² *Ibid.*

³ Bureau of Economic Analysis (BEA). *Foreign Direct Investment in the United States: Operations of U.S. Affiliates of Foreign Companies 2006*. Available online at <http://www.bea.gov/bea/di/di1fdiop.htm/>.

- **Information** (2004: 5,300 employed, \$638 million PPE). This highly varied sector includes telecommunication firms such as Deutsche Telekom (German).
- **Finance & Insurance** (2004: 6,300 employed, \$582 million PPE): Colorado is home to major foreign banking and investment operations, including Zurich North America (Swiss), one of Europe's largest insurance-based financial services firms.