

COLORADO: Leveling the Playing Field

To make sure this economy grows and to keep jobs here, we've got to open up markets overseas for our products . . . So I tell the Chinese, for example, you treat us the way we treat you. And I do that because I know American workers, and farmers, and ranchers, and small business owners can compete with anybody, anytime, anywhere so long as the rules are fair.

*-- President George W. Bush
Greenwood Village, Colorado*

Trade Plays a Significant Role in Colorado's Growing Economy: People from all over the world are buying Colorado products, which helps fuel Colorado's economy and create jobs. And free and fair trade has led foreign companies to invest in Colorado and hire Colorado workers.

- ✓ Colorado exported \$6.1 billion in goods to 180 foreign markets in 2003.
- ✓ Colorado's largest exports are computers and electronics, totaling over \$3.4 billion in 2003.
- ✓ Colorado is the nation's 4th largest exporter of hides and skins, and the 5th largest exporter of live animals and meat.
- ✓ 4,443 Colorado companies exported goods in 2001. Of those 84% were small and medium sized businesses.
- ✓ More than one-fifth of all manufacturing jobs in Colorado depend on exports.
- ✓ There are 789 foreign companies in Colorado employing 76,700 Colorado workers, and 24% of these are manufacturing jobs.

Colorado Benefits as President Bush Levels the Playing Field: The Bush Administration has worked aggressively to level the playing field for Colorado's farmers, ranchers, workers, and businesses by opening new markets, removing barriers that hurt Colorado's exporters, promoting Colorado exports, and enforcing our trade laws and combating unfair trade practices.

- **Opening New Markets For Colorado:** Colorado businesses and workers benefit from the Bush Administration's free trade policies which are:
 - **Opening new markets for Colorado's cattlemen and poultry producers.** Colorado exported \$583 million in meat products and packaging in 2003, and the Administration has worked diligently to open up new markets for Colorado's livestock and farm goods.
 - ◆ The Administration reopened the Mexican market to U.S. beef exports worth over \$1 billion to Colorado and other U.S. farmers and ranchers.
 - ◆ The free trade agreement that the Administration negotiated with Central America improves access to our partners' markets for Colorado pork, poultry, dairy, and beef. The American Farm Bureau estimates that this agreement could mean \$1.5 billion for American farmers and ranchers.

- ◆ The U.S.-Morocco Free Trade Agreement (FTA) negotiated by the Administration will open the Moroccan market to Colorado beef and poultry.
- ◆ The Administration negotiated an agreement with Russia that will ensure continued access to that market for Colorado pork, poultry, and beef.
- **Opening markets for Colorado's hides and skins.** The Administration has worked hard to expand China's market for U.S. farmers and ranchers. U.S. exports of hides and skins to China have increased 372% over the last four years -- topping \$455 million in 2003. And already this year exports are up nearly 29% over last year. Colorado exported \$129.5 million in hides and skins last year -- the state's second largest agricultural export.
- **Securing access to the European market for Colorado wheat.** The Administration negotiated an agreement with the European Union that secured access to the EU market for U.S. wheat. Wheat and wheat products are Colorado's 3rd largest agricultural export category, with over \$120 million in sales abroad last year.
- **Opening markets in Central America for Colorado's fruit and vegetable farmers.** Colorado exported \$843 million worth of agriculture products to the world in 2003. As the nation's 11th largest exporter of vegetables and preparations -- exporting some \$73.2 million -- Colorado stands to benefit greatly from the U.S.-Central American FTA.
- **Expanding markets for Colorado's manufactured goods exported to Australia.** The U.S.-Australia FTA provides immediate benefits for Colorado's manufacturing sectors, including autos parts; chemicals, electrical equipment and appliances; and information technology by eliminating duties that limited access to Australia markets. U.S. industry estimates that the U.S.-Australia FTA could increase manufacturing exports by \$2 billion.
- **Removing Barriers that Hurt Colorado's Exporters:** The Bush Administration's aggressive actions to remove barriers for American exporters help Colorado manufacturers, high-tech industry, and workers by:
 - **Removing barriers for Colorado's farmers and ranchers.** China made changes to its meat and poultry labeling regime at the Administration's urging, removing a non-tariff barrier to Colorado goods.
 - **Eliminating tariffs for Colorado's exports of information technology to Australia, Morocco, Singapore, Bahrain, Costa Rica, El Salvador, Guatemala, Honduras, Nicaragua and the Dominican Republic.** Colorado exported nearly \$200 million worth of computer and electronic products to these markets alone in 2003.
 - **Reducing barriers for Colorado's information technology exports.** Following intensive discussions with the U.S., Chinese officials eased burdensome import requirements on information technology products, affording U.S. companies greater access. Colorado sold over \$95 million in computers and electronic products to China last year -- the state's top export to that market.

- **Eliminating tariffs and reducing barriers for Colorado's chemical exports to Australia, Singapore, Morocco, Bahrain, Costa Rica, El Salvador, Guatemala, Honduras, Nicaragua, and the Dominican Republic.** Chemical exports from Colorado are the state's 4th largest export category, with over \$397 million in exports to the world in 2003. Nearly 17% of Colorado's chemical manufactures exported to current and pending FTA partners.
- **Promoting Colorado Exports:** The Administration actively works with American businesses to promote exports by leveraging the benefits of our international trade agreements. Some Colorado export successes include:
- **Hach Company in Loveland, CO,** designs and manufactures water filtering and analytic systems. Over the past three years, the Administration's counseling, market research, and one-on-one matchmaking contacts have helped Hach Company export successfully to Uzbekistan, Kazakhstan, China, Uganda, Maldives, Bangladesh, and Paraguay.
 - **Aspen Petroleum Products in Denver, CO,** makes a fuel additive to reduce emissions. In early 2001, the Administration counseled the company, and provided market research about the Chinese market. As a result, Aspen Petroleum Products successfully exported to China.
 - **Advance Canvas Designs in Montrose, CO,** is a manufacturer of temporary outdoor structures. In November 2002, the Administration provided market research and identified potential partners and shippers for the company. As a result, Advance Canvas Design successfully exported to Brazil.
- **Enforcing Trade Laws and Combating Unfair Trade Practices:** The President's enforcement of trade laws and vigorous pursuit of allegations of unfair trade have produced real results for Colorado, including:
- **Ensuring fair access to China for Colorado semiconductors** by bringing the first WTO case against China to ensure fair tax treatment for U.S. semiconductors in China, the fastest growing semiconductor market. Within months, China agreed to our demands, ensuring Colorado and other U.S. exporters fair access to a market worth over \$2 billion to American manufacturers. Colorado exported \$1.2 billion worth of semiconductors to the world in 2003.
 - **Ensuring fair access to China for Colorado technology products.** U.S. interventions regarding China's inconsistent valuation of royalties and license fees for software by Chinese Customs officials led China to issue new regulations to clarify treatment of these products.
 - **Ensuring fair access to the European market for Colorado beef.** As a result of Administration efforts, the European Union agreed to eliminate unnecessary and costly tests that would have hindered U.S. beef shipments.