

October 19, 2011

The President
The White House
Washington, D.C. 20500

Dear Mr. President:

Our organizations represent U.S. companies throughout every major sector of the U.S. economy from agriculture and manufactured goods to services. We strongly support the United States' effort to negotiate a high-standard and 21st-century Trans-Pacific Partnership (TPP) and urge that the United States continue its longstanding and bipartisan approach of seeking a comprehensive agreement that covers every commercial sector and sub-sector of the U.S. economy.

Especially in these challenging economic times, achieving a comprehensive agreement that provides full reciprocal market access and does not exclude any sector, sub-sector, product or service from the market-access provisions or core trade and investment rules of the final TPP is vital. Such an agreement will ensure that all U.S. commercial sectors benefit from this agreement and that the final TPP produces new economic opportunities and exports to sustain and increase American jobs. In an integrated global economy, U.S. competitiveness and jobs are increasingly tied to the ability of U.S. companies to participate in international supply chains and compete in global markets. Excluding products, sub-sectors or sectors will undermine U.S. competitiveness that is tied to such international integration, reducing the TPP's economic opportunities for U.S. companies and their workers.

Adoption of a comprehensive approach is vital to achieve the maximum commercial benefits of the burgeoning Asia-Pacific market. Every country has particular sensitivities that arise. If the United States exempts certain products, services, sub-sectors or sectors, other TPP partner countries will do the same and very likely exclude areas of great commercial interest to the United States. The result would be a least-common-denominator outcome that would thwart the high ambitions and economic potential that all TPP negotiating countries seek.

Furthermore, given the expectation that the TPP will expand to include other major Asia-Pacific economies, now is our chance to set the highest standards for a comprehensive outcome. It prevents subsequent acceding economies from diluting by exclusion the disciplines of a high-standard TPP agreement. We believe, as has been repeatedly demonstrated, that trade and investment agreements do not impede governments from regulating to protect public health, safety and the environment or in the public interest in a manner consistent with good governance, public welfare and best practice. Rather, experience has proven that comprehensive trade and investment agreements help advance solutions to societal challenges and encourage innovation that enriches us all.

The United States' aim to achieve a 21st-century agreement can only be realized through the comprehensive coverage and commercially meaningful rules for all goods and services

throughout the final TPP agreement, and we look forward to working with you and your negotiators to help achieve that vital result.

Respectfully,

American Apparel & Footwear Association (AAFA)
American Farm Bureau Federation
American Peanut Product Manufacturers, Inc.
American Seed Trade Association (ASTA)
American Soybean Association
Animal Health Institute
Business Roundtable (BRT)
Coalition of Service Industries (CSI)
Corn Refiners Association
CropLife America
Distilled Spirits Council of the U.S., Inc.
Emergency Committee for American Trade (ECAT)
Express Association of America (EAA)
Fashion Accessories Shippers Association (FASA)
Footwear Distributors & Retailers of America (FDRA)
Grocery Manufacturers Association
Information Technology Industry Council (ITI)
Motion Picture Association of America (MPAA)
National Association of Manufacturers (NAM)
National Center for APEC
National Fisheries Institute (NFI)
National Foreign Trade Council (NFTC)
National Oilseed Processors Association
National Pork Producers Council (NPPC)
National Retail Federation (NRF)
Outdoor Industry Association (OIA)
Pharmaceutical Research and Manufacturers of America (PhRMA)
Retail Industry Leaders Association (RILA)
Securities Industry and Financial Markets Association (SIFMA)
Sweetener Users Association (SUA)
TechAmerica
The Fertilizer Institute
Travel Goods Association (TGA)
U.S. Chamber of Commerce
United States Association of Importers of Textiles and Apparel (USA-ITA)
United States Council for International Business (USCIB)
US-ASEAN Business Council
US-New Zealand Council
USA Rice Federation
U.S. Wheat Associates
Washington State Potato Commission