

# The Role of AAEI in Improving and Advancing Trade Policy

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February 2025



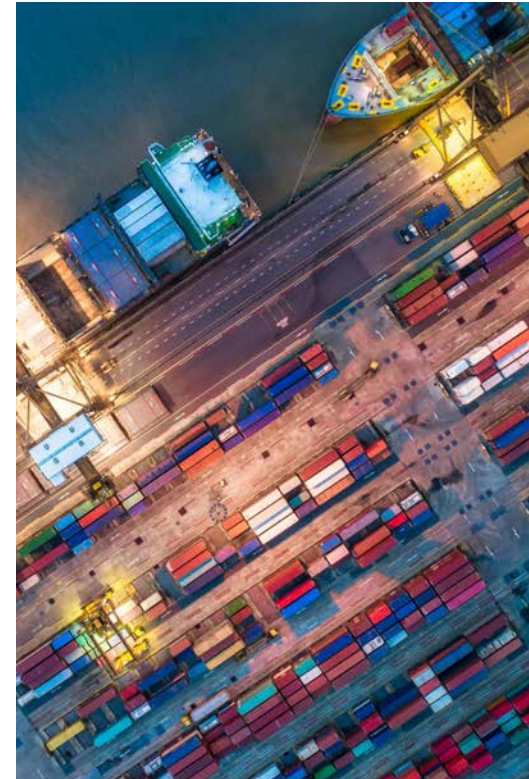
## AAEI's Advocacy Mission

- Advance policies that facilitate international trade
  - Represent the interests of U.S. exporters, importers, and supply chain stakeholders
  - Promote a predictable, transparent, and efficient trade environment



# Why Trade Advocacy Matters

- Trade policy directly impacts costs, competitiveness, and supply chains
  - Regulatory uncertainty creates business risk
  - Engagement helps shape workable, practical policy outcomes



## Representing Member Perspectives

- AAEI aggregates insights from exporters, importers, logistics providers, and manufacturers
  - Identifies common challenges across industries and regions
  - Develops consensus-driven policy positions



# Policy Expertise and Analysis

- Monitor trade legislation, tariffs, and regulatory actions
  - Analyze impacts of trade agreements and enforcement actions
  - Translate complex policy developments into actionable guidance



## Engagement with Policymakers

- Regular dialogue with Congress, USTR, Commerce, and Customs agencies
  - Submission of formal comments and testimony
  - Participation in advisory committees and stakeholder consultations



# Grassroots and Member Engagement

- Equip members with tools to engage policymakers
  - Coordinate advocacy campaigns on priority trade issues
  - Amplify member voices through collective action



## Coalition Building



- Partner with aligned trade associations and coalitions
  - Strengthen influence through shared advocacy goals
  - Expand reach across the trade community

## Education and Communications



- Webinars, briefings, and written updates on trade developments
  - Media engagement to elevate member perspectives
  - Clear, consistent messaging on trade priorities

## Value to AAEI Members

- Stronger representation than individual company advocacy
  - Early insight into policy changes
  - A trusted voice advancing member interests



# Case Study: Tariff Policy Impact & AAEI Advocacy

## Context

- U.S. government proposed significant tariff increases on key imported intermediate goods.
- These goods were important inputs for U.S. manufacturers and exporters, raising concerns across supply chains.

## Member Impact

- U.S. traders faced **higher production costs**, reduced global competitiveness, and increased pricing pressure.
- Import-dependent sectors reported supply disruptions.



# Case Study: Tariff Policy Impact & AAEI Advocacy

## AAEI'S ADVOCACY STRATEGY

- **Data-Driven Communication:** AAEI compiled member impact data showing cost increases, job risk, and distortion of supply chains.
- **Direct Engagement:** Briefings held with key Congressional offices, USTR, and the Department of Commerce outlining real-world effects on exports.
- **Coalition Building:** Formed partnerships with other associations representing manufacturing, agriculture, and logistics sectors.
- **Public Commentary:** Submitted formal comments during the notice-and-comment period and leveraged media to highlight member stories.

## Outcome

- Policymakers adjusted tariff proposals to **exclude key intermediate inputs**, reducing the burden on U.S. manufacturers and exporters.
- The policy shift spared significant cost increases and reinforced the message that trade policy must reflect supply chain realities.

## Lessons Learned

- **Member testimony matters:** Real-world business impacts resonate strongly with policymakers.
- **Cross-sector coalitions amplify influence.**
- **Clear, credible data accelerates meaningful dialogue and outcomes.**



# More Lessons Learned: Risk Mitigation Strategies for U.S. Traders

How are U.S. traders reducing risks?

- Pursuing Duty Mitigation Strategies, e.g., drawback, first sale, exclusions, incoterms, foreign trade zones, pricing schemes, bond management.
- Reducing B2C Trade towards more B2B
- Leveraging technology, using AI to stay informed and to know your supply chain and suppliers
- Taking a strategic approach to data for the management of physical things, leveraging the internet of things and other tools
- Improving corporate governance; governments and NGOs are increasingly applying scrutiny over corporate supply chains.
- Pursuing government support, seeking support from government's "Select Here" and Export Promotion programs and resources
- Seeking organizations and industry partnerships, e.g., Chambers of Commerce's, District Export Councils, trade associations, in-country partnerships





## Conclusion

AAEI plays a critical role in shaping U.S. trade policy:

- Member engagement strengthens advocacy impact
- Together, AAEI advances a more effective trade system



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Thank you!

