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# International Market Opportunities in Bioenergy:

## **Leveraging U.S. Government Resources**

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U.S. Department of Commerce  
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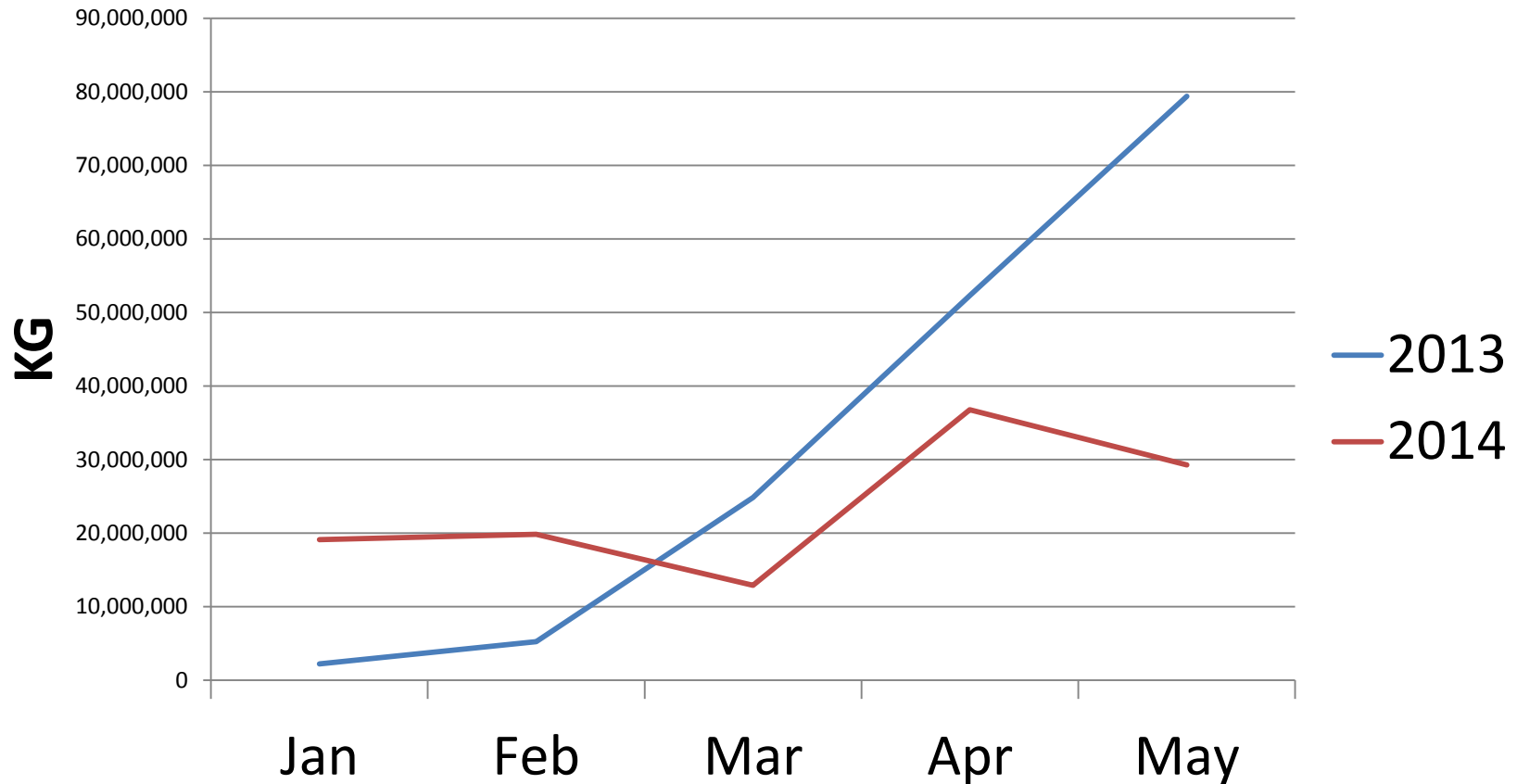
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# Year to Date 2014 Ethanol (Fuel Use) Exports

<b>Top 10 Countries (90%)</b>	<b>Liters Exported Jan-May 2014</b>
Canada	529,669,726
Brazil	247,520,896
United Arab Emirates	117,885,710
Philippines	73,965,881
Korea	51,342,328
India	40,702,101
Peru	40,636,692
Jamaica	35,092,896
Mexico	31,849,256
Singapore	28,529,930
<b>TOTAL TO THE WORLD IN 2014</b>	<b>1,316,134,700</b>



# Biodiesel (B100) Exports – not as high as last year





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Three main areas where U.S. Government resources can be leveraged:

- Understanding new markets,
- Addressing policy barriers, and
- Meeting buyers.



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# Understanding New Markets

Foreign Agricultural Service

- Biofuels reports on all major and 2<sup>nd</sup> Tier Markets
- Long-term projections for key markets

Renewable Energy and Energy Efficiency (RE&EE )  
Export Initiative

- 2014-2015 Top Markets Study – includes ethanol

<http://export.gov/reee/topmarkets>



# Address policy barriers (1)

U.S. Trade Representative

and Foreign Agricultural Service (USDA)

- Multilateral Free Trade Agreements
  - WTO Environmental Goods Agreement (EGA) negotiations launched this year
- Bilateral discussions on trade issues of concern
- Engages in policy and sustainability issues
- Participates in international orgs to discuss standards and criteria setting (ISO, GBEP)





# WTO Members in the EGA Negotiations

- Australia
- Canada
- China
- Costa Rica
- European Union
- Hong Kong
- Japan
- Korea
- New Zealand
- Norway
- Singapore
- Switzerland
- Chinese Taipei
- The United States



# Addressing policy barriers (2)

U.S. Department of Energy

- U.S.-Brazil Strategic Energy Dialogue
- Energy development MOUs with several countries

U.S. Department of Commerce

- Trade Policy Missions
- Renewable Energy and Energy Efficiency Advisory Committee (RE&EEAC)
  - Deadline for nominations: August 15, 2014
  - For details: <http://bit.ly/REEEAC2014>





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# Examples of policy barriers

- Antidumping duties (EU)
  - Ethanol: Since February 2013
  - Biodiesel: Since 2009, and under review to extend
- Sustainability certification (EU)
- Domestic/regional biofuels often favored
- Policies that are not biofuels-oriented
- Regulations against use of imported ethanol



# Meeting Buyers

- Individual Matchmaking/Business Counseling
  - Made in Rural America Initiative
  - U.S. Commercial Service:  
<http://export.gov/locations/>
- Multi-sector trade missions
- Targeted trade missions
  - Organized by industry, supported by USG
  - ITA: Market Development Cooperator Program
  - FAS: Market Access Program

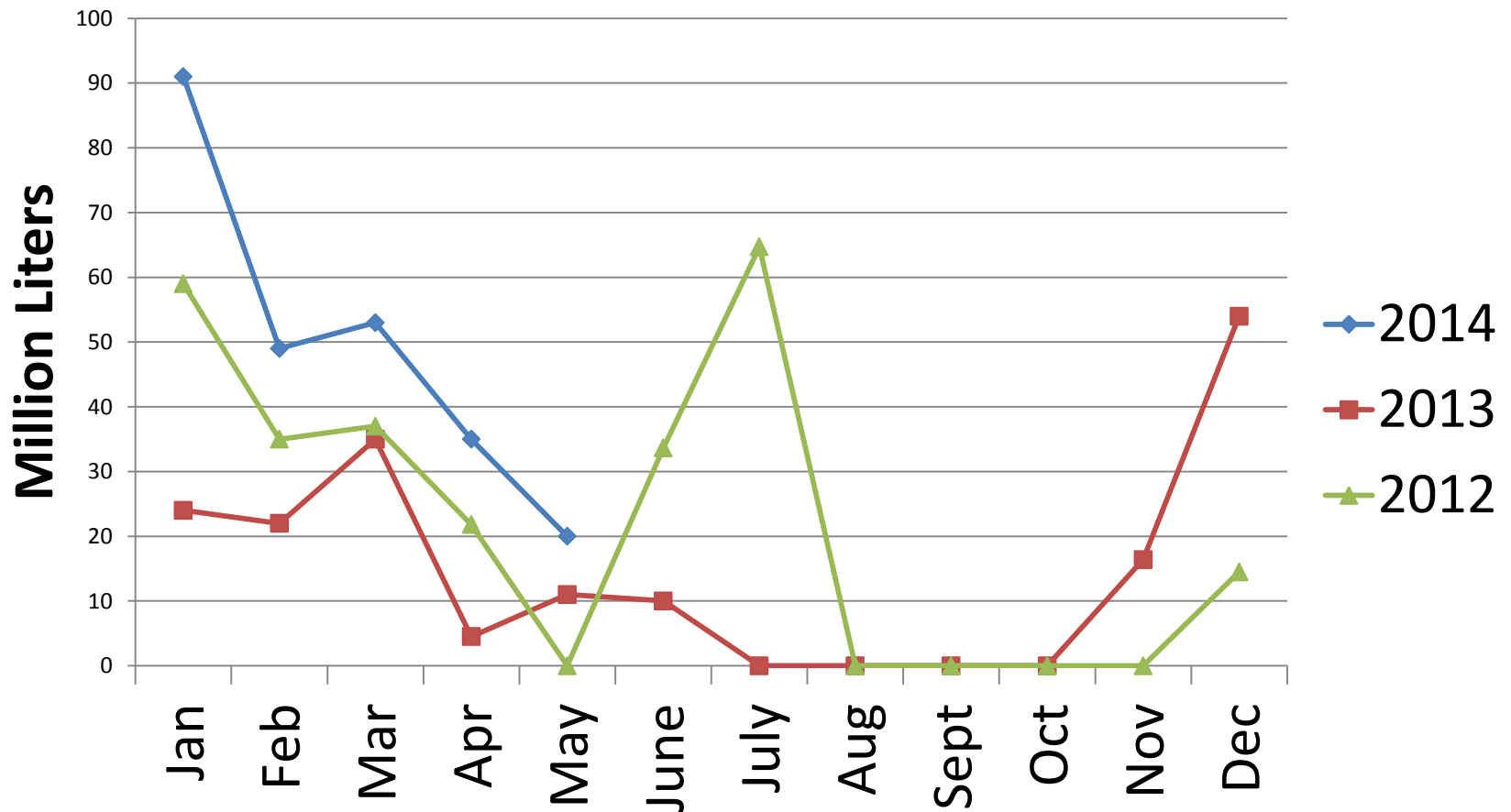


# Export Green: Brazil Trade Mission (September 30-Oct. 2, 2013)

- Organized by the Brazil-US Business Council and RFA
- Supported with MDCP funds
- Met with 12 importers in Recife
- Tour of port terminal
- Tour of local ethanol distillery
- Met with UNICA in Sao Paulo
- Over \$20 million in related sales reported



## U.S. Ethanol Exports to Brazil 2011-2014 monthly: *the impact of the trade mission*





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# Thank you

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