

October 29, 2014

The Honorable Michael Froman
United States Trade Representative
600 17th Street NW
Washington, DC 20508

Dear Ambassador Froman:

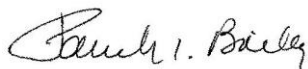
We are writing to thank you and your team at USTR for the strong support given to the APEC advertising initiative, which this year has culminated in an Action Agenda for Advertising Standards and Practice Development, scheduled to be adopted by Ministers and Leaders in Beijing next month. Advertising expenditures account for \$5.8 trillion in U.S. economic output and advertising driven sales of products and services help support 21.7 million U.S. jobs.

As manufacturers and exporters our ability to access foreign markets and conduct a successful global product launch is critically dependent on our ability to promote our products in these markets. The lack of alignment of advertising standards and regulation creates obstacles and inefficiencies that have a negative impact on our ability to do business in economies in the region. It constitutes a fundamental behind the border barrier, which we have sought to address in the APEC context as a possible global model.

As you prepare for the APEC meetings in Beijing next month, we hope we can continue to count on your support in those meetings and into 2015 as we work to implement the Action Agenda through mentoring and capacity building programs and development of best practice principles. This work is intended to help economies establish or better align their advertising regulatory frameworks in accordance with international best practices and to help industry support complementary self-regulatory mechanisms aligned to international best practice and operating within these regulatory frameworks.

Our sincere appreciation again to you and your APEC staff for their thoughtful approach, support, and dedication to this important issue for all manufacturing/exporting industries.

Sincerely,



Pamela G. Bailey
President and CEO
Grocery Manufacturers Association



C. Lee Peeler
President & CEO Advertising
Self-Regulatory Council
ASRC



Peter Robinson
President and CEO
United States Council
for International Business

Cc:

Wendy Cutler, Acting Deputy United States Trade Representative
Bruce Hirsh, Assistant United States Trade Representative for Japan, Korea and APEC
Ed Brzytwa, Director, APEC Affairs