



November 6, 2018

The Honorable Robert E. Lighthizer  
 United States Trade Representative  
 600 17th Street NW  
 Washington, DC 20006

Dear Ambassador Lighthizer:

We commend the administration on its strong commitment to digital trade and welcome the announcement that you intend to enter into trade negotiations with the European Union (EU), Japan, and the United Kingdom (UK). The undersigned associations urge USTR to make digital trade a priority in each of these negotiations, drawing from provisions of the recently announced United States-Mexico-Canada Agreement (USMCA).

American companies in nearly every industry benefit from strong digital trade rules. Today more than 75 percent of economic value created by the internet is captured by companies in a wide range of industries, from manufacturing to services to agriculture, and many of them are small businesses located in every state.

The importance of robust digital trade rules has never been stronger. Nearly \$8 trillion is exchanged through global e-commerce annually. Digital trade accounts for more than half of U.S. service exports. The United States runs a \$159 billion trade surplus in digitally-deliverable services and these services are responsible for 7.1 percent of U.S. gross domestic product and nearly 6.7 million American jobs.

At the same time, an increasing number of governments around the world are seeking to erect trade barriers to the digital economy in ways that will hurt U.S. businesses and workers.

Strong digital trade outcomes in the EU, Japan, and UK negotiations will help counter these growing restrictions on U.S. trade and set examples for other countries developing their own digital trade rules. The administration would miss an opportunity with three of our most important trading partners if it omitted digital trade from the negotiations.

We look forward to working with you on these important issues.

Sincerely,

ACT- The App Association  
American Apparel & Footwear Association (AAFA)  
American Association of Exporters and Importers  
American Coatings Association, Inc.  
Auto Care Association  
BSA | The Software Alliance  
Computer and Communications Industry Association: CCIA  
Computing Technology Industry Association (CompTIA)  
Consumer Technology Association  
Electronic Transactions Association  
Engine  
Entertainment Software Association  
i2Coalition  
Information Technology Industry Council (ITI)  
Internet Association  
National Association of Foreign-Trade Zones (NAFTZ)  
National Foreign Trade Council  
National Retail Federation  
Outdoor Industry Association (OIA)  
Retail Industry Leaders Association (RILA)  
SEMI  
Semiconductor Industry Association  
Specialty Equipment Market Association  
TechNet  
Telecommunications Industry Association (TIA)  
The Coalition of Services Industries  
The Software & Information Industry Association (SIIA)  
U.S. Chamber of Commerce  
U.S. Fashion Industry Association  
United States Council for International Business (USCIB)