

May 19, 2010

President Barack Obama  
The White House  
1600 Pennsylvania Ave, N.W.  
Washington, DC 20500

Dear Mr. President:

We write to ask for your support in investing in the future economic competitiveness of our country by urging swift passage of the pending U.S. trade agreements with Panama, Colombia and South Korea.

We commend you for your commitment to double U.S. exports over the next five years: an increase that the White House says would support two million jobs in America. As you stated eloquently in your State of the Union address, “We have to seek new markets aggressively, just as our competitors are. If America sits on the sidelines while other nations sign trade deals, we will lose the chance to create jobs on our shore.”

The trade agreements with Panama, Colombia and South Korea provide a strong complement to your export strategy. We must not shift our focus away from passing these three pacts that sit before Congress.

Congress’ approval of these agreements would fortify your export strategy, correct trade imbalances that hurt U.S. exporters and provide the U.S. economy with an automatic stimulus. The U.S. GDP would grow \$2.5 billion with the Colombia deal and \$10 billion with South Korea. Panama is an important gateway for U.S. businesses to reach Latin American consumers.

Formalizing these trade agreements provides great benefit to the U.S. economy and domestic job creation. As an example, Panama, under the Caribbean Basin Initiative, enjoys unilateral duty-free access to the U.S. market; however, U.S. exporters to Panama do not share the same privileges. American exporters must pay a 7.7 percent tariff on U.S.-manufactured information technology (IT) equipment, 13.9 percent on transportation equipment, and 8.6 percent on medical devices, among other steep taxes, to reach Panamanian consumers.

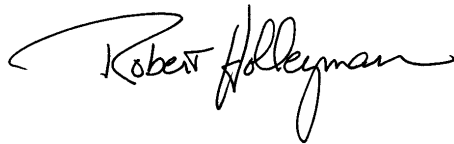
Under the negotiated agreement, U.S. export tariffs to Panama would be immediately eliminated for 88 percent of products and services, including IT, consumer electronics, medical and scientific devices, construction equipment and aviation parts. Panama’s market for government procurement would also be open to U.S. firms so that they may bid transparently to work on the multi-billion renovation of the Panama Canal.

We write to you as technology leaders who are concerned that without meaningful trade agreements the United States will suffer as the nation of choice for so many entrepreneurs looking to locate, grow and create jobs in America.

Trade is a pillar to the U.S. innovation economy. It enables U.S. technology companies, including the thousands that we collectively represent, to reach new consumers, share the joy of new innovation, compete on a global scale, and even spread democratic ideals.

We know you value American innovation and entrepreneurship as characteristics that not only make our country special but also will be important to helping lead the United States to economic recovery. We urge you to recognize that trade agreements, along with exports, are critical to your vision and lend your support for the accords with Panama, Colombia and South Korea.

Sincerely,



Robert W. Holleyman, II  
President and CEO  
Business Software Alliance



George M. Scalise  
President  
Semiconductor Industry Association



Gary Shapiro  
President and CEO  
Consumer Electronics Association



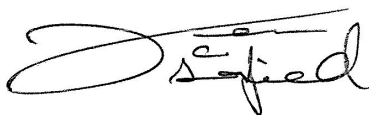
Ken Wasch  
President  
Software & information Industry  
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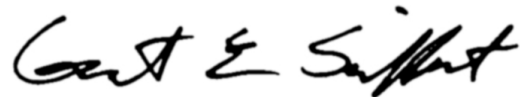
Steve Largent  
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