

Trade

Exporting Opens Up World of Opportunity for U.S. Marine Businesses

With more than 95% of the world's consumers located outside of the United States, exporting opens up a huge untapped market for U.S. marine businesses.

Trade by the Numbers

In 2016, boat exports from the U.S. fell

13.5% to a record low \$1.2 billion

Boat and marine engine imports totaled

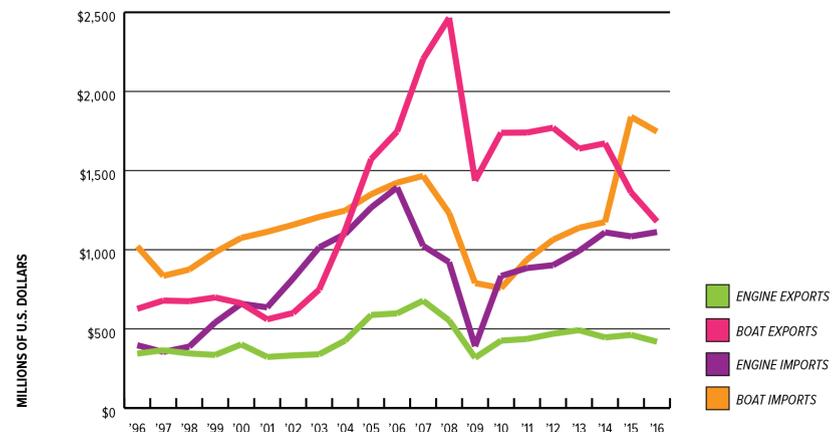
\$2.9 billion in 2016

In 2016, the U.S. remained a net exporter of power boats

Top Trading Partners:

Canada, Western Europe and Mexico

VALUE OF BOAT & ENGINE IMPORTS & EXPORTS



ACTIONS FOR LEADERS TO TAKE

1 Re-negotiate, don't rescind NAFTA!

The #1 and #3 countries the U.S. boating industry does business with are Canada and Mexico.

Reforms proposed in the Trans Pacific Partnership (TPP) should be incorporated into NAFTA re-negotiation discussions, including: technical barriers to trade, transparent customs procedures, and regulatory coherence.

U.S. marine businesses have significant supply chain and customer base making NAFTA a critical trade agreement for domestic manufacturers

2 Continue negotiations on the Trans Atlantic Trade and Investment Partnership.

Europe is the second largest marine trading partner. Reduced technical barriers and regulatory conformity will strengthen the marine sector on both sides of the Atlantic. NMMA, ICOMIA, and the European Boating Industry (EBI) (3 international marine trade organizations) support TTIP.



3 Protect the Export-Import Bank financing to facilitate trade, open new market opportunities for small businesses, and ensure competitiveness for U.S. manufacturers.

Boating Benefits through Trade

Marine Manufacturers support trade policies which:

- ▶ Lower tariffs for recreational boats and marine engines
- ▶ Promotes harmonization of recreational vessel construction standards
- ▶ Reduces technical barriers to trade including duplicative product testing procedures
- ▶ Establish regulatory coherence mechanisms with transparency and stakeholder engagement
- ▶ Allow for transparent and uniform customs procedures
- ▶ The Gold Standard for U.S. boat manufacturing

