



## **TiSA Business Coalition: Introducing Team TiSA**

### **Team TiSA Mission Statement**

The TiSA Business Coalition, or “Team TiSA”, is dedicated to promoting and advocating for an ambitious agreement which eliminates barriers to global services trade, to the benefit of services providers, manufacturers and farmers, and consumers globally.

Team TiSA will advocate for an agreement that:

- Builds on the most robust and ambitious aspects of current agreements with respect to rules and market access commitments; and
- Promotes transparency, predictability, and a level-playing field for services providers.

### **Structure**

Team TiSA brings together businesses and associations across all economic sectors as evidence of the broad support of the Trade in Services Agreement (TiSA). The Coalition is led by six co-chairs; Citigroup, IBM, Liberty Mutual, MetLife, UPS, Walmart.

### **Activities**

Coalition activities include:

- Encouraging a high-standard TiSA agreement through private and public engagement by demonstrating:
  - U.S. objectives for the TiSA;
  - The importance of the TiSA to further promote services exports; and
  - The contribution of service sector exports to U.S. jobs and broad-based economic growth.
- Establishing a constructive dialogue with U.S. and foreign officials in order to advance negotiations for a high-standard result.
- Engaging and educating on the importance of services industries to the overall economy by serving as an informational resource via the Team TiSA website and other channels.

### **Benefits of TiSA**

Services are the fastest growing sector of the global economy and account for two-thirds of global output, one-third of global employment and nearly twenty percent of global trade. The TiSA provides an opportunity to expand services trade among over fifty countries, covering nearly seventy percent of global trade in services.

The potential expansion TiSA provides will benefit not only global growth, but also U.S. domestic growth. Every \$1 billion in U.S. services exports supports an estimated 4,000 jobs. As the world’s largest services exporter, with over \$1.3 trillion in annual cross-border and foreign-affiliate sales, the United States will benefit tremendously from elimination of services barriers.



## **Services Facts**

### ***Services Are Important to the Global Economy and Development***

- The 2011 World Development Indicators show that the services sector accounted for almost 71% of global GDP in 2010 and is expanding at a quicker rate than the agriculture and the manufacturing sectors.
- Trade in services has grown at a pace faster than trade in goods since the 1980s. UNCTAD estimated that in 2013 global services exports reached \$4.7 trillion and grew at an annual rate of 5%.
- Technology-services create a multiplier effect for overall trade flows: technology-enabled exporters sell to an average of 19 markets, while exporters without access to technology services sell in 3-4 markets.
- World Bank research shows that the services sector has become a dominant driver of economic growth in developing countries, delivering both GDP growth and poverty reduction. In 2011, the services sector accounted for an average 49% of GDP in the low income countries and 47% in least developed countries (LDC).

### ***Services, and Services Trade, Are a Key Component of the U.S. Economy***

- The service sector is the largest employer in the US - in 2013, services accounted for 76% of the U.S. work force.
- Even though less than 5% of U.S. service companies currently export, services are almost 30% of total U.S. exports.
- USTR estimates every \$1 billion in services sales supports 4,000 jobs in the United States.
- The average annual salary of an individual employed by a firm involved with international services is \$60,000. In contrast, the national average manufacturing salary is \$40,000.
- In 2013, U.S. service exports were valued at \$681 billion, with a \$231 billion surplus.

### ***A Strong TiSA Will Benefit the Global and U.S. Economies***

- The Trade in Services Agreement (TiSA) will update the structure/rules governing more than 70% of global trade in services.
- There is a major opportunity for growth for U.S. services in international markets. A study by a leading economist found that only 3 percent of services firms export, as compared to a quarter of manufacturers, largely because of foreign barriers. An estimated 3 million jobs could be created if U.S. services matched the export rate of manufacturers. TiSA, by addressing unfair barriers, can help make that happen.