

## The International Trade Administration's Global Markets (GM):

### Quick Overview and Legal Authorities

Although Global Markets and the U.S. and Foreign Commercial Service (GM/CS) can trace their origin to the early 1900s under forerunner agencies, the official transfer of the State Department's **trade promotion and commercial function** to Commerce was done in conjunction with the establishment of the International Trade Administration (ITA) in 1980, and within ITA, of the Foreign Commercial Service. In 1981, the name of the Foreign Commercial Service was changed to the [U.S. & Foreign Commercial Service \(U.S.&FCS\)](#) in order to emphasize the linkage of domestic and overseas operations under a single organizational purpose.

In 2013, ITA underwent a major internal consolidation and merged the **U.S.&FCS** with its Market Access and Compliance (MAC) unit, creating the current organization – **Global Markets and the U.S. and Foreign Commercial Service (GM/CS)**.

**Mission:** GM/CS's statutory mission is to *“place primary emphasis on the promotion of exports of goods and services from the United States, particularly by small businesses and medium-sized businesses, and on the protection of United States business interests abroad...”* -- [15 U.S.C. §4721](#)

### Under ITA's GM/CS operate the Advocacy Center, TPCC, and SelectUSA

- **Advocacy Center:** Created in 1993, the Advocacy Center coordinates U.S. Government resources and authority in order to **level the playing field on behalf of U.S. business interests** as they compete against foreign firms for international contracts. The goal of **U.S. Commercial Advocacy** is to help American companies win foreign contracts that secure and grow U.S. exports and jobs. In 2012, President Obama issued [Executive Order 13630](#) reaffirming the central role of the Advocacy Center and establishing an Interagency Task Force on Commercial Advocacy, chaired by the Secretary of Commerce.
- **TPCC:** Established by Congress in 1992, the TPCC's mission is to **provide a unifying framework to coordinate U.S. agencies' export promotion activities and to develop a governmentwide strategic plan** to carry out those activities. The TPCC is chaired by the Secretary of Commerce -- [15 U.S.C. §4727](#)
- **SelectUSA:** In 2011 President Obama issued [Executive Order 13577](#) establishing the SelectUSA Initiative in the Department of Commerce. SelectUSA aims **to attract and retain business investment into the United States and coordinate federal investment resources.**