



INTERNATIONAL  
**TRADE**  
ADMINISTRATION

# International Trade Administration Overview and Health IT Activities

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June 20, 2014

# ITA At a Glance

- More than 2,200 employees
- Headquarters in Washington, DC
- 108 domestic offices covering all 50 states, DC, and Puerto Rico
- Offices in 73 countries

# What Does ITA Do?

- Develop U.S. trade policy to promote competitiveness of U.S. companies
- Serve as industry's voice in international trade fora
- Advocate for investment environment that does not place unneeded or discriminatory restrictions on commercial activity
- Address regulations that impede innovation
- Assist U.S. firms seeking foreign partners
- Engage in trade promotion & trade advocacy
- Identify and resolve market access and compliance issues
- Administer trade laws (i.e., anti-dumping/countervailing duties on imported products)

# Recent ITA Activities in Health IT

- Active participation in EU-US eHealth/Health IT Marketplace and Assembly, 2012-14
- Support of EU-US eHealth/Health IT Roadmap
- September 2013 meetings with Health IT industry and government leaders in Japan (with HHS, VA, NIST)
- June 2013 Health IT Export Roundtable
- Trade missions: Mexico (2012, 2013), China (2013), Turkey (2014)
- September 2013 Market Development Cooperator Program project with AHIMA

# Why ITA Thinks Health IT Is An Important Sector

- Commercial sector with significant opportunities worldwide, particularly with many countries increasing investment in healthcare
- Opportunities exist for both products and services
- Citizen access to improved healthcare and treatment of medical conditions has far-reaching benefits
- Significant shortages of Health IT workers, both in the U.S. and internationally
- Workforce training provides opportunities for individual workers and economies to effectively apply and adapt cutting-edge health technologies
- Improved care coordination

# SelectUSA Program

- Created in June 2011, housed within Commerce
  - Promote and facilitate business investment into the U.S.
  - Help companies find information to make investment decisions
  - Connect people to appropriate local level contacts
  - Serve as federal-level ombudsman
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- SelectUSA has facilitated roughly \$18 billion in investment to date
  - U.S. has GDP of more than \$15 trillion and 310 million consumers
  - Free Trade Agreements with 20 countries, which provides market-preferred access to 425 million more consumers
  - Transparent, fair, stable business climate
  - Highly educated workforce
  - High R&D investment, and protection of intellectual property



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