

# MAINE STATE LEGISLATURE

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# 114th MAINE LEGISLATURE

## FIRST REGULAR SESSION - 1989

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Legislative Document

No. 41

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S.P. 58

In Senate, January 31, 1989

Reported by Senator ANDREWS of Cumberland for the Committee on Housing and Economic Development.

Reference to the Committee on Housing and Economic Development suggested and ordered printed pursuant to Joint Rule 19.

A handwritten signature in cursive script that reads "Joy J. O'Brien".

JOY J. O'BRIEN  
Secretary of the Senate

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STATE OF MAINE

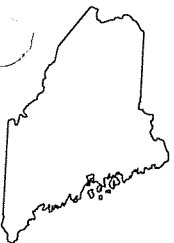
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IN THE YEAR OF OUR LORD  
NINETEEN HUNDRED AND EIGHTY-NINE

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**An Act to Enable Maine to Seize the Opportunities and Meet the Challenges  
in International Trade.**

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1 Be it enacted by the People of the State of Maine as follows:

3 Sec. 1. 5 MRSA §13102, sub-§§4 and 5, as enacted by PL 1987, c.  
534, Pt. A, §§17 and 19, are amended to read:

5 4. Develop programs. Develop demonstration programs and  
7 program concepts in response to economic conditions and the  
evaluation of existing program activities; and

9 5. Cooperate with State Planning Office. Provide  
11 information and cooperate with the State Planning Office in its  
macroeconomic forecasting activities which shall remain the  
13 responsibility of the State Planning Office; and

15 Sec. 2. 5 MRSA §13102, sub-§6 is enacted to read:

17 6. Propose certification of quality program. Investigate  
19 alternatives for a certification of quality program. The purpose  
of this program is to assure both domestic and foreign purchasers  
21 of products produced in Maine that these products are of  
consistently good quality.

23 The division shall consult with trade associations, the  
25 University of Maine System, the Department of Marine Resources,  
the Department of Agriculture, Food and Rural Resources, the  
27 Department of Conservation and any other organizations the  
department determines to be important sources of information or  
29 expertise in certification of quality. The division shall also  
review the efforts undertaken in other states to certify the  
31 quality of goods produced in those states. The division shall  
report its findings and recommendations for a quality  
33 certification program to the Second Regular Session of the 114th  
Legislature.

35 Sec. 2. 5 MRSA c. 383, sub-c. VII is enacted to read:

37 SUBCHAPTER VII

39 INTERNATIONAL TRADE

41 §13116. International trade strategy

43 The department shall develop an international trade strategy  
45 for the State. In developing this strategy, the department shall  
seek the cooperation of the State Economist; the Department of  
47 Agriculture, Food and Rural Resources; the Department of  
Conservation; the Department of Marine Resources; representatives  
49 of the University of Maine System; and representatives of the  
private sector who are involved with and knowledgeable about  
51 international trade.

1           1. Contents of the strategy. At a minimum, this strategy  
2           shall include the following:

3  
4           A. An analysis of the State's economy including a  
5           delineation of its strengths and assets; projections of  
6           future growth and declines in the State's economic sectors;  
7           a delineation of specific opportunities in international  
8           trade, the potential impact of international trade on the  
9           State's economy; and any barriers to international trade;

11           B. The long and short-term goals and objectives to guide  
12           the State's activities in the promotion and development of  
13           international trade.

14                   (1) In developing these goals and objectives, the  
15                   department shall consider factors important to the  
16                   development of international trade such as education,  
17                   infrastructure, communications, finance and other  
18                   similar factors.

19                   (2) The long and short-term goals and objectives shall  
20                   be evaluated at least annually and updated as necessary;

21           C. An evaluation that can best exploit the opportunities in  
22           and potential of international trade and the means that can  
23           reduce or eliminate the barriers;

24           D. An evaluation of the feasibility of establishing a  
25           foreign trade zone and office in a strategic overseas  
26           marketing location. The purpose of this office is to obtain  
27           produce and market information, obtain trade leads, and  
28           serve as a support office for in-state firms exporting to  
29           that part of the world; and

30           E. An assessment of expanding the Office of Federal-State  
31           Coordinator within the Executive Department to include  
32           functions relating to international trade promotion and  
33           development.

34           §13117. Coordination of international trade efforts

35                   The department shall seek to coordinate international trade  
36                   promotion and development activities within the State in order to  
37                   make the maximum use of the resources available. To achieve this  
38                   end, the department shall:

39                   1. Investigate coordination or merger of agency trade  
40                   activities. Investigate the coordination or merger of the Office  
41                   of the International Trade Administration within the United  
42                   States Department of Commerce which is located in this State,  
43                   with the international trade section of the Department of  
44                   Economic and Community Development, an association representing

1 Maine firms engaged in exporting, and the international trade  
3 activities of the Department of Agriculture, Food and Rural  
Resources, the Department of Conservation and the Department of  
5 Marine Resources;

7 2. Investigate centralized information response system.  
Investigate the means by which a centralized information response  
9 system could be developed involving all state agencies which are  
involved in any way with international trade, including  
11 independent state agencies;

13 3. Coordination of agencies' resources in attracting  
foreign investment. Investigate the means by which the  
15 activities and resources of state agencies and independent state  
agencies can be coordinated to attract foreign investment to  
17 Maine and to assist firms which plan to locate or show an  
interest in locating in this State; and

19 4. Analyze the feasibility of a New England regional trade  
council. Analyze the practicality of and the benefits associated  
21 with the creation of a New England regional trade council for the  
mutual exchange of trade information, the generation of import  
23 and export data, mutual cooperation in trade programs and the  
attraction of foreign investment to New England. The department  
25 shall study other regional councils to determine the following:

27 A. The purpose or purposes of these councils;

29 B. The activities in which the regional councils are  
involved;

31 C. How the activities are implemented;

33 D. The degree of success or failure of these regional  
35 council activities;

37 E. The extent to which the purposes are being met; and

39 F. The projected plans of the various councils.

41 §13118. International trade data and information system

43 The department, in conjunction with the Department of  
Administration, Office of Information Services shall identify the  
45 types of international trade information necessary for  
determining state international trade policy and for assisting  
47 the private sector in international trade. The department and  
the Office of Information Services shall identify the location of  
49 this information, the means by which it can be secured and the  
format in which it should be collected. The department and the  
51 Office of Information Services shall investigate the cost,

1 benefits and feasibility of developing an international trade  
2 data and information system. This system, at a minimum, shall  
3 include the following:

5 1. International trade data and information. International  
6 trade data and information consisting of:

7 A. Exports of Maine firms by product, foreign market and  
8 value;

11 B. Imports of Maine firms by product, foreign source and  
12 value;

13 C. Foreign investment in Maine by name and location of the  
14 investor, type of investment and market value of the  
15 investment; and

17 D. Trade leads; and

19 2. Inventory of Maine firms. To the extent feasible, an  
20 inventory of Maine firms including:

23 A. The names and locations of firms currently engaged in  
24 exporting;

25 B. The names and locations of firms currently engaged in  
26 importing;

29 C. The number of employees of firms engaged in  
30 international trade; and

31 D. Manufacturing and service firms which are important to  
32 the State's economy and could be potential exporters.

35 The department shall investigate the cost of electronic  
36 communication with the United States Department of Commerce for  
37 trade information and shall evaluate the quality and timeliness  
38 of this information.

39 §13119. Analysis and evaluation

41 In addition to the analysis and evaluation of economic data,  
42 trends, policies and programs that the department undertakes, the  
43 department shall contract with reliable and objective  
44 organizations or firms for the analysis and evaluation of the  
45 events described in this section.

47 1. Free trade agreement with Canada. The department shall  
48 provide for an analysis of the free trade agreement with Canada  
49 and monitoring of the results of the implementation of this  
50 agreement with respect to its impact on Maine.

1           2. Explore trade opportunities and policies of Asia. The  
2           department shall provide for a study of the economic and trade  
3           policies of Japan and the developing countries of Asia to  
4           determine the trade opportunities that may be available to Maine  
5           in these countries. This study shall also focus on current and  
6           projected impacts of the Asian economies on the Maine economy.  
7           The department shall provide for the monitoring of the operation  
8           of these economies and their impact on the Maine economy through  
9           the decade of the 1990's.

11           3. Analysis and evaluation of the impact of the integration  
12           of the European economy. The department shall provide for an  
13           analysis of the integration of the European Economic Community  
14           nations' economies into a single continental economy and the  
15           impact that this may have on Maine. This analysis and evaluation  
16           shall contain recommendations and proposals which Maine can use  
17           to meet the challenges and opportunities posed by the integration  
18           of the European economy. The department shall provide for the  
19           monitoring of the operation of the western European economy and  
20           its impact on the Maine economy through the decade of the 1990's.

21           4. Report. The department shall report its initial  
22           findings and recommendations concerning the events in subsections  
23           1 to 3 in a timely manner to the joint standing committee of the  
24           Legislature having jurisdiction over economic development. The  
25           department shall also provide this legislative committee with  
26           periodic reports relating to the findings and recommendations  
27           resulting from continued monitoring of these events.

29           §13120. Analysis of roles and activities of other states

31           The department shall study the roles and activities of other  
32           states to determine their effectiveness and the extent to which  
33           they could be applied in Maine.

35           1. Factors for consideration. In analyzing the roles and  
36           activities of other states in the field of international trade,  
37           the department, at a minimum, shall consider the following:

39           A. The activities designed to improve the quality of goods  
40           and services for export;

41           B. The measures designed to overcome the barriers to  
42           private sector participation in foreign trade;

43           C. The measures designed to test the ability of exporters  
44           and exports to compete in the international market; and

45           D. The activities designed to provide the most current data  
46           and information needed to assist exporters and to promote  
47           international trade.





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5. The department coordinate international trade efforts and resources within the State to maximize the use of state resources;

6. The department investigate the feasibility of creating a New England regional trade council for purposes of promoting and developing international trade for the region and attracting investment to New England;

7. The department, in conjunction with the Department of Administration, Office of Information Systems, investigate the feasibility of an international trade data and information system by which comprehensive accurate and up-to-date information is available for the private sector and for the public sector which needs this information for planning and evaluation purposes;

8. The department investigate various approaches to a certification of quality program which will encourage domestic and foreign purchasers to buy goods and services produced in Maine. The department will work with trade associations, state agencies and other organizations to design a proposal for a quality certification program;

9. The department study international trade strategies and activities of other states to determine the effectiveness of these strategies and activities as well as the extent to which they could be applied to Maine; and

10. Additional resources be provided to generate more private sector support of international trade efforts in the State.