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## Women Impacting Public Policy and International Trade Administration Sign Strategic Partnership

WASHINGTON, D.C. – Women Impacting Public Policy (WIPP) and the U.S. Department of Commerce’s International Trade Administration (ITA) signed a Memorandum of Agreement (MOA) today to increase awareness about exporting in the U.S. business community. The strategic partnership focuses on small and medium-sized women-owned businesses, educating them about the tools and resources our organizations provide to help them succeed in the global marketplace.

“We’re pleased to welcome WIPP as a strategic partner and look forward to working with the organization in our efforts to strengthen the U.S. economy and support local jobs by expanding U.S. exports,” said [Marcus D. Jadotte](#), U.S. Assistant Secretary of Commerce for Industry & Analysis. “Many small firms are not aware of the great value exporting can have in a company’s bottom line. Our new partnership with WIPP will help U.S. businesses thinking globally and reach the 96 percent of potential customers living outside U.S. borders.”

Under the MOA, the WIPP will cooperate with ITA and its U.S. Commercial Service on marketing, education programs and events leveraging both entities’ expertise to help make U.S. businesses more export savvy. Joint activities may include building awareness through outreach at trade shows, collaborative press and digital communication, and online registration for resource support.

“As the U.S. marketplace becomes more competitive than ever, it is crucial for businesses—particularly small and medium size businesses—to engage a broader international market for success. WIPP firmly believes that the products and services provided by women-owned businesses belong not just in American hands, but should reach every consumer around the globe,” said Barbara Kasoff, WIPP Founder & President. “As a leader in educating businesses on ways to build, develop, and expand their companies, WIPP is perfectly positioned to work in concert with the Department of Commerce’s ITA to aid women-owned firms in growing their footprint in the global marketplace via export opportunities.”

In 2014, U.S. Secretary of Commerce Penny Pritzker announced the National Export Initiative/NEXT (NEI/NEXT), an expanded and revitalized U.S. export strategy. NEI/NEXT focuses on supporting U.S. businesses of all sizes and economic growth in American communities by making it easier for U.S. companies to access export resources and capitalize on growth opportunities around the world. The partnership supports this initiative by educating U.S. women-owned businesses about the benefits of exporting and expanding their exports to additional markets. Companies will learn about both public and private sector resources to assist them in going global. WIPP joins several of ITA’s [Strategic Partners](#) who have connected more than 1,500 companies to federal export assistance.

**About International Trade Administration**

The International Trade Administration (ITA) is the premier resource for American companies competing in the global marketplace. ITA creates opportunities for U.S. businesses by promoting international trade, attracting foreign direct investment, and fostering a level playing field. ITA has 2,200 employees assisting U.S. exporters in more than 100 U.S. cities and 75 markets worldwide. For more information on ITA, visit [www.trade.gov](http://www.trade.gov).

**About WIPP**

Women Impacting Public Policy (WIPP) is a nonprofit, membership organization working to increase the economic power and public policy clout of women business owners by providing business skills education, leadership opportunities for business and personal growth, and a seat at the table amongst policymakers in Washington, D.C. Founded in 2001, WIPP is recognized as a national, nonpartisan voice for women entrepreneurs, advocating on behalf of its coalition of 4.7 million businesswomen including 78 business organizations. For more information, please visit [www.WIPP.org](http://www.WIPP.org).

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