

MISSION STATEMENT
9th ANNUAL U.S. INDUSTRY PROGRAM
AT THE INTERNATIONAL ATOMIC ENERGY AGENCY (IAEA) GENERAL
CONFERENCE
Vienna, Austria
September 25-26, 2016

MISSION DESCRIPTION

The United States Department of Commerce's (DOC) International Trade Administration (ITA), with participation from the U.S. Departments of Energy and State, is organizing the 9th Annual U.S. Industry Program at the International Atomic Energy Agency (IAEA) General Conference, to be held September 25-26, 2016, in Vienna, Austria. The IAEA General Conference is the premier global meeting of civil nuclear policymakers and typically attracts senior officials and industry representatives from all 162 Member States. The U.S. Industry Program is part of the Department of Commerce-led Civil Nuclear Trade Initiative, a U.S. Government effort to help U.S. civil nuclear companies identify and capitalize on commercial civil nuclear opportunities around the world. The purpose of the program is to help the U.S. nuclear industry promote its products and services to an international audience, including senior energy policymakers from current and emerging markets as well as IAEA staff.

Representatives of U.S. companies from across the U.S. civil nuclear supply chain are eligible to participate. In addition, organizations providing related services to the industry, such as universities, research institutions, and U.S. civil nuclear trade associations, are eligible for participation. The mission will help U.S. participants gain market insights, make industry contacts, solidify business strategies, and identify or advance specific projects with the goal of increasing U.S. civil nuclear exports to a wide variety of countries interested in nuclear energy.

The schedule includes: (1) briefings from senior U.S. Government officials on important civil nuclear topics including regulations, liability, public acceptance, export controls, financing, infrastructure development, and R&D cooperation; (2) networking events; and (3) access to side events at the IAEA General Conference. Past U.S. Industry Programs have included participation by the U.S. Secretary of Energy, the Chairman of the U.S. Nuclear Regulatory Commission (NRC) and senior U.S. Government officials from the Departments of Commerce, Energy, State, the U.S. Export-Import Bank and the National Security Council.

Note: the 2016 IAEA U.S. Industry Program will be significantly shorter than in previous years. Due to the abbreviated nature of the 2016 event, briefings from foreign government delegations and meetings with visiting ITA staff from key export markets will not be available

There are significant opportunities for U.S. businesses in the global civil nuclear energy market. With 172 nuclear plant projects planned in 30 countries over the next 8-10 years, this translates to a market demand for equipment and services totaling \$500-740 billion over the next ten years.

MISSION SETTING

The IAEA General Conference is the premier global meeting of civil nuclear policymakers, and typically attracts over 1,200 senior officials and industry representatives from all 162 IAEA Member States. As such, it is an opportunity to highlight the breadth and depth of the U.S. civil nuclear sector to foreign energy policymakers and potential customers.

MISSION GOALS

The purpose of the U.S. Industry Program is to highlight the benefits of U.S. civil nuclear technology to foreign decision makers in key export markets and to enable representatives from the U.S. public and private sector to discuss U.S. industry's role in the safe and secure expansion of civil nuclear power worldwide. U.S. participants will have the opportunity to network and build relationships in the global civil nuclear sector, interact with foreign government and industry officials, and learn more about current and future project opportunities.

MISSION SCENARIO¹

Prior to the start of the IAEA General Conference, on September 25, trade mission participants can attend a welcome reception hosted by ITA officials. On the morning of Monday, September 26 there will be a Policymaker's Roundtable and an interagency U.S. Government briefing featuring discussion sessions and remarks by senior officials from the U.S. Departments of Commerce, Energy and State, the NRC, and the National Security Council. Participants will receive invitations to the IAEA Director General's Reception and the U.S. Mission to the IAEA Reception, offering further opportunities for networking. Throughout the weeklong conference, participants can attend IAEA side meetings using their official IAEA badges, which will be provided as part of the program. Participants will be able to display company literature at the U.S. Exhibit in the Rotunda area of the IAEA General Conference.

EVENT DATES AND PROPOSED AGENDA

******Note that specific events and meeting times have yet to be confirmed******

Sunday, September 25

6:00 – 8:00pm U.S. Industry Delegation Welcome Reception and Program Orientation

Monday, September 26

7:45am Industry Program breakfast meeting begins

8:10 – 9:45am U.S. Policymakers Roundtable

9:45 – 10:00am Break

10:00 – 11:00am USG Dialogue with Industry

11:00am – 6:00pm IAEA Side Events

7:30 – 9:30pm U.S. Mission to the IAEA Reception

Tuesday, September 20 - Friday, September 30

10:00am – 6:00pm IAEA Side Event Meetings (meeting subjects, dates and times TBD)

10:00am – 6:00pm U.S. National Exhibit in the Rotunda of the IAEA General Conference

¹ Subject to availability and confirmation.

PARTICIPATION REQUIREMENTS

U.S. companies, U.S. trade associations, and U.S. academic and research institutions interested in participating must complete and submit an application package for consideration by the DOC. All applicants will be evaluated on their ability to meet certain conditions and best satisfy the selection criteria as outlined below. Applications will be reviewed on a rolling basis in the order that they are received. A minimum of 15 and maximum of 50 companies and/or trade associations and/or U.S. academic and research institutions will be selected to participate in the mission from the applicant pool.

FEES AND EXPENSES

After a company or organization has been selected to participate on the mission, a payment to the DOC in the form of a participation fee is required. Participants will be able to take advantage of U.S. Embassy rates for hotel rooms.

- The fee to participate in the event is \$1,500 for a large company and \$1,100 for a small or medium-sized company (SME), a trade association, or a U.S. university or research institution. The fee for each additional representative (large company, trade association, university/research institution, or SME) is \$1,000.

EXCLUSIONS

The mission fee does not include any personal travel expenses such as lodging, most meals, local ground transportation, except as stated in the proposed agenda, and air transportation from the United States to the mission site and return to the United States.

SPONSORSHIP OPPORTUNITIES

In order to afford interested companies with the opportunity to define a higher profile during the program, we are offering a number of marketing opportunities for the program. More information about these opportunities will be posted online soon.

CONDITIONS FOR PARTICIPATION

Applicants must submit a completed mission application signed by a company, trade association, or academic or research institution official, together with supplemental application materials, including adequate information on the organization's products and/or services. If the DOC receives an incomplete application, the DOC may reject the application, request additional information, or take the lack of information into account in its evaluation.

Each applicant also must certify that the products or services it seeks to export through the mission are either produced in the United States, or, if not, marketed under the name of a U.S. firm and have demonstrable U.S. content as a percentage of the value of the finished product or service. In the case of a trade association, the applicant must certify that, for each company to be represented by the trade association or trade organization, the products and services the represented company seeks to export are either produced in the United States, or, if not, marketed under the name of a U.S. firm and have demonstrable U.S. content. In the case of an academic or research institution, the applicant must certify that as part of its activities at the event, it will represent the interests of the organization's staff that meet the criteria above.

Applicants from a company, organization or institution that is majority owned or controlled by a foreign government entity will not be considered for participation in the U.S. Industry Program. In order to ensure compliance with trade mission regulations, participants will be asked to provide proof of nationality as part of the application process.

SELECTION CRITERIA

Selection will be based on the following criteria:

- Suitability of the company's (or, in the case of another organization, represented companies' or constituents') products or services to each of the markets the company or organization has expressed an interest in exporting to as part of this trade mission.
- The company's (or, in the case of another organization, represented companies' or constituents') potential for business in each of the markets the company or organization has expressed an interest in exporting to as part of this trade mission, including likelihood of exports resulting from the mission.
- Consistency of the applicant company's (or, in the case of another organization, represented companies' or constituents') goals and objectives with the stated mission scope.

Referrals from political organizations and any documents containing references to partisan political activities (including political contributions) will be removed from an applicant's submission and will not be considered.

TIMEFRAME FOR RECRUITMENT AND PARTICIPATION

Recruitment for participation in the U.S. Industry Program as a representative of the U.S. nuclear industry will be conducted in an open and public manner, including publication in the Federal Register, posting on the DOC trade mission calendar, notices to industry trade associations and other multiplier groups. Recruitment will begin 2 weeks after publication in the Federal Register and conclude no later than **June 24, 2016**. The ITA will review applications and make selection decisions on a rolling basis. Applications received after **June 24, 2016**, will be considered only if space and scheduling permit.

CONTACTS

Jonathan Chesebro

Industry & Analysis
Office of Energy and Environmental
Industries
Washington, D.C.
Tel: (202) 482-1297
Email: jonathan.chesebro@trade.gov

Marta Haustein

Embassy of the United States of America
U.S. Commercial Service
Vienna
Austria
Tel: +43(0) 1 313 39 2205
Email: marta.haustein@trade.gov

Jason Sproule

U.S. Commercial Service

Los Angeles

Tel: (213) 894-8785

Email: jason.sproule@trade.gov