



## **TPP Apparel Coalition Launches Web Site to Kick Off Chicago Round**

Arlington, VA (September 8, 2011) – To kick off the latest round of negotiations in Chicago, IL, this week, the Trans-Pacific Partnership (TPP) Apparel Coalition today launched a Web site in support of a high-standard and innovative 21st century TPP agreement that generates new trade and investment opportunities for the benefit of U.S. workers, businesses, and families. The new Web site, [www.tppapparelcoalition.org](http://www.tppapparelcoalition.org), will serve as an online hub for resources in support of the TPP Apparel Coalition’s newly-released TPP position paper.

“As negotiators from all nine TPP countries gather in Chicago for the latest round of TPP talks, the Web site we launched today will be an important tool for disseminating information about the U.S. apparel and retail industry’s position on the TPP agreement,” said AAFA Executive Vice President Steve Lamar. “As the talks progress, we will continually update this portal with key documents and relevant information to fully equip negotiators and inform stakeholders in order to achieve the most robust trade and investment opportunities possible.”

Central to the Web site is the TPP Apparel Coalition’s newly-released TPP position paper that fully outlines the key goals and objectives of the coalition in terms of achieving an agreement that spurs new trade flows and investment opportunities that will help drive job creation here in the United States and throughout the TPP region.

Through the U.S. apparel and retail industry’s global value chain, the TPP Apparel Coalition aims for a TPP agreement that generates jobs along the full range of activities that firms and workers do to bring a product from its conception to the final customer. This includes activities such as design, production, marketing, distribution, retail and support to the final customer. When considering ways to create new opportunities in the TPP for apparel, it is important to keep in mind the value and jobs created throughout the entire value chain, not just factory production.

To view the TPP Apparel Coalition position paper, visit the TPP Apparel Coalition Web site at [www.tppapparelcoalition.org](http://www.tppapparelcoalition.org).

### **Background**

#### **Trans-Pacific Partnership**

The TPP is an Asia-Pacific regional trade agreement currently being negotiated among the United States and eight other partners -- Australia, Brunei, Chile, Malaysia, New Zealand, Peru, Singapore, and Vietnam.

#### **American Apparel & Footwear Association**

The American Apparel & Footwear Association (AAFA) is the national trade association representing apparel, footwear and other sewn products companies, and their suppliers, which compete in the global market. AAFA's mission is to promote and enhance its members' competitiveness, productivity and profitability in the global market by minimizing regulatory, commercial, political, and trade restraints.

## **National Retail Federation**

As the world's largest retail trade association and the voice of retail worldwide, the National Retail Federation's global membership includes retailers of all sizes, formats and channels of distribution as well as chain restaurants and industry partners from the U.S. and more than 45 countries abroad. In the U.S., NRF represents the breadth and diversity of an industry with more than 1.6 million American companies that employ nearly 25 million workers and generated 2010 sales of \$2.4 trillion.

## **Outdoor Industry Association**

Outdoor Industry Association® (OIA) is a national trade association whose mission is to ensure the growth and success of the outdoor industry. OIA provides trade services for over 4000 manufacturers, distributors, suppliers, sales representatives and retailers in the outdoor industry. OIA programs include representation in government/legislative affairs, market and social research, business-to-business services and youth outreach initiatives. Educational events include the annual Rendezvous, Outdoor University, and the Capitol Summit. Outdoor Industry Association is based in Boulder, Colorado, and is the title sponsor of the Outdoor Retailer tradeshow. For more information go to [outdoorindustry.org](http://outdoorindustry.org) or call 303.444.3353.

## **Retail Industry Leaders Association**

RILA is the trade association of the world's largest and most innovative retail companies. RILA members include more than 200 retailers, product manufacturers, and service suppliers, which together account for more than \$1.5 trillion in annual sales, millions of American jobs and more than 100,000 stores, manufacturing facilities and distribution centers domestically and abroad.

## **United States Association of Importers of Textiles and Apparel**

The United States Association of Importers of Textiles and Apparel (USA-ITA) was established in January 1989 by nine companies with a vision to create a unified voice for textile and apparel importers across the country. USA-ITA provides education, information, and advocacy to executives active in textile and apparel sourcing, importing, compliance, and logistics. Headquartered in Washington, D.C., USA-ITA represents the needs of American retailers, brands and importers, as well as related service providers, with the objective to remove barriers to business and to trade.

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