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### **AAFA Comments on President's Trade Policy Agenda**

Arlington, VA – The American Apparel & Footwear Association (AAFA) today released the following statement regarding the publication of the *President Obama's 2010 Trade Policy Agenda and 2009 Annual Report*. Published each year by the Office of the U.S. Trade Representative (USTR), the *Trade Policy Agenda and Annual Report* outlines the Administration's international trade policy priorities and summarizes the progress made in reaching those objectives.

“Following President Obama's launch of the National Export Initiative to double U.S. exports within five years, I am further encouraged by today's release of the *2010 Trade Policy Agenda and 2009 Annual Report*,” said AAFA President and CEO Kevin M. Burke. “For the President to achieve that goal, opening new markets to U.S.-branded goods must be priority one. To maximize the role trade plays in our economic recovery, we must ensure that trade is reciprocal for new and existing trade relationships, including the pending free trade agreements with Colombia, Panama, and South Korea.”

“Like the Obama Administration, the U.S. apparel and footwear industry is chiefly concerned about new market opportunities, protecting U.S. brand intellectual property, and maintaining a competitive industry in the global marketplace,” Burke said. “Over this past year, we saw international trends tilt towards isolationism. I am pleased the President is becoming much more aggressive in his approach to opening markets because the success of the U.S. apparel and footwear industry is dependent on a competitive global market. We look forward to working with the Administration and Congress to achieve a trade policy that benefits the U.S. apparel and footwear companies, their workers, and consumers.”

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*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.*