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WIIT Communications Feature/Event
Trade and Investment Creating Ties around the Globe

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Trade and Investment Creating Ties around the Globe

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We open the edition of our bi-monthly Communique on how "Trade and Investment Creates Ties around the Globe" with an article entitled "Serving and Advancing Today's Global Issue Chain" by Leslie Smith, *Under the President International Public Policy at UPS*. While Leslie notes that a more interconnected world may mean more competition, trade presents significant opportunities for U.S. companies. For example, she says "By 2020, there are expected to be 2.7 billion middle class consumers in Asia, more than in total the size of what the U.S. market is expected to be of 2010."

She also notes that "e-commerce has been a borderless equalizer" giving SMEs access to the world and even in emerging countries access to these opportunities. She explains the emergence of global value chains, pointing to the growth in trade in intermediate goods which means that competitive advantages do not only occur at the end of the supply chain with materials and inputs, increasingly traded multiple times. Without logistic providers, the UPS, have become value chain integrators that enable global value chains. She closes with the observation that high standard trade agreements, customs