

**MINUTES OF THE  
UTAH INTERNATIONAL RELATIONS AND TRADE COMMISSION**  
Tuesday, November 13, 2012 – 9:00 a.m. – Room 445 State Capitol

**Members Present:**

Rep. Eric K. Hutchings, Chair  
Sen. Patricia W. Jones  
Rep. Keith Grover  
Rep. Lynn N. Hemingway  
Rep. Christopher N. Herrod  
Mr. Brian Farr  
Mr. Brett W. Heimbürger

**Members Absent:**

Sen. Mark B. Madsen, Chair  
Sen. Peter C. Knudson  
Rep. Janice M. Fisher

**Staff Present:**

Mr. Richard C. North, Policy Analyst  
Mr. Peter Asplund, Associate General Counsel  
Ms. Debra Hale, Legislative Secretary

**Note:** A list of others present, a copy of related materials, and an audio recording of the meeting can be found at [www.le.utah.gov](http://www.le.utah.gov).

**1. Commission Business**

Chair Hutchings called the meeting to order at 9:10 a.m. He requested in-depth presentations by the International Trade and Diplomacy Office and World Trade Center Utah on how to promote additional trade, specifically imports. He also stated that he sees the small arms treaty as an integral topic for the upcoming 2013 General Session.

**2. Doubling Utah's International Trade Exports**

Mr. Gary R. Harter, Managing Director, Business Creation, Governor's Office of Economic Development (GOED), distributed copies of his visual presentation "International Relations and Trade Commission - 13 November 2012." As noted in the presentation, Mr. Harter reviewed GOED's objectives to 1) strengthen and grow existing Utah businesses, both urban and rural; 2) increase innovation, entrepreneurship, and investment; 3) increase national and international business; and 4) prioritize education to develop the workforce of the future. He included the action item: Utah will double exports again over next five years (to \$20.6 billion).

Mr. Harter described Brazil as the country with the sixth largest economy in the world and with great trade opportunities for Utah. He directed the commission to turn to page 8 of the handout that revealed the countries with which Utah has potential and accomplished trade relations. Mr. Harter then discussed Utah's partnership with the Small Business Association. He spoke of the International Summit which was held recently, stating that it was very successful and that international trade representatives met with several Utah companies. He concluded by assuring that future trade summits, funded by State Trade and Export Promotion grants, will be planned.

The last three presenters for this agenda item focused on ways to double Utah's international trade exports. The focus of their presentations was to identify what governmental processes, including budgets, are inhibiting governmental and private sector entities from promoting international trade with Utah businesses. Their topics included grants, protocol training, social media, trade representatives, and hosting trade shows.

Mr. Lew Cramer, President and CEO, World Trade Center Utah (WTC), pointed out that the economic state of metals is a good indicator of the condition of the state's economy: If the price is up, the economy

is bad; if the price is down, the economy is good. He explained that, although metal exports and processing are significant to the state, and mining development needs have created significant growth, they do not create the long-term jobs the WTC is looking for. He noted that the WTC is actively working to achieve a 75% growth in non-metal trade by 2014. He noted Utah's export amount of \$19 billion and emphasized what a great accomplishment this is for such a small, land-locked state.

Mr. Cramer discussed WTC's desire for state trade representatives to visit other countries and other countries' trade representatives to visit Utah and to meet state legislators to develop a better understanding of trade issues. He recognized the value of legislators' and their spouses' abilities to speak other languages and added how much citizens of other countries enjoy the Utah tourist literature written in their own languages.

Mr. Brett Heimburger, Regional Director-Asia, International Trade and Diplomacy Office, stated that the focus of the office's work is to make the most of the state's trade representatives' time. He identified Brazil, Columbia, Mexico, and Peru as the primary trade partners for the 2013-14 trade cycle, and chemicals, computers, electronics, and machinery as the targeted sectors. He noted that trade representatives are not paid full-time to represent only Utah, but the threat of other states poaching Utah's trade reps is not yet a significant issue. He concluded by informing the commission that the state's international trade is growing at a rate of 180%.

Ms. Elizabeth Goryuonva, Executive Vice President and Chief Operating Officer, World Trade Center Utah, distributed copies of and reviewed her visual presentation "Helping Utah Companies Think, Act, Succeed Globally," which discussed details of The World Bank Group and World Bank Procurement. She expressed her confidence in working with The World Bank, addressing the care it puts forth toward its contractors and their projects.

Ms. Goryuonva distributed copies describing contracts and projects, detailing their titles, commitment amounts, statuses, bidding opportunities, and names of the involved countries. She also distributed copies of a document detailing the agenda of a recent trade summit and mission. She invited the commission to an outreach event at the WTC office on November 27, 2012, at 8:30 a.m., where a panel is scheduled to discuss international property protection rights and trademarks.

Mr. Harter invited commission members to an event addressing legislative-specific matters on November 15, 2012, from 1:00 to 3:00 p.m., to be held at the combined offices of GOED, Utah Science Technology and Research, WTC, and the Office of Energy Development.

Chair Hutchings suggested that a great motivation to attract trade representatives from other countries is to offer incentives such as tuition. He noted that Utah has one of the largest populations, per capita, in the United States of citizens who are literate in foreign languages.

### **3. Other Items**

Chair Hutchings reviewed commission business items, including meeting four times each year and the possibility of meeting off-site. He invited a presenter to come forward who informed the commission about Dr. Ray Clifford, Director, Center for Language Studies, Brigham Young University, who is

employed to manage innovation in the university's language department. He noted that Church of Jesus Christ of Latter-day Saints returned proselyting missionaries can fluently speak many different languages from many different countries but do not know business and government language. Dr. Clifford is taking on the challenge to train them in that regard.

### **Small Arms Treaty Update**

Mr. Asplund distributed "After Obama win, U.S. backs new U.N. Arms treaty talks," which addressed a United Nations proposal to recommence talks on drafting a treaty for regulating the illicit international small arms trade. He noted that these talks will begin in March of 2013.

Mr. Asplund then addressed the United Nations report that, just hours after President Obama's reelection, the U.S. backed a U.N. committee's call to renew debate over a draft international treaty to regulate the \$70 billion global conventional arms trade.

### **Copyrights, Patents, Trademarks, and Trade Secrets**

Mr. Joseph Brubaker, Associate General Counsel, Kirton McConkie, updated the commission regarding the protection of intellectual property and the recovery of damages. He distributed copies of two specific proposals for commission members to consider: "Proposal to Enact the Foreign-Country Money Judgments Recognition Act" and "Proposal to Enact the Uncitral Model Law on International Commercial Arbitration." Mr. Brubaker suggested amending Utah contract law to include uniform law adopted by the United Nations.

Mr. Brubaker distributed a handout, "Proposal to Enact the Foreign-country Money Judgments Recognition Act," a section of which addressed trade secrets and convincing foreign countries to enforce judgments issued by Utah courts against business and individuals who misappropriate and exploit Utah trade secrets.

Mr. Brubaker also distributed and discussed "Proposal to Enact the Uncitral Model Law on International Commercial Arbitration" and proposed that Utah allow international arbitration within the state.

Chair Hutchings suggested that the commission promote the idea nationwide that the best place to domicile and operate an international business is in Utah. He suggested the formation of a work group, extending formal invitations to it, and expanding on the statutory environment, as needed.

## **4. Adjourn**

Chair Hutchings adjourned the meeting at 11:54 a.m.