



**PRESERVING THE PAST.
INSPIRING THE FUTURE.**



North American Strategy for Competitiveness
www.nasconetwork.com

THE NASCO IMPACT

WHO WE ARE

North American Strategy for Competitiveness (NASCO) is the only grassroots, continental organization focused on the North American supply chains, workforce, environment and energy independence.

We are a tri-national network of North American governments, businesses, and educational institutions driven by a common interest in collaboration along commercial corridors and trade networks. We connect North America. We connect people, businesses, ideas, information, efforts, and organizations. We are a powerful, continental, information sharing network in multiple layers and directions.

NASCO, and our vibrant and diverse network from all levels of industry, government and academia, are uniquely positioned to further bi-partisan, unbiased objectives to propel North American competitiveness in the global marketplace. We have worked with the expertise of our membership to clearly define how our organization, and our members, can play a leadership role, and have the maximum impact, in furthering North American competitiveness in each of our focus areas – supply chain and logistics, closing the skilled workforce gaps, and energy and the environment.

Our presence, credibility and influence are stronger than ever, and are growing at an exponential rate. NASCO provides a North American platform for members to expand networks and achieve results, and it is growing day by day.

NASCO isn't just an organization. It is a North American movement. *We hope you will join us!*

OUR NORTH AMERICAN STRATEGY FOR COMPETITIVENESS

- To position and engage our members, their expertise and recommendations at the highest levels of policy and decision making in all three North American nations;
- To be the sub-national government and industry tri-national voice for North American competitiveness in the global marketplace – through education, advocacy, information sharing, coordination and consultation in every sector and at every level -- and get results;
- To create lasting professional and personal North American networks for every NASCO member to enable business development, trading relationships, partnerships, sharing of actionable information, professional advancement and leadership in their local communities.

**14
MILLION**
U.S. JOBS DEPEND ON
TRADE WITH CANADA
AND MEXICO
SOURCE: U.S. CHAMBER
OF COMMERCE

AUTO PARTS
TRAVEL ACROSS
THE BORDER 8
TIMES BEFORE
COMPLETING A
SINGLE VEHICLE

**25
CENTS**
OF EVERY DOLLAR FOR
GOODS IMPORTED
FROM CANADA TO THE
U.S. ARE ACTUALLY
"MADE IN USA"
CONTENT

**40
CENTS**
OF EVERY DOLLAR FOR
GOODS IMPORTED
FROM MEXICO TO THE
U.S. ARE ACTUALLY
"MADE IN USA"
CONTENT

MEXICO
EXPORTS 1.8 BILLION
POUNDS OF AVOCADOS
TO THE U.S. SURPASSING
THE BANANA AS
AMERICA'S MOST
VALUABLE FRUIT
IMPORT

21ST CENTURY BORDER ACTION PLANS

While the North American trade discussion has recently been scope-locked on the renegotiation of NAFTA, the subsequent tariffs, and the resulting (potential) new tri-lateral USMCA, NASCO has been working to drive home the fact that while free trade agreements are vital, they are not the only consideration for those shipping between Canada, the US and Mexico.

NASCO, for 25 years, has been a constant advocate for solutions to improve our continental global competitiveness, enhance security and provide increased efficiencies for North American trading partners.

It is in line with this approach that NASCO partnered with the Business Council of Canada in late 2018 to release the *21st Century Canada – US Border Action Plan*, and will release our own *21st Century US-Mexico Border Action Plan* in early 2019. Both action plans outline short, medium and long - term solutions to make cross border trade more efficient, more secure and more competitive on the global stage.

Elements such as resources, technology, and harmonization are common themes throughout both plans. Sadly, and not surprisingly, many members and contributors to the plans agree several of the short-term recommendations have been at play, without resolution, for nearly twenty years.

NASCO is pleased to continue to generate discussion and evolve both plans to support North American trade efforts, and to work collaboratively with our tri-lateral partners in government, industry and beyond to implement realistic, inexpensive, do-able ideas.

With federal politics in a near constant state of flux, it is important to not lose sight of the inefficiencies and barriers that layer cost, increase frustration and deter North American partners from doing business together. NASCO brings much needed attention to these issues and promotes North America as a truly competitive player on the global trade stage.

SUPPLY CHAIN

The NASCO Supply Chain Council is committed to addressing the challenges that exist on freight networks and across our borders. The Council continues to explore innovative ways to advance trade efficiency and security, because the North American supply chain is vital to our competitiveness in the global economy.

WORKFORCE

The NASCO Workforce Council holds a tri-national vision for harmonized manufacturing and logistics worker training and certification standards in the USA, Canada and Mexico for job training and placement. We work to coordinate efforts and implement ideas - both domestically and internationally - to strengthen North America's talent pipeline.

ENVIRONMENT

The NASCO Environment Council promotes initiatives supporting new technologies and approaches to improving environmental impacts resulting from trade across North America, and is a huge advocate for continental energy security and independence. Climate change's impact on supply chains, access to better air quality data, increased charging infrastructure for alternative fuel corridors, cross border energy infrastructure and Mexico's energy reforms are among the key topics discussed by this council.

UNIVERSITY

The NASCO University Council is an effort to coordinate, align and engage the research efforts of universities and colleges within our North American network. This council brings together a diverse group of professors and students to lend their expertise to our NASCO focus areas by producing studies and solutions, supporting NASCO initiatives and programs, and participating in a dynamic tri-national dialogue on the ever-changing needs and requirements of our North American continent.

NEIGHBORHOOD

The North American Neighborhood Council connects members from state/provincial and local governments, economic development agencies and regional entities from across North America to share challenges and solutions to improving the competitiveness of their jurisdictions - and North America - in the global marketplace.



INNOVATIVE.
INTEGRATED.
INSPIRED.

THANK YOU TO THE FOLLOWING
NASCO MEMBERS WHO MADE
THIS OVERVIEW POSSIBLE



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