

EXECUTIVE ORDER NO. 76

WHEREAS, the role of international trade in promoting the health of Wisconsin's economy is important today, and may grow dramatically in future years; and

WHEREAS, the demand in international markets for Wisconsin's agricultural products, industrial goods and financial services is rapidly expanding; and

WHEREAS, there needs to be greater business and public awareness of the advantages and opportunities present in international trade; and

WHEREAS, government, business, educators and the general public should work together to encourage new awareness of the importance of international trade; and

WHEREAS, leading Wisconsin firms already are involved in international trade and can assist in the development of trade expertise in other firms;

NOW, THEREFORE, I, LEE SHERMAN DREYFUS, Governor of the State of Wisconsin, pursuant to the authority vested in me by the Constitution and laws of this state, do hereby:

1. Order, pursuant to the provisions of Section 14.019 Wisconsin Statutes, the creation of a Committee on International Trade, and charge the Committee with the following responsibilities relating to the promotion of international marketing:
  - a. advising the Governor, through the Department of Development and the Department of Agriculture, Trade and Consumer Protection, on the state's role in all matters related to the development of international trade, specifically including, but not limited to:
    - 1) advising the Governor on the impact of national trade policies on Wisconsin businesses, and measures available to the state to influence such policies.
    - 2) advising the Governor of state taxation and regulatory policies which could increase incentives or reduce disincentives to international trade.
  - b. developing procedures by which federal and state government, private industry and educators can better coordinate international trade promotion, technical assistance and information efforts.

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Members of the Committee shall consist of export executives, international sales and marketing managers, educators, international lawyers and government representatives appointed by the Governor.

2. Direct the Department of Development, the Department of Revenue and the Department of Agriculture, Trade and Consumer Protection to develop a close working relationship with the Committee on International Trade.
3. Encourage Wisconsin educators to attract and prepare more people for careers in international trade.
4. Proclaim my support of "Governor's Trade Missions" as tools to promote international trade.
5. Request a Governor's proclamation for "Wisconsin Export Week," to be held in October. The week shall feature educational seminars, export sales achievement awards, international marketing programs and other activities designed to recognize and promote international trade.
6. Instruct the Secretary of the Department of Administration to provide the Committee with such sums of money as are necessary for legitimate travel and operating expenses, as provided by the Joint Finance Committee under Section 20.505(5) (a), Wisconsin Statutes.

IN TESTIMONY WHEREOF, I have hereunto set my hand and caused the Great Seal of the State of Wisconsin to be affixed. Done at the Capitol in the City of Madison this 27<sup>th</sup> day of June in the year of our Lord one thousand nine hundred eighty-one.

  
LEE SHERMAN DREYFUS

By the Governor:

  
VEL R. PHILLIPS

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JUN 29 1981