

By: Anchia

H.B. No. 3854

A BILL TO BE ENTITLED

AN ACT

relating to the promotion of Texas products and services in the global marketplace.

BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF TEXAS:

SECTION 1. Subchapter B, Chapter 481, Government Code, is amended by adding section 481.030 to read as follows:

Section 481.030. BRAND TEXAS TASK FORCE (a) In this section, "task force" means the Brand Texas Global Task Force.

(b) An interagency task force is created to:

(1) develop or update a process to allow agencies to work together to identify, catalogue and prioritize the top foreign markets for Texas' products, services and intellectual property, and top sources of potential new investors in Texas businesses, workforce and new research and development projects, especially those sectors that produce value-added or knowledge-driven jobs, patents and other intellectual property;

(2) lead consultations with stakeholders from those priority industry sectors, identify strengths and weaknesses in Texas' brand identity, and build a fresh branding strategy for the pursuit of Texas' top international investment and business development targets based on the state's key competitive advantages;

(3) consult with local governments, educational institutions, economic development and metropolitan planning

1 organizations, workforce development agencies, small business
2 agencies, chambers of commerce, trade associations, and other
3 stakeholders, to elicit recommendations on a statewide strategy to
4 promote the Texas brand internationally;

5 (4) consult with small and large manufacturers based
6 in Texas and identify challenges they face in the international
7 marketplace; catalogue all state services related to exports and
8 investment attraction in Texas, including those provided by the
9 Office of State and Federal Relations; formulate performance
10 criteria for these services and conduct a cross-sectoral client
11 survey, identifying strengths and gaps; and develop a list of
12 priority recommendations for the improvement of these services;

13 (5) study how the panoply of trade facilitation and
14 promotion services offered by federal government agencies,
15 including the U.S. Department of Commerce, the Export-Import Bank,
16 and other federal agencies, might be made better accessible to
17 Texans through a single-window state export services office,
18 providing small business a heightened level of access to vital
19 trade education, training, support and financial services, and
20 encourage more Texans to do business internationally;

21 (6) examine how Texas' large community of foreign
22 government offices, consulates, trade commissions and
23 sector-specific offices could be better engaged to support Texans
24 seeking foreign business and investment opportunities;

25 (7) create state-sponsored programs enabling Texas
26 entrepreneurs, inventors, intellectual property and small business
27 owners, to interact with potential foreign investors and other

1 business people, in sector-specific setting fully capitalizing
2 upon the combined the services of the state, foreign government
3 offices located in Texas, and community affairs leaders from Texas'
4 top corporations; and

5 (8) develop regulatory and legislative
6 recommendations to eliminate duplication and combine program
7 services.

8 (b) The task force is composed of the heads of the following
9 agencies or their designees, and other state and local entities to
10 be designated as necessary or appropriate:

11 (1) the Office of the Governor;

12 (2) the Texas Workforce Commission;

13 (3) the Texas Economic Development and Tourism Office;

14 (4) the Office of State-Federal Relations;

15 (5) the Texas Higher Education Coordinating Board;

16 (6) the secretary of state's office.

17 (c) The task force shall meet at least once quarterly to
18 report on results of their studies, to invite successful
19 international businesses to share insight and case studies, to
20 conduct public consultations on key workforce development
21 challenges and opportunities, and to showcase best practices and
22 case studies from other states, provinces and nations.

23 (d) No later than December 31, 2014, the Task Force shall
24 publish its findings and strategic recommendations, including
25 selected case studies from other nations, and a strategic plan to
26 boost jobs related to exports and foreign direct investment in
27 small businesses by 20% by the year 2025.

1 (e) In fulfilling its duties, the task force shall consider
2 opportunities to collaborate with the federal government,
3 including trade promotion and finance programs of the U.S.
4 Department of Commerce, and other federal government departments,
5 and the effect of federal policies, including trade agreements,
6 upon Texas' energy business opportunities in the global
7 marketplace.

8 SECTION 2. This Act takes effect immediately if it receives
9 a vote of two-thirds of all the members elected to each house, as
10 provided by Section 39, Article III, Texas Constitution. If this
11 Act does not receive the vote necessary for immediate effect, this
12 Act takes effect September 1, 2013.