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Council Advises: More Trade, More Jobs

Advice from the Top: More Trade, More Jobs

Here's a look at one of the top five priorities of CEO Council

1. FOSTER GLOBAL TRADE

Aggressively promote a global marketplace that benefits U.S. businesses and consumers. Emphasize free-trade agreements, equalize corporate taxes and launch a joint public-private effort to promote trade. Remain open to imports that provide lower-priced goods to U.S. consumers, fueling job-creating spending.

The call for open trade came after GOP pollster Bill McInturff warned the group that the words "*free trade*" have become toxic in the nation's political discourse. Voters view the term as *synonymous with outsourcing*, which in turn, they believe, costs Americans

The Top Five Recommendations of Trade Panel

1. PROMOTE RULES-BASED TRADING

Aggressively promote a global marketplace that benefits U.S. businesses and consumers. Emphasize free-trade agreements, equalize corporate taxes and launch a joint public-private effort to promote trade. Remain open to imports that provide lower-priced goods to U.S. consumers, fueling job-creating spending.

2. OVERHAUL TAX POLICY

Promote a territorial tax system; allow expensing of capital equipment and software; change the capital-gains tax (reduce it to zero over four years) so it applies to everyone, including nonprofits.

3. REVISE IMMIGRATION LAWS

Liberalize visa and quota allowances in the U.S. to attract and keep the best and brightest from the rest of the world.

4. INVEST IN INFRASTRUCTURE

Create programs marrying public money with private capital to fund economically important infrastructure projects, particularly in energy policy. Leading examples: smart grid and alternative energy.

5. IMPROVE FINANCING

Adopt policies to provide more debt and equity capital to small businesses (could be public, private or joint effort). Create a more effective venture/microfinance market for new businesses with appropriate regulation based on company structure.