








Brunei: U.S. Export Opportunities under TPP



Brunei is a Key U.S. Export Market

- Brunei's economy is valued at **\$17.1 billion***
- **\$549 million** in goods in 2014 were exported from the United States to Brunei
- **673** U.S. companies exported goods to Brunei in 2013 – 68.2% were small and medium-sized companies
- **2,809** U.S. jobs supported by goods exports to Brunei in 2014

TPP Will Eliminate All Foreign Import Taxes on Industrial and Consumer Goods in the Top Export Sectors in Brunei for U.S. Exporters

					
	Machinery	Information and Communication Technologies	High-Tech Instruments	Energy Products	Consumer Goods
Before TPP	\$31 Million in Exports to Brunei	\$24 Million in Exports to Brunei	\$8 Million in Exports to Brunei	\$7 Million in Exports to Brunei	\$2 Million in Exports to Brunei
	20% Current Maximum Tariff in Sector	20% Current Maximum Tariff in Sector	5% Current Maximum Tariff in Sector	5% Current Maximum Tariff in Sector	20% Current Maximum Tariff in Sector
With TPP	80.5% of U.S. Goods Exports will be Duty-Free Immediately in Brunei	84.3% of U.S. Goods Exports will be Duty-Free Immediately in Brunei	57.7% of U.S. Goods Exports will be Duty-Free Immediately in Brunei	97.3% of U.S. Goods Exports will be Duty-Free Immediately in Brunei	94.3% of U.S. Goods Exports will be Duty-Free Immediately in Brunei

* 2014 nominal GDP

To look up the TPP tariff treatment for specific products, please visit our FTA Tariff Tool at www.export.gov/FTA/ftatarifftool

Additional New Market Access Benefits for U.S. Exporters



Agriculture: TPP will provide new and commercially meaningful market access for U.S. exports of food and agricultural products; eliminate the

use of agricultural export subsidies; discourage countries from imposing export restrictions; and ensure food safety, animal health, and plant health measures are developed and implemented transparently and in a science-based manner.

For more information, please visit:
www.fas.usda.gov/TPP



Services: TPP will expand market access and investment opportunities in a number of services sectors, including entertainment, telecommunications,

software licensing, internet industries, retailing, and logistics/express delivery. TPP will bar discrimination against digital provision of services and prevent customs duties on electronic transmissions.

For more information, please visit:
www.trade.gov/fta/TPP

TPP Saves Money, Increases Competitiveness

Intellectual Property Rights:

TPP establishes strong and balanced protections for patents, trademarks, copyrights, and trade secrets, including safeguards against cyber theft of trade secrets, as well as robust enforcement that will protect innovation and the 40 million American jobs that are directly or indirectly tied to innovation. TPP goes beyond past trade agreements to require partner countries to criminalize the theft, including cyber theft, of trade secrets. Similarly, enhanced protection and enforcement tools for chemical patents and trademarks will give exporters greater assurances that their innovations and brands are secure in TPP markets.

Government Procurement: TPP guarantees new market access to government procurement markets in TPP

countries and ensures fair, transparent, and non-discriminatory rules for covered procurement.

State-Owned Enterprises (SOEs):

Develops rules to ensure that U.S. private sector businesses and workers are able to compete on fair terms with SOEs engaged in commercial activity. These include ensuring that SOE commercial purchases and sales take place on the basis of commercial considerations and those SOEs and designated monopolies do not discriminate against U.S. enterprises, goods, and services. TPP also guarantees that U.S. SOEs providing public services continue to operate without interference.

Labor: Establishes enforceable obligations, including adherence to fundamental labor rights as recognized by the International Labor Organization.

Market Opportunity Spotlights



Medical Device Regulatory Coherence

TPP provides a unique opportunity to improve **medical device regulatory coherence** in TPP member countries, potentially leading to greater U.S. exports. For example, Brunei does not have a medical device regulatory regime currently in place. Under TPP, Brunei has committed to using transparent, non-discriminatory rules to develop technical regulations; using internationally developed medical device guidance documents when writing those regulations; and aligning these regulations with those found in other countries. In 2014, the United States exported \$8 million in medical devices to Brunei; market opportunities there should increase significantly once Brunei adopts an internationally consistent medical device regulatory regime, allowing the country to provide more life-enhancing and life-extending medical technologies for its citizens.



Information and Communication Technology (ICT)

Brunei's ICT Industry is driven both by government intervention and consumer demand and continues to grow. Brunei's market is very dependent on imports and U.S. products are traditionally well-received. There are more mobile telephones in Brunei than residents and over 70% of the population has access to the Internet.

The ICT sector has been identified as a potential area for economic diversification and the government of Brunei is seeking to increase the ICT sector's contribution to the GDP of Brunei. The best prospects within the ICT sector are government projects including software development and data centers.

TPP Works for America

3,070,564
Jobs Supported by
Goods Exported to TPP
countries in 2014

\$726.5 Billion
2014 Total U.S. Goods
Exported to TPP
Countries

175,859
U.S. Companies
Exported Goods to
TPP Countries in 2013

97%
SME share of U.S.
Goods-Exporting
Companies to TPP
Countries in 2013

30%
SME share of U.S.
Goods Exports to TPP
Countries in 2013