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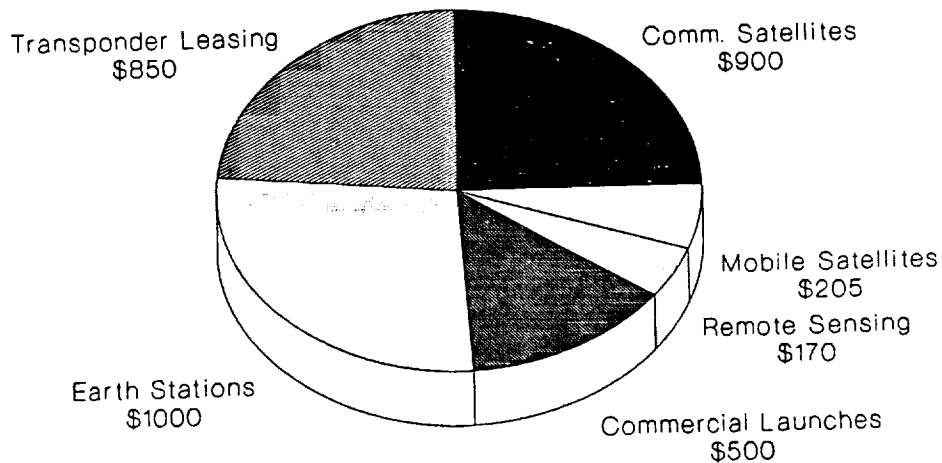
P. 7

DR. SCOTT PACE

DEPARTMENT OF COMMERCE

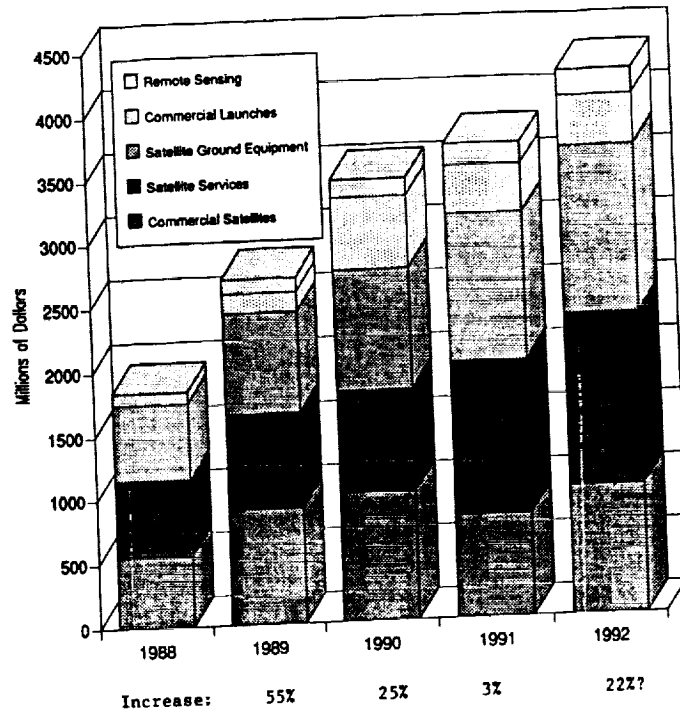
# U.S. Space Commerce, 1991

(\$ millions)

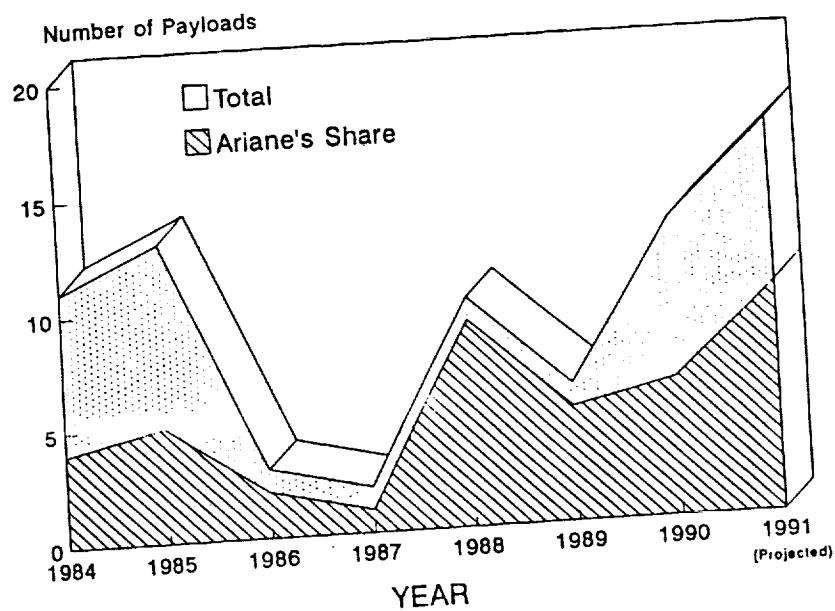


Total Revenue: \$3.6 billion

### U.S. Commercial Space Revenues



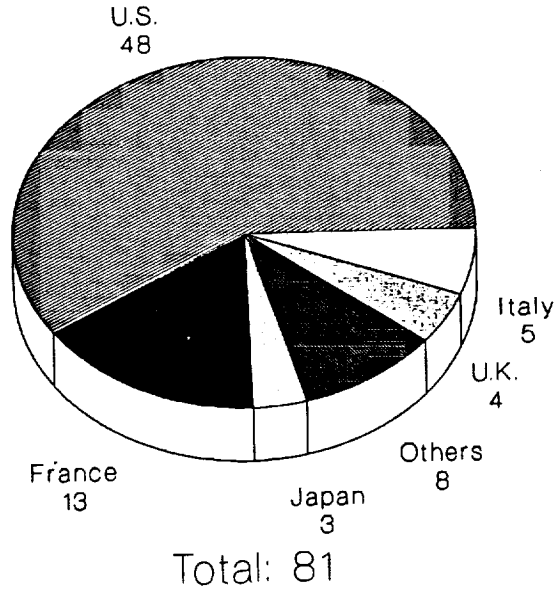
The US Share of Commercial Payloads has Decreased as Ariane's Share has Grown



(Chart includes non-captive commercial payloads only.)

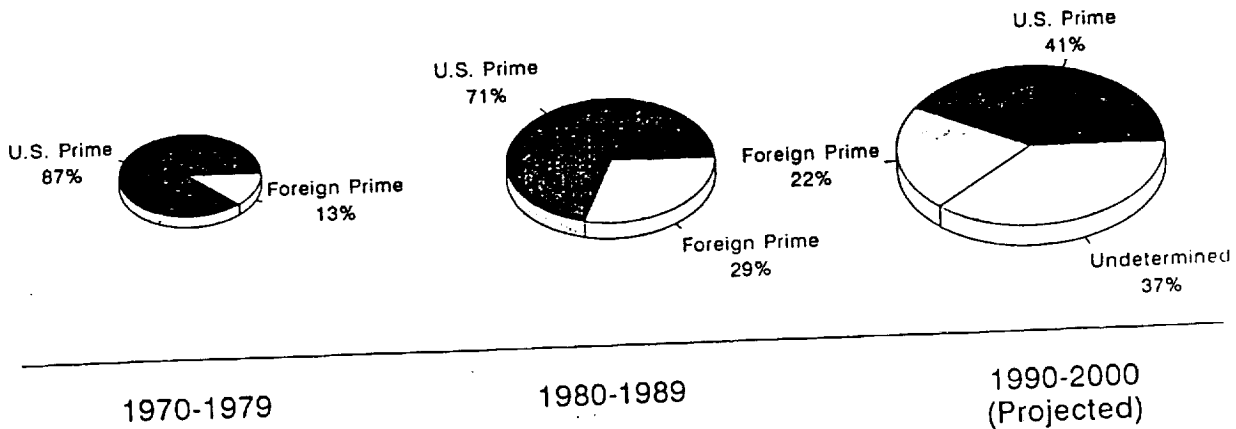
# World Communications Satellite Orders Orders Scheduled for Delivery, 1991-1995

Large capacity geostationary satellites



Office of Telecommunications

## The U.S. Share of Prime Contracts for the Construction of Commercial Communications Satellites is Decreasing



## **Emerging Markets**

### **Lightsats**

- lower capital and insurance requirements
- many potential applications

### **Remote sensing data**

- value-added markets, new technologies

### **Navigation**

- ground equipment and services, GPS-driven

### **Mobile communication**

- land, air, and sea

### **Fusion of all of the above in consumer products**

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## **Space Activities at the Commerce Department**

### **NOAA**

- weather satellites, Landsat

### **National Telecommunications and Information Agency**

- World Administrative Radio Conference '92
- international telecommunications policy

### **International Trade Administration**

- monitors space trade agreements, competitions

### **Bureau of Export Administration**

- export licensing for dual-use technologies

Office of Space Commerce

## OSC Mission Description

- **Serve** as the principle unit for the coordination of space-related issues, programs and initiatives within the Department;
- **Represent** the Department in the development of U.S. policies and in negotiations with foreign countries to promote free and fair trade internationally in the area of space commerce;
- **Act** as industry's advocate within the Executive Branch to ensure that the Government meets its space-related requirements;
- **Promote** private sector investment in space by collecting, analyzing and disseminating information on space markets, and conduct seminars to increase awareness of commercial space opportunities;
- **Assist** commercial space companies in their efforts to do business with the U.S. government;
- **Ensure** that the U.S. Government does not engage in space-related activities that preclude or deter the commercial sector, and to promote the export of space-related goods and services.

Office of Space Commerce

## Key Drivers for Commercial Space

- **Future Government Commitment to New Space Activities**
  - Space Station, new launch vehicle, NASP, SSTO
  - Mission to Planet Earth and the Moon-Mars program
  - Strategic Defense Initiative
- **U.S. Response to Increased International Competition**
  - Federal and State governments
  - private industry
  - dual-use technology proliferation, the industrial base, and national security
- **Role of Commercial Space Activities**
  - Source of Major New Markets
  - Spur to other industries
  - A Means of Making Public Activities more Efficient

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## General DOC Space Policy Themes

- **Stress Importance of Economic Competitiveness**
  - embed concern for competitiveness and quality in USG programs
  - keep in mind during international cooperation discussions
  - open overseas markets, deter unfair trade practices
- **Use Commercial Goods and Services**
  - promote technology transfers between government and industry
  - discourage government competition with private industry
  - use anchor tenancy, service-buys, etc.
  - avoid direct subsidies, use market forces
- **Ensure Commercial Concerns are part of National Decisions**
  - seek and use industry input
  - national security, technology policy, and foreign policy

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## Themes in Specific Discussions

- **Export Controls**
  - consistency with multilateral agreements
  - predictability and timeliness in application
- **Trade Negotiations**
  - limitations on government supports, especially direct subsidies
  - consistent enforcement
  - reciprocity
- **Government Procurement**
  - encourage commercial-like practices in contracts
  - discourage government competition with industry
  - focus on operational requirements, not specifications
- **Economic Policy**
  - lower barriers to entry, foster competition
  - minimize government interventions in specific companies and industries

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## **Getting Information on Space Business**

### **Department of Commerce sources**

- Office of Business Liaison
- Economic and Statistics Administration
- Economic Bulletin Board / CD-ROM
- Japan Information Center
- Trade Information Center (800) USA-TRADE
- U.S. Foreign and Commercial Service
- Bureau of Export Administration
- National Technical Information Service

### **Other Government sources**

- Securities and Exchange Commission
- Federal Communications Commission
- State Department Defense Trade Controls
- U.S. Trade Representative's "Foreign Trade Barriers"

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## **What does U.S. Space Commerce Need to Successfully Compete?**

### **Strategic Vision encompassing:**

- Superior technology - lower costs, higher quality
- Fair trade environment with minimal distortions
- Patient, affordable capital
- Removal of Government-created impediments
- Effective cooperation between Federal and State governments, academia, and industry

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