



March 26, 2002

The Honorable Tom Daschle
Senate Majority Leader
SH-825 Hart Senate Office Building
Washington, DC 20510

Dear Senator Daschle:

The International Intellectual Property Alliance strongly supports prompt enactment of Trade Promotion Authority (TPA). IIPA is a coalition of six US trade associations whose 1,100 member companies produce and distribute copyrighted materials – books, music, films, business and game software – to markets around the world. According to a recent report,¹ the copyright industries generated more export revenues than other industry sector in the United States and employed more than 7.6 million Americans in 1999.

If America's copyright industries are to remain successful in global markets, the President, in consultation with Congress and the private sector, must have effective and credible authority to negotiate bilateral, regional and multilateral trade agreements that will reduce barriers to American creative works, and enhance intellectual property protection and enforcement available for American creators.

Failure to adopt TPA will limit our nation's efforts to secure non-discriminatory market access and achieve strong intellectual property rights protection and enforcement worldwide. If the Senate fails to act promptly, America's ability to retain its leadership role in setting world trade standards will be seriously jeopardized.

¹ Siwek, Stephen E., *Copyright Industries in the US Economy: the 2000 Report*.

We hope that you will act swiftly to support free trade and America's continued growth and leadership in trade by ensuring passage of this critical legislation in April.

Respectfully yours,



Patricia S. Schroeder
President and CEO
Association of American Publishers



Jack Valenti
President and CEO
Motion Picture Association of America



Jean Prewitt
President and CEO
AFMA



Hilary Rosen
Chairman and CEO
Recording Industry Association of America



Robert Holleyman, II
President & CEO
Business Software Alliance



Eric H. Smith
President
International Intellectual Property Alliance



Douglas Lowenstein
President
Interactive Digital Software Association