

★ ISSUE BRIEF

Promote American Architects Abroad

Advance Policies that Open Doors to U.S.
Architecture Firms in Overseas Markets.

AIA POSITION

The AIA supports policies that promote American architects as leaders in global design. The AIA urges policymakers to continue helping American firms export American services internationally, through the administration's National Export Initiative, preservation of the Sec. 199 deduction and other vehicles.

Ninety-five percent of the world's population lives outside of the United States. Developing nations with rising middle classes have a strong demand for new buildings and infrastructure, including everything from health care facilities and schools to sports complexes, airports, and urban redevelopments.

The Rio Olympics, India's \$1 trillion infrastructure plan and China's second tier cities all demand architectural expertise. Moreover, as land is a scarce resource and with energy prices skyrocketing, developing nations are looking to building sustainably. American architects are known throughout the world for their expertise in sustainable, high performance design.

Increased exports abroad help the economy at home. Although U.S. export policies have traditionally focused on goods, policymakers increasingly recognize that services, like architecture, are a vital export resource for the country. Promoting the export of architecture services not only increases jobs in the design profession; it also can lead to increased exports of goods, as U.S. architects are more likely to spec American-made building products and technologies.

Although there are numerous opportunities for American architects to work abroad, the process of entering foreign markets can be daunting, particularly for small entrepreneurs. That is why programs like the National Export Initiative help open doors for American businesses of all sizes, in both goods and services.

In addition, it is critical that U.S. policymakers work to make the tax code fairer for companies that export their services overseas. In particular, the AIA believes that preserving the Section 199 Domestic Production Activities Deduction is vital to ensuring a competitive environment for U.S. architects.

Architecture is about making lives better through design. Through international trade, architects can export American design excellence to the rest of the world.