

# Industry Outreach

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Mr. Dennis Krepp  
Office of National Security and Technology Transfer Controls  
U.S. Department of Commerce  
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# Overview

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- **Why is Outreach to industry important**
- **Effective implementation through**
  - **Communication**
  - **Compliance**
  - **Feedback**

# A Strong Public-Private Sector Partnership



**It is through a strong public-private sector partnership that the prevention of dual-use items being diverted for harmful and destructive purposes is most effective.**

# How industry can help you

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- **Industry knows**
  - **their products**
  - **their customers**
  - **their normal delivery mechanisms**
- **They are additional eyes and ears across business and can help to maintain a fair and level playing field**

# **Raise Awareness through Communication**

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- **Inform industry and improve knowledge of Export Control laws and regulations**
- **Inform industry about its responsibilities under these control laws and regulations**
- **Inform industry about penalties for violations**
- **Interact with industry through counseling, internet, seminars, regulations, brochures, conferences, site visits, etc.**

# Compliance

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- **Encourage the development of internal compliance programs and practices**
  - **Promotes better compliance with government trade regulations and requirements**
  - **Mitigates the risk of exports being used for nefarious purposes**
  - **Reduces the chance of trade violations and the resulting penalties**

# Promote Feedback

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- **Develop and strengthen relationships with industry**
  - **Industry can help identify suspect sales and deliveries**
  - **Industry can help stop such deliveries from being made**
  - **Industry can aid in enforcement investigations and prosecutions**

# Outreach Summary

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- **Outreach to industry is important to improve awareness and knowledge, share information, and promote compliance.**
- **Important to use a variety of methods to interact including regulations, internet, seminars, advisory groups and forums, and site visits.**