

At the controls

Boeing's expanding international business depends on strict compliance with export regulations

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International business opportunities burn bright for our company. Boeing's reputation for providing high-quality aerospace and defense products and services around the world is unparalleled, and it represents a distinct advantage for capturing future contracts. Almost 80 percent of the future commercial aviation market through 2028 is projected to be outside of North America, while the addressable non-U.S. Defense, Space & Security market is estimated at \$170 billion over the next four years.

The obligation that comes with these opportunities is for Boeing to operate within all applicable export rules and regulations, both in the United States and overseas. We want to make sure compliance issues don't get in the way of future business opportunities. And we need the support of every Boeing employee—your help—to do this flawlessly.

Part of the Office of Internal Governance, Global Trade Controls is responsible for creating, implementing and maintaining effective export and import compliance strategies, enabling the seamless execution of global business plans. This follows the company's international strategy of global presence, efficiency and compliance.

In the past, export compliance had been viewed by some as an impediment to doing business swiftly. Today, we at Global Trade Controls are committed to serving as partners who have a stake in the successful execution of the company's business plans. We are looking at these relationships through the "One Boeing" prism and—as a consequence—we are achieving better results than ever.

A core of that changed relationship has been embedding export compliance into programs, and doing so as early as possible. We have found that if compliance is recognized and included from the ground floor of a program, chances of success skyrocket. Global Trade Controls has been adding tools and upgrading its Web portal to make global trade activities simpler and more efficient. This is adding transparency and making compliance easier than it has been in the past—and increasing Boeing's competitiveness.



The interconnected global marketplace has attracted attention at the highest levels. After his State of the Union announcement, President Barack Obama unveiled details of his Export Initiative, including reviving the President's Export Council advisory board. Boeing Chairman, President and CEO Jim McNerney is taking a leadership role in this effort, serving as chair of the council. This underscores the important role exports serve on every level—to each of us as individual Boeing employees and to our company as a whole.

One of those important Boeing exports is the 737 Airborne Early Warning & Control aircraft, or Wedgetail. In this issue of *Frontiers*, on Page 22, an article explains how Global Trade Controls worked closely with the AEW&C program to overcome obstacles and secure licenses for an important flight demonstration of the Wedgetail in Australia. It's an example of how operating as One Boeing drives greater success.

Global Trade Controls is working hard in partnerships across Boeing to enable the company to become an even bigger player in the international economy. This will boost the company's bottom line and competitive strength for years to come. As such, I ask every employee of The Boeing Company to be aware of export control regulations that could affect the work they do and maintain strict compliance. Because we cannot afford to allow missteps to derail potential international business deals, and the work and jobs they can bring. We have an obligation not to miss this opportunity. ■

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