**Position:** United States Trade Representative

**Institution**: Office of the United States Trade Representative

**Faction:** Trade

**Historical Reference:** Ronald Kirk

**Biography:**

Following law school, you served as the City of Dallas assistant city attorney. Governor of Texas Ann Richards appointed you as Texas Secretary of State in April of 1994. You were then elected the first African American mayor of Dallas in 1995. Democrat in a Republican state, you have developed a deft ability to find common ground. This is one of the most important skills you bring to your role as head of the USTR. Trade touches all aspects of US foreign policy, and you must find a way to pursue your agenda by collaboration with the other agencies in the US government, including Homeland Security, Department of Defense, and Commerce.

When President Obama appointed you to head the USTR, your mandate was to expand access to US exports overseas. Growing exports is a critical component of the Administration’s attempt to recover from the 2008 global economic crisis. Your view is that new cybersecurity represents more than a national security issue. Maintaining a free and fair-trade system requires, in part, a global system to protect against cyber threats, including intellectual property theft, the integrity of financial transactions, and politically motivated economic disruption. You believe that the US needs to do more both domestically, by hardening its commercial cyber defenses, and internationally by leading the way in a new global cybersecurity agreement. As part of any such agreement, you would like to see American tech companies lead the way in exporting systems to help governments protect their economic assets.

**Faction Advisory**

As head of the USTR, you are a strong advocate for free markets, and firmly believe that open competition will best serve US economic interests. As states in the global economic system become ever more interdependent, you are one of many experts who believe that cyber-attacks could potentially undermine global economic growth. You are very concerned that other factions may support trade sanctions as a way to deter or punish cyber-attacks against the US because they more popular politically than a military conflict. You oppose any such policy because it would damage US economic interests. The US must recover from the recession of 2008. Instead, you strongly prefer that cyber threats be dealt with diplomatically, or as a security issue use wherein the US threatens military action or retaliatory-cyber operations. The health US exporting industries and a vibrant global economy is the most critical issue in the cyber domain.

**Assignment**

At an upcoming meeting, the President (instructor) will convene the National Security Council (NSC) and ask it to develop a National Security Strategy for Cyber Security. You need to ensure that the final document the NSC produces reflects your institution’s priorities (see objectives). Because the NSC contains representatives from institutions (or agencies) with vastly different perspectives, this will be no easy task. Government agencies fight hard for influence and resources (e.g., a budget). Not everyone can get what they want. Thus, your colleagues need to hear your ideas, but you also need to convince them that your priorities belong in a document that will not—indeed, *can not*—contain everything. Evidence-based arguments will serve you best here, and you can prepare in the following ways:

* Research your *institution*. What does your institution generally do day-to-day? What are its general interests? This puts you in the mindset of the institution.
* Research the current state of cyberspace (as of January 21, 2009; no later). What are its characteristics? What are its main opportunities and challenges? The instructor will provide you with access to a database of resources to get you started, but you should not confine yourself only to those resources. You may use any time appropriate research.
* Research your policy toward cyberspace. Given (i) and (ii) above, what do you think a national cyber policy needs to contain? What do you think it should avoid? What language should it use?

As the game unfolds, the instructor will distribute additional assignments. You will need to complete those assignments as they arise.

**Objectives**

Your mandate is broad, and there are many different ways that you can ensure that your goals are met. You will need to be both creative and direct in pursuing your agenda. At a minimum, you should seek to:

* New international institutions and cooperation that address cyber threats.
* Protection of American companies and their intellectual property, from foreign cyber-attacks, even at the expense of foreign companies if necessary.
* Fewer regulations on trade.

You strongly oppose:

* Trade sanctions as a policy
* Any policy of “tit for tat” that might lead to increasing trade tensions.

**Strategy Advice**

You share common ground with other agencies (e.g., Commerce, Treasury) that focus on economic growth and prosperity because you see cybersecurity vulnerabilities as a potential disruptor that negatively affects stability and economic growth. While you agree that broad-scale attacks against US commercial interests and financial institutions would constitute an existential threat, you would like to convince the diplomatic corps to focus on developing a new global cybersecurity agreement that promotes US interests. In addition, you would prefer that the national security agencies primarily responsible for cybersecurity (NSA, CIA) take the lead. If you can convince the NSC, the best way to deter cyber-attacks is to threaten in the cyber domain (i.e., US cyberattacks) because the dispute would remain “contained” within the cyber domain and not spill over into trade politics or policies.

Finally, you note that the Bush Administration’s cybersecurity plan emphasized domestic security over a global approach. However, you are now convinced all that cybersecurity is no longer a national-level issue; you must keep the NSC focused on the threats to America's foreign economic interests posed by cybersecurity.

**A Cautionary Note**

The game begins on January 21, 2009. Many subsequent administrations, including the current one, likely have a cyberspace policy. Your institution may even currently have cyber-related policies. These, however, will not necessarily be the Administration’s or institution’s *historical*