

'America First' Trade Policy: 2025 Update and Strategic Action Plan

Summary of the most recent U.S. and foreign trade policy decisions and provides a strategic action plan for businesses to navigate the evolving trade landscape.

LOS ANGELES, CA, UNITED STATES, May 27, 2025 /EINPresswire.com/ -- Since his return to the Oval Office, President Trump has implemented a series of customs, tariffs, and trade policies aimed at protecting American industries and addressing international trade imbalances. He is invoking authority under the International Emergency Economic Powers Act of 1977 ("IEEPA") to address large and persistent trade deficits, currency manipulation, and value-added taxes ("VAT") imposed by other countries.



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The tariff & trade landscape continues to shift, requiring companies to stay agile and informed. Adopting a action plan allows businesses to protect profitability & adapt to new market conditions.”

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This article summarizes the most recent U.S. and [foreign trade](#) policy decisions and provides a strategic action plan for businesses to navigate the evolving trade landscape.

U.S. Trade Policy Decisions

Key recent U.S. trade policy actions:

Tariffs on Canada, Mexico, and China: In February 2025, President Trump issued executive orders imposing:

25% tariffs on Canadian and Mexican products (10% for

energy imports and potash)

An additional 10% [tariff](#) on Chinese imports (on top of existing tariffs)

Effective date: March 4, 2025

Section 232 Investigations:
Investigations initiated into copper and wood imports, which may result in additional tariffs.

Universal Import Tariff: On April 5, 2025, a 10% universal tariff was imposed on most imports (except copper, semiconductors, computer chips, lumber, timber, and pharmaceuticals). A 90-day moratorium was later announced on country-specific tariffs, excluding those on China.

Ending De Minimis Treatment: Duty-free de minimis treatment for covered goods from China and Hong Kong ends May 2, 2025.

Foreign Trade Policy Decisions
In response to U.S. tariffs, other countries imposed retaliatory measures:

China: Implemented a baseline tariff of 125% on U.S. imports, along with additional company and product-specific regulations.

Canada:

25% tariff on all U.S. imports not covered under the United States-Mexico-Canada Agreement (USMCA).

25% tariff on non-Canadian/Mexican components of fully assembled cars.

Strategic Action Plan for Businesses
To proactively mitigate risks, businesses should take the following steps:

Corporate Planning



SingerLewak is ready to assist businesses in navigating these complex and evolving trade challenges.

Strategic Action Plan to Manage the Impact of Newly Imposed Tariffs		
Action	Plan	Impact
Corporate Planning		
Assess Tariff Risks	Conduct self-assessments to identify high-impact products, direct and indirect tariff risks, and supply chain vulnerabilities	Quantifies revenue at risk, EBITDA margin erosion, and working capital needs under various tariff scenarios
Segment and Stratify Customers/Channels	Review sales history by customer/channel to identify key trends and sensitivity to pricing and other market forces	Identifies trends, including seasonality, reaction to pricing and other macroeconomic events, and sensitivity thresholds based on historical analysis
Competitive Analysis	Understand respective market position and vulnerabilities, paired with an in-depth look at how key suppliers are positioning themselves within the industry	Models potential responses from competitors based on industry knowledge
Utilize Duty Minimization Programs	Leverage foreign trade zones, duty drawback programs or “first sale for export”	Models cost-saving opportunities that directly improve EBITDA margins and cash flow

Corporate Planning Chart

See Image

Summary

The tariff and trade landscape continues to shift rapidly, requiring companies to stay agile and informed. Although regulations, tariffs, and trade barriers may change frequently, adopting a comprehensive strategic action plan allows businesses to protect profitability and adapt to new market conditions.

[SingerLewak](#) is ready to assist businesses in navigating these complex and evolving trade challenges.

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