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Is July the New Trade Month?

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With several consequential trade deadlines and policy decisions converging in July, organizations should be preparing now for a more active, enforcement-driven trade environment.

May has traditionally been viewed as ‘Trade Month’ in Washington. This year, July may take that title. A series of U.S. Trade Representative (USTR) deadlines, Section 301 developments, and U.S.-Mexico-Canada Agreement (USMCA) review milestones are already on the calendar, with additional announcements likely to follow.

What to Expect in July

JULY 1	<p>USMCA review begins. On July 1, the United States, Canada, and Mexico are expected to hold the first trilateral meeting formally launching the USMCA joint review process on the sixth anniversary of the agreement’s entry into force. This review will shape the next phase of North American trade policy and determine whether the agreement is extended, modified, or pushed into an annual review cycle.</p> <p>Brazil Section 301 comments are due. Also on July 1, comments are due in USTR’s Section 301 determination regarding Brazil’s unreasonable acts, policies, and practices.</p>
JULY 2	<p>Vietnam intellectual property comments are due. On July 2, comments are due in USTR’s Section 301 investigation into Vietnam’s acts, policies, and practices related to intellectual property protection and enforcement.</p>
JULY 5	<p>China Section 301 tariffs face a continuation deadline. By July 5, domestic industry representatives must request continuation of the July 2018 Section 301 tariffs on China. Without formal continuation requests, those tariffs become legally subject to termination.</p>
JULY 6 - 7	<p>Forced labor-related Section 301 actions move forward. On July 6, written comments are due on USTR’s proposed Section 301 actions related to forced labor import prohibitions across multiple economies. USTR is scheduled to hold a public hearing on those proposed actions on July 7.</p>

	<p>China four-year review begins. Also on July 6, USTR begins the second four-year review process for China’s acts, policies, and practices under Section 301.</p>
<p>JULY 10</p>	<p>Managed trade with China comments are due. On July 10, comments are due on USTR’s request for input regarding the scope and operation of a potential mechanism to promote reciprocal managed trade with China.</p>
<p>JULY 24</p>	<p>Section 122 surcharge expires absent congressional action. On July 24, the temporary 10 percent global import surcharge imposed under Section 122 is scheduled to expire unless extended through congressional authorization.</p>

Additional Developments to Watch

- Potential determinations related to Section 301 investigations on structural excess capacity, including sectors such as steel, electric vehicles, semiconductors, chemicals, and industrial inputs.
- Further action related to the expiration or extension of the Section 122 tariff authority.
- New or updated Section 301 investigations that could affect targeted countries, sectors, or supply chains.
- On-going announcements from the U.S. Department of Commerce on various trade remedy cases.

Why July Matters

These deadlines point to a broader shift in U.S. trade policy. The policy environment is moving away from isolated tariff actions and toward a more continuous enforcement posture. That shift creates the potential for more frequent, sector-specific trade shocks affecting companies, associations, and supply chains with global exposure.

For affected stakeholders, the practical implications are clear:

- Higher baseline volatility in tariff and trade remedy policy.
- More direct exposure to Section 301, Section 122, and AD/CVD decisions.
- Greater need for real-time monitoring, scenario planning, and proactive engagement.

What Companies and Associations Should Do Now

Stakeholders should not wait for final actions before engaging. Companies and trade associations should identify exposure across key product lines, determine whether comments or testimony are warranted, and prepare clear messages for policymakers about the commercial, supply chain, and consumer impacts of proposed actions.

July is shaping up to be more than a busy procedural month. It may be an early indicator of how trade policy will operate for the remainder of 2026: faster moving, more enforcement-oriented, and more consequential for organizations that depend on predictable access to global markets.