



Oregon's Position in World Trade and Investment

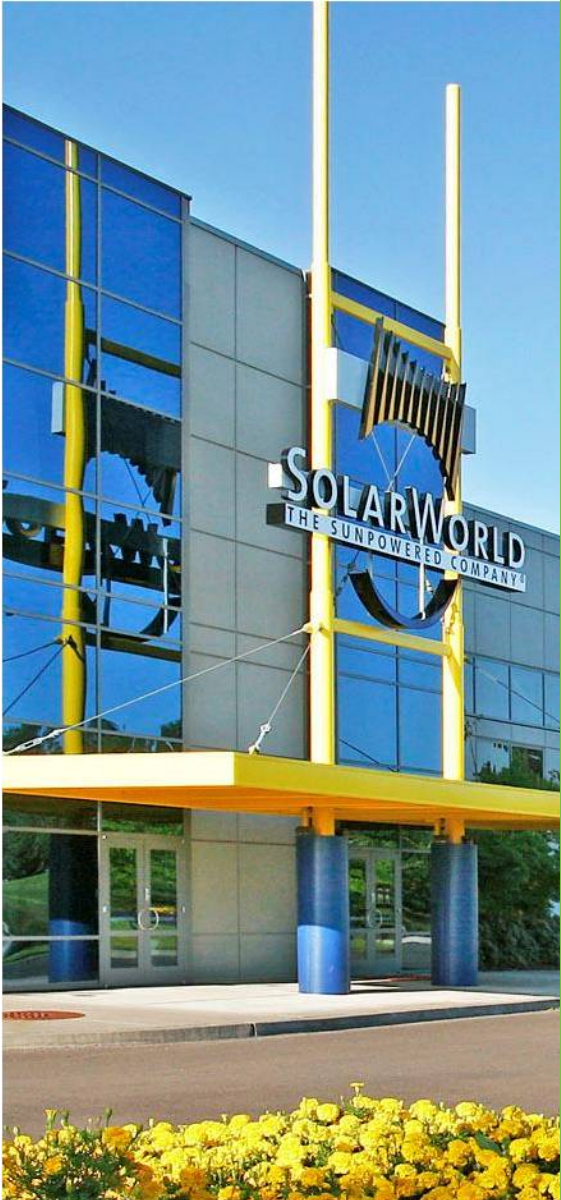
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Why Export?

Oregon: Growth Markets

- Brazil
- China
- India
- Why? US = Flat





Oregon's Export Economy: Overview

- Exports are key to Oregon's economy
- \$17.7 billion in Oregon exports of goods & services in 2010
- Oregon's exports as a share of state GDP reached 8.8% in 2009.
- #22 state in exports vs. #27 state in population (2010)



Oregon's Export Economy: Job Impacts

- Impact on Manufacturing (2009):
 - Export-supported jobs linked to manufacturing account for an estimated 5.2% of Oregon's total private-sector employment.
 - 23.5 % of all manufacturing workers in Oregon depend on exports for their jobs.



Oregon's Export Economy: Company Impacts

- Total of 4,918 companies exported goods from Oregon locations in 2008
 - 89 percent of those were Small & Medium Enterprises (SMEs) w/ fewer than 500 employees
 - SMEs generated 32% of Oregon's total exports of goods in 2008



Oregon's Export Economy: Recent Trends

- Oregon had \$17.7 billion in exports in 2009
 - 18.6% growth from 2009 (\$14.9 billion)
 - 2009 Oregon total was lowest since 2005
- Consistent with overall national growth: 21% from 2009 to 2010
 - From \$1.056 trillion in 2009 to \$1.278
 - 2009 national total was lowest since 2006
- President Obama's National Export Initiative: Goal to double U.S. exports in 5 years

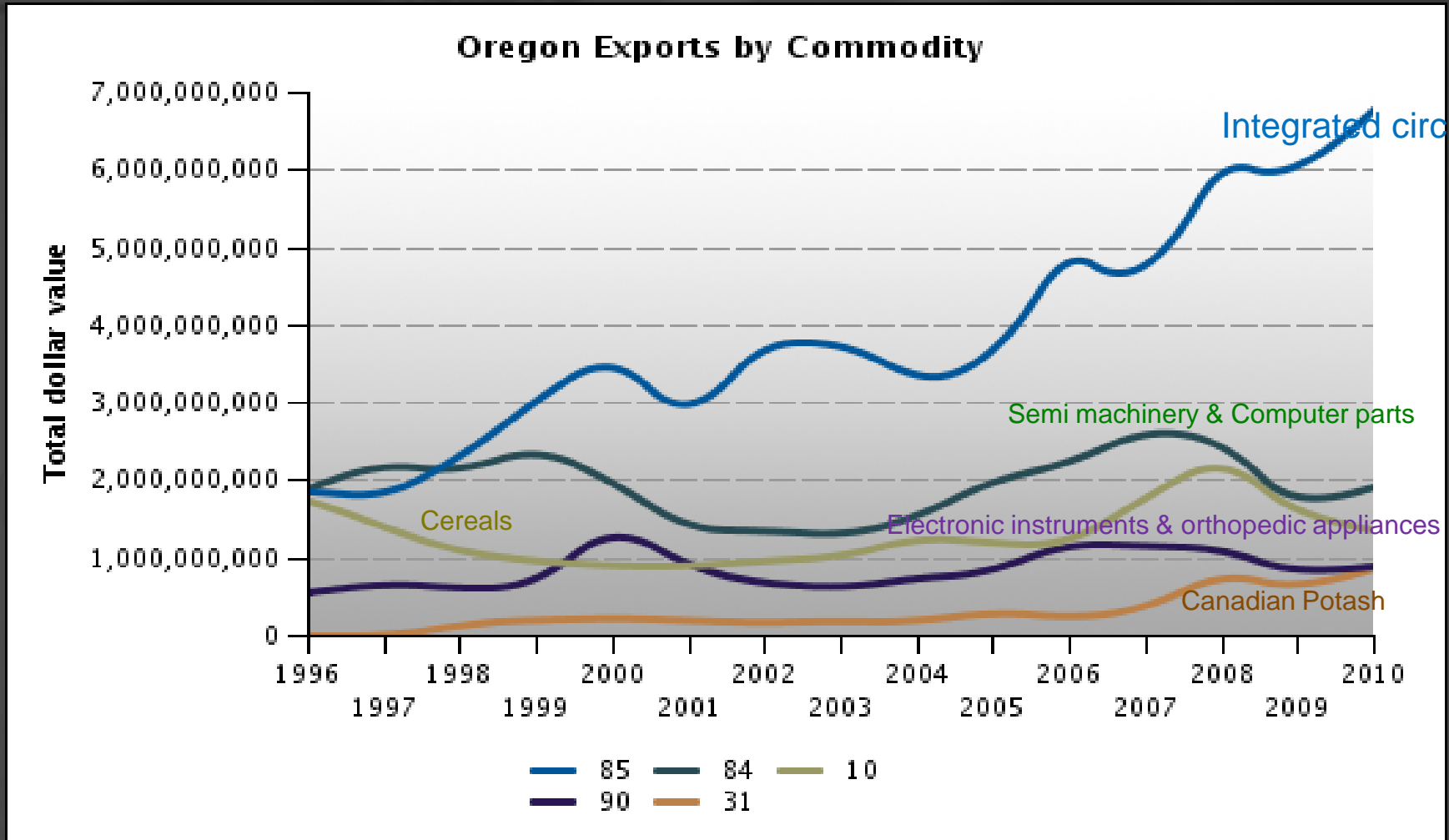
Oregon: Top 10 Export Markets

Trade Partner	2008	2009	2010	% Change (2009–2010)
World Total	19,352,130,713	14,907,405,450	17,682,719,840	18.62
China	2,468,784,349	2,969,546,938	4,046,199,585	36.26
Malaysia	1,989,517,164	1,930,459,086	2,667,629,896	38.19
Canada	2,801,003,107	1,897,352,615	2,419,693,286	27.53
Japan	2,006,156,692	1,295,962,553	1,379,815,952	6.47
Taiwan	1,110,547,875	920,774,644	669,942,767	-27.24
South Korea	1,252,463,597	704,545,153	936,650,707	32.94
Costa Rica	399,795,759	362,344,764	362,967,122	0.17
Germany	283,281,674	117,490,837	311,333,127	164.99
Philippines	715,792,313	678,786,927	505,330,217	-25.55
Mexico	906,191,835	296,672,645	323,056,410	8.89

Oregon-World: Top 10 Export Industries

Trade Partner	2008	2009	2010	% Change (2009–2010)
TOTAL ALL INDUSTRIES	19,352,130,713	14,907,405,450	17,682,719,840	18.62
Computer And Electronic Products	7,980,154,194	6,757,674,326	7,788,329,017	15.25
Agricultural Products	2,801,847,871	2,114,116,817	2,280,388,707	7.86
Chemicals	1,260,493,145	1,023,910,775	1,394,174,025	36.16
Machinery, Except Electrical	1,626,354,430	1,136,817,173	1,507,449,589	32.6
Transportation Equipment	1,480,098,587	739,624,997	824,144,392	11.43
Primary Metal Manufacturing	704,101,282	435,300,570	582,427,438	33.8
Wood Products	466,935,418	323,937,489	475,675,980	46.84
Food And Kindred Products	393,592,618	372,298,908	459,251,416	23.36
Paper	419,510,684	234,569,736	314,905,960	34.25
Waste And Scrap	568,412,243	420,417,876	447,001,535	6.32

Oregon Exports by Commodity





Oregon's Largest Export Industries (2010)

#1: Computer & Electronic Products

#2: Agricultural Products

- 69% of 2010 exports to China were Computer & Electronic Products.
- Growth in 9 out of top 10 industries exported to China in 2010.



Nonstop Flights Passengers/cargo



Amsterdam Tokyo

Calgary Toronto

Vancouver, BC Seoul (cargo)



International Export Promotion



Overseas Representatives



- China, Europe, Japan, Korea



Export Assistance

- Oregon Trade Promotion Program
 - Provides funding to assist Oregon companies with attending overseas trade missions/shows – focus on strategic shows
- Trade Leads
- Export credit insurance – introductions to U.S. ExIm Bank

Key Outreach Activities

- Sponsorship of trade promotion events
 - Doing Business in “Country X” seminars
 - Industry specific events/meetings
 - Export strategies seminars with U.S. Commercial Service
- Hosting of foreign government visitors
- Planning for Governor’s trade missions



Global Trade Specialists

- **4 Global Trade Specialists** provide export assistance to Oregon companies
 - One-on-one counseling on specific questions
 - Market research/market entry strategies
 - Due diligence assistance to identify/evaluate partners
- **Tom DiCorcia**
 - Electronics & Advanced Materials, IT, Medical Products, Metals
- **Dana Shannon**
 - Apparel/Sporting Goods; Logistics & Distribution
- **Sunun Setboonsarng**
 - Environmental Tech; Renewable/Energy Efficiency; Green Bldg
- **Alexa Hamilton**
 - Transportation Equip.; Consumer Goods; Defense; Food Processing