

Agency Mission: Sustainable Quality Jobs for All Oregonians at Least Cost

KPM #7	CLUSTER BUSINESS PLANS Number of identified traded sector industry clusters with active business development plans	Measure since: 2004
Goal	ADVANCE BUSINESS OPPORTUNITIES. INCREASE INNOVATION AND COMPETITIVENESS OF TRADED SECTOR INDUSTRIES.	
Oregon Context	Oregon Benchmarks: 2 – TRADE OUTSIDE OF OREGON; 5 – PROFESSIONAL SERVICES.	
Data source	Employment Department, OECD, & Business plan on actual result.	
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1. OUR STRATEGY

Increase Innovation and Competitiveness of Traded Sector Industries; Enhance national and international competitiveness of Oregon traded sector industries.

2. ABOUT THE TARGETS

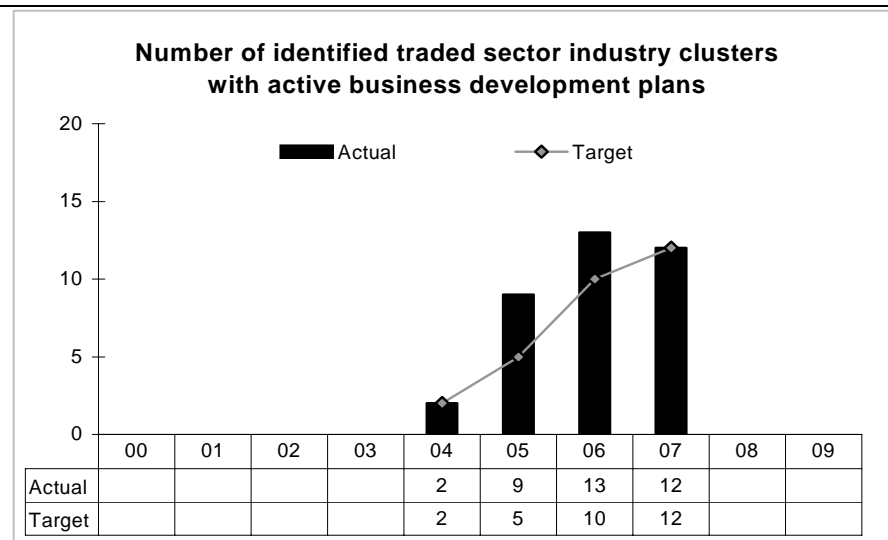
Understanding the opportunities and issues facing Oregon’s traded sector industries is necessary to strengthening the state’s economy as well as charting a course for future growth. Business development plans outline the areas where the agency may assist these industries.

3. HOW WE ARE DOING

This year our target was met in coordination with twelve industry clusters: Metals Manufacturing (working closely with Manufacturing 21 Coalition and Oregon InC.); Recreational Vehicle Manufacturing (RV Manufacturing Consortium in coordination with Lane Workforce Partnership and others); Food Processing (Northwest Food Processors Association working in coordination with Oregon InC);

Micro/Nanotechnology (such as through ONAMI, received Oregon InC funding); Biosciences (under the coordination of Sarah Garrison of OECD and the Oregon Bioscience Association's Bob Lanier); Forestry (such as through the Oregon Forest Resources Institute and OSU’s Wood Innovation Center); Beer (through the Oregon Microbrewers Association); Wine (through the Oregon Wine Board); Nursery (in coordination with Oregon Association of Nurseries, such as for Advantage Oregon); Wave Energy (such as through Oregon InC and OWET); Software (both through the Software Association of Oregon and the Educational Software Cluster); Green Development (under the coordination of Glenn Montgomery of OECD) - this encompasses both green buildings and sustainable technology.

From Bioscience to Green Development, work is supporting innovative public-private partnerships. For example, the Green Development Cluster is a collaborative public-private enterprise convened by the Oregon Economic and Community Development Department and comprised of professional service providers in green building, planning, manufacturing, and finance, NGO advocates, academia, and government workforce and economic development agencies. Its mission is to create an environment in Oregon where green building and smart growth can thrive, and where sustainability is leveraged to advance Oregon’s economy. This is accomplished through targeted efforts, such as fast-tracked permitting for LEED-certified buildings, as well as broad



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market-based initiatives, such as the development of an eco-systems services trading center. These efforts are part of a larger process of integrating with the Oregon Business Plan.

4. HOW WE COMPARE

OECD recognizes the importance of supporting Oregon's industry clusters: businesses of one industry, working contiguously, benefit from a shared and experienced workforce, mutual suppliers, and a stronger market share that single businesses could not capture on their own. It is an innovative economic development strategy for which standards and baseline data are generally not yet available. Oregon has the opportunity to lead the nation in demonstrating the value of this approach. Oregon has been selected to host *The Competitiveness Institute's 2007 Annual Conference*. This event will further strengthen and promote our cluster development work, and includes a session for discussing performance measures for cluster initiatives around the world.

5. FACTORS AFFECTING RESULTS

Addressed above and below. Work with Oregon Inc. continues to be a positive factor in assisting industry innovation.

6. WHAT NEEDS TO BE DONE

Looking forward, the National Governor's Association recently invited Oregon to join a policy academy to help states identify and implement policies to spur expansion of their most innovative and promising industries. This work will put Oregon further ahead in the use of cluster strategies to enhance competitiveness of Oregon companies.

7. ABOUT THE DATA

Data reflects achievement within the fiscal year of 2006-2007. OECD has also conducted further cluster studies, such as on cluster core industries and specialized suppliers, as well as shift-share analysis.