

# Global Trade

## What's Working for Oregon

Oregon Board of Agriculture

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business  
**oregon**<sup>®</sup>

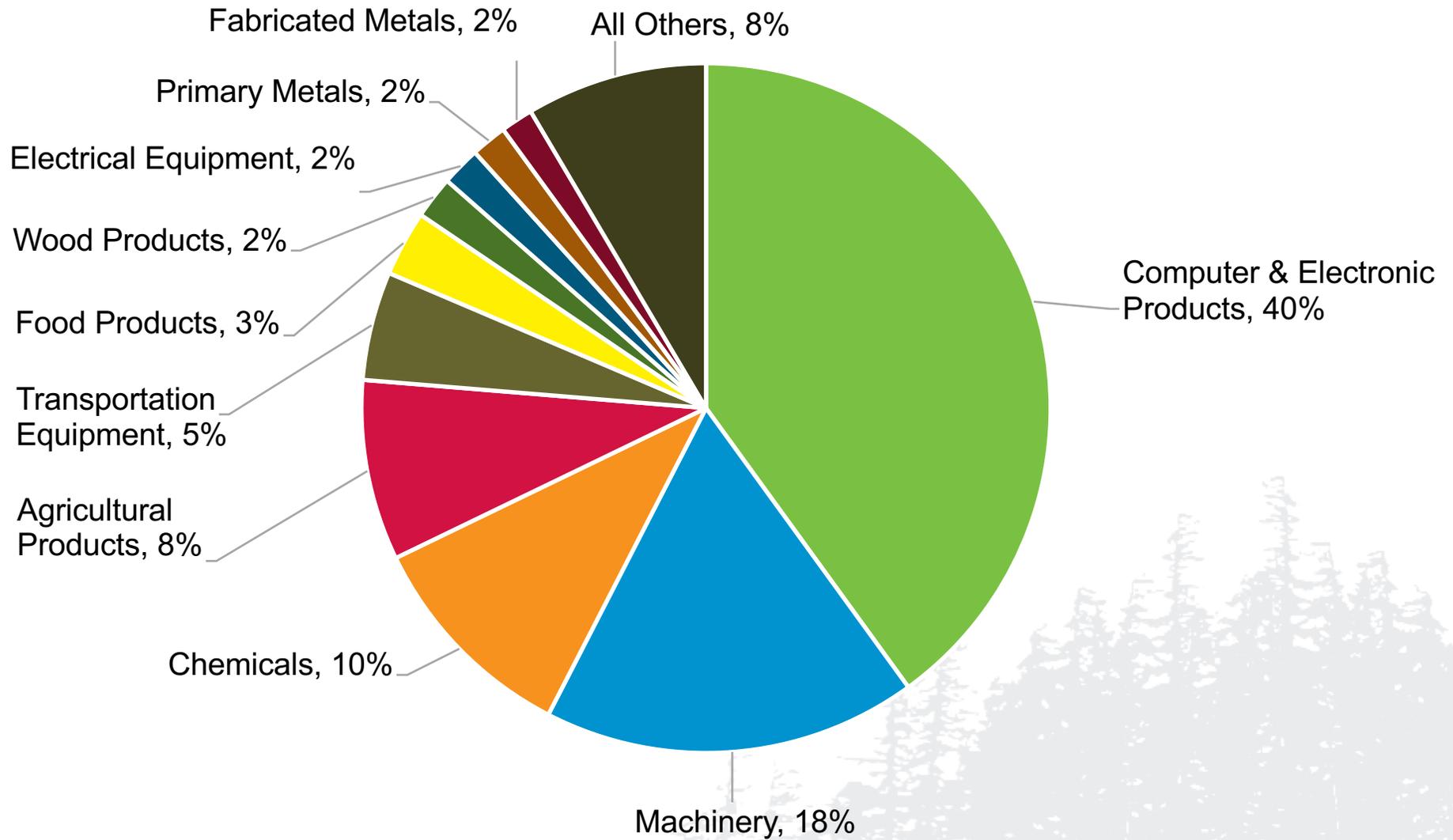
# How Business Oregon Thinks about Trade

- Exports
- Foreign Direct Investment

# Why Trade Matters to Oregon

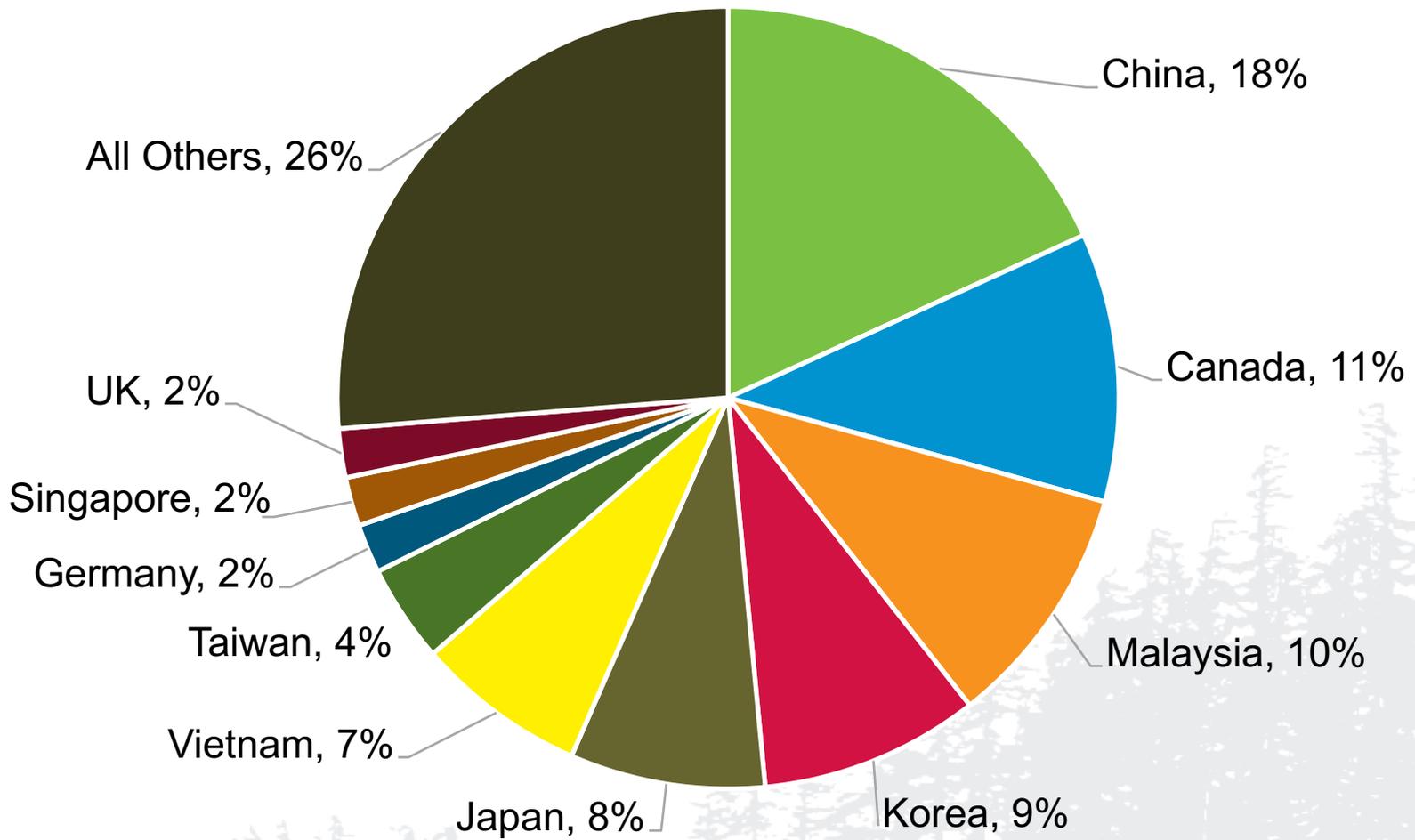
- Oregon exports hit record \$22 billion in 2017
- 87,000 jobs in Oregon supported by exports
- Nearly 6,000 Oregon companies export
- 95% of global consumers outside the US

# Oregon Exports by Industry, 2017



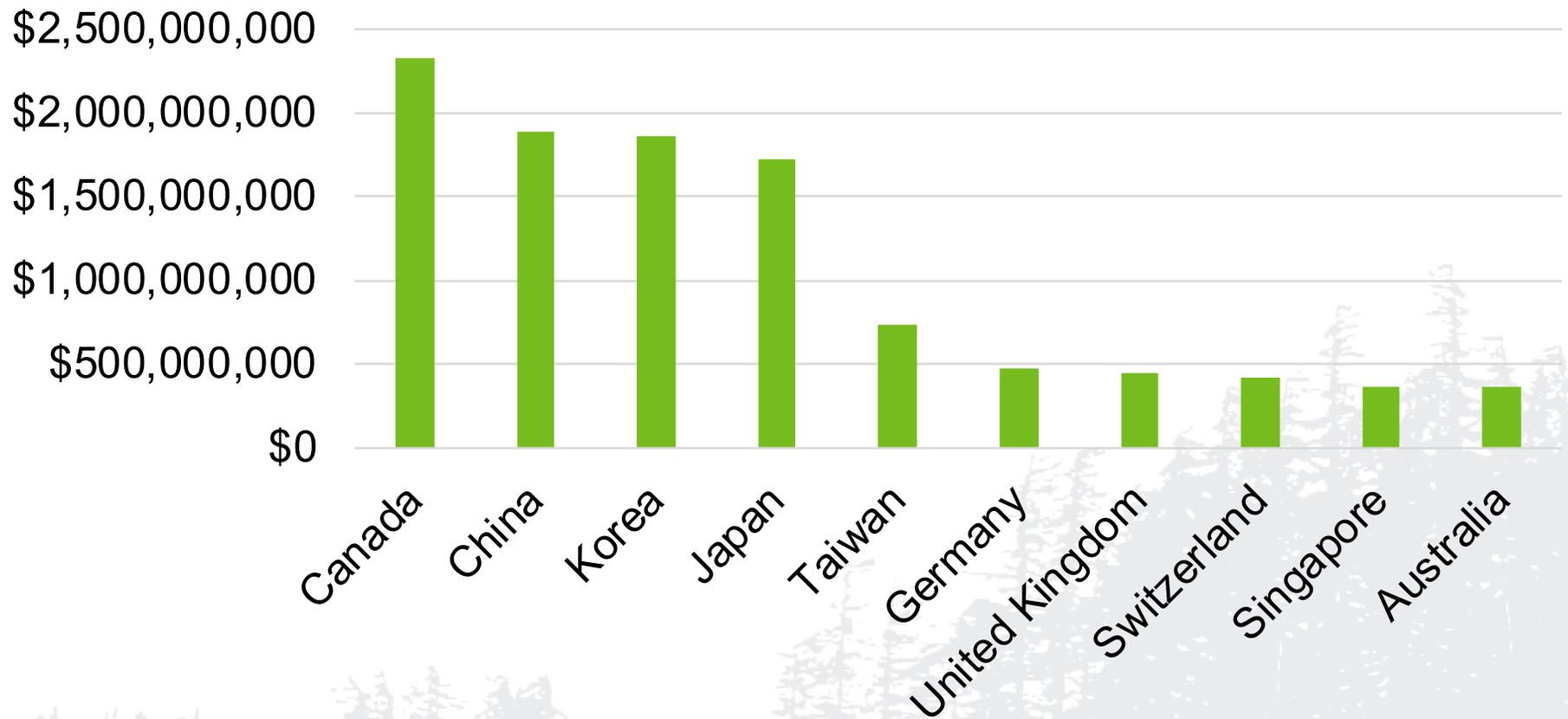
Source: <http://www.wisertrade.org>, data from U.S. Census Bureau, Foreign Trade Division.

# Oregon Export Markets



# Top Oregon Export Markets

(2017, Excluding microchips, cars, soybeans, & potash)



Source: Wiser Trade, 2017

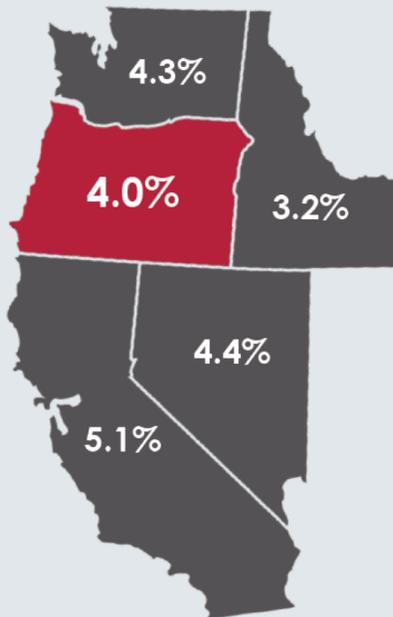
# Foreign Direct Investment

**61,700** workers in Oregon are employed as a result of global investment—an increase of over **40 percent** since 2010.

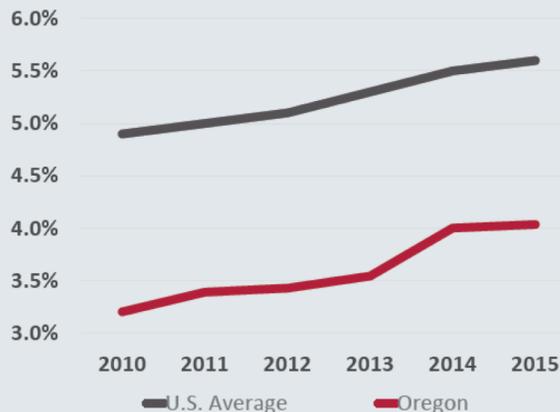
**22,600** workers in Oregon—more than **30 percent** of all FDI jobs in the state—are in the **manufacturing sector**.

## GLOBAL INVESTMENT CONTRIBUTES TO OREGON'S ECONOMY

**Oregon vs. Its Neighbors**  
FDI Jobs as a % of Total Employment



**Oregon vs. USA**  
FDI Jobs as a % of Total Employment



Oregon has seen strong growth in its share of employment supported by global investment.

**In the past five years, Oregon's FDI employment...**



while the state's overall private-sector employment



**13.9%**



# Challenges

- Trade Wars and retaliatory tariffs
- Competitiveness
  - No TPP, NAFTA re-negotiations, EU-Japan trade agreement, U.S. left out
- Congestion/bottlenecks in transportation system
- Consumption decreasing in historically key markets (Japan)
- Oregon not well-known internationally as destination or brand
- Loss of container service – not geographically advantaged for direct marine service

# Moving Forward

- Coordinated, focused global strategy to promote and enhance the Oregon brand overseas
- Expand value-added and consumer-packaged goods for food and beverage exports
- How do we organize work around the state's strategies for those markets and target state investment?

Japan

China

UK and Europe

Canada

SE Asia

# Our Team

## Global Trade & Recruitment

- Team Lead (1)
- Global Trade Specialists (4)
- Business Recruitment Officers (2)
- Grant Program Assistant
- Japan Representative Office- JRO (3)
- Germany-OCO Global (2)



# Foreign Direct Investment

# Foreign Direct Investment

## Premier West Coast location

- Pacific Rim access and easy distribution to California
- Continued FDI growth in several industries
- Lower-cost power attractive to large manufacturing and processing firms
- Rapidly growing metro regions that attract educated workforce
- Portland International Airport rated best for business travel six years in a row (Travel + Leisure)



# Foreign Direct Investment

- Japan and Germany
- Greenfield and M&A
- Innovation and Technology
- Tax Landscape/Incentives
- Select USA
- Public benefits: diversity, career ladders

# Japan Strategy

- 145 Japanese-owned companies in Oregon
  - Food and Beverage
  - Consumer Goods
  - Semiconductor supply chain
  - Tourism, Education and Cultural exchange
- Metrics: Trade Assistance, Capital investment, Jobs, Income tax
- Budget Request: East Asia representative Policy Option Package

# Germany Strategy

- Key Industry Sector supply chains
- Awareness Building
- Adidas, Daimler, Siemens
- Lead Generation
- West Coast Location
- Metrics: leads, projects, jobs, tax revenue



Exports

# Trade Tools and Services

- 1:1 counseling on export strategy
- Overseas Offices
- Matching funds for shows & missions, and distributor development services
- Team Oregon

# Export Training

- Export financing, working capital, loan guarantees, insurance
- E-Commerce, social media
- Website localization, translation, and search optimization
- Market Briefings
- Logistics, documentation, and export compliance
- Rural outreach and new-to-export outreach
- Softwood Export Council



# Export Promotion Program

- 984 grants to Oregon small businesses
- Average grant award: \$3,600
- \$3.6 million in total grant funding awarded
- Resulting in \$147 million in export sales
- 22 counties
- Top trade show markets:  
Germany, Japan, China and Canada
- 100% utilization rate of federal and state funds

> Reasons why



**Ride Development: Bumper Car Maker  
Independence, OR**

**Grant: \$5,000**

**Event: DEAL in Dubai, UAE**

**Immediate Sales: \$408,000**

**Estimated Add'l Sales: \$100,000**

*Metolius*



**Metolius Mountain Products**

**Bend, OR**

**Grant: \$5,000**

**Event: Outdoor Germany**

**Immediate Sales: \$2 million**

**Estimated Add'l Sales: \$1 million**



Thank you

Questions?  
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