GREATER PORTLAND METRO EXPORT INITIATIVE

Presentation to Multnomah County Commissioners

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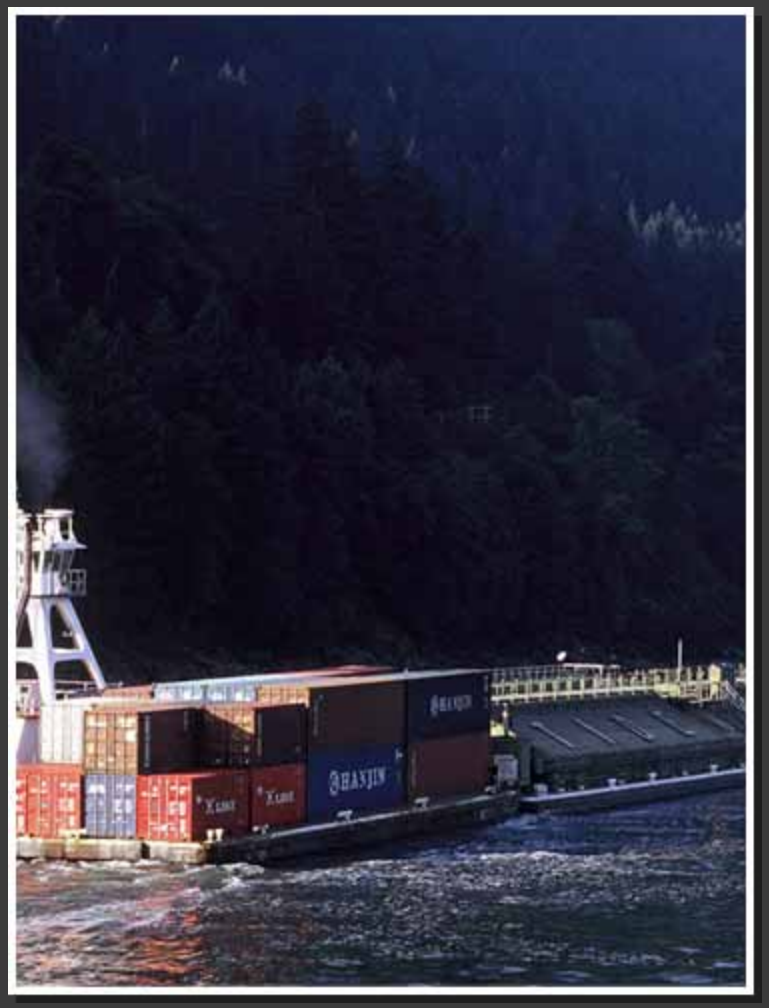
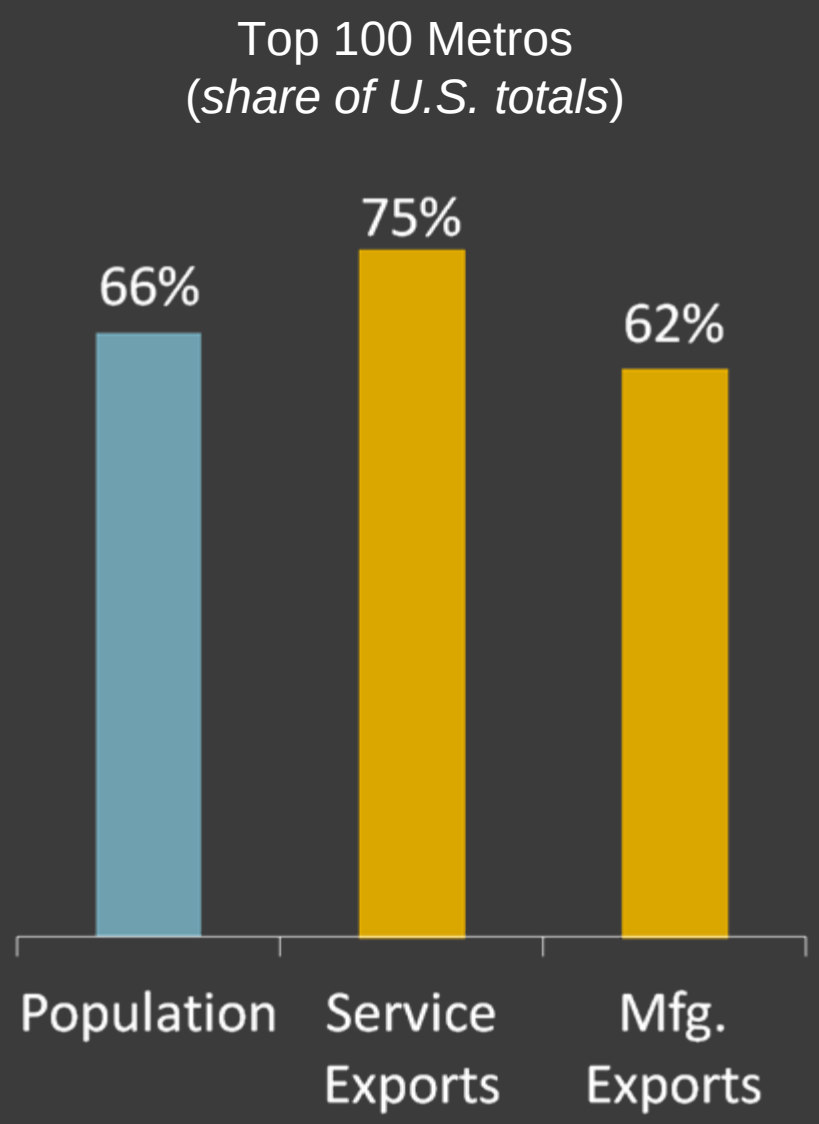
Greater Portland Export Moment



- Economic development strategy focused on job creation
- Link: cluster development, innovation & international trade
- Annual exports = $22 billion (r. 12)
- 126,000 export jobs (r. 15)
- Emerging markets = economic growth opportunities
- Exports & trade gateways critical to sustained regional growth

Why the Metro Focus?

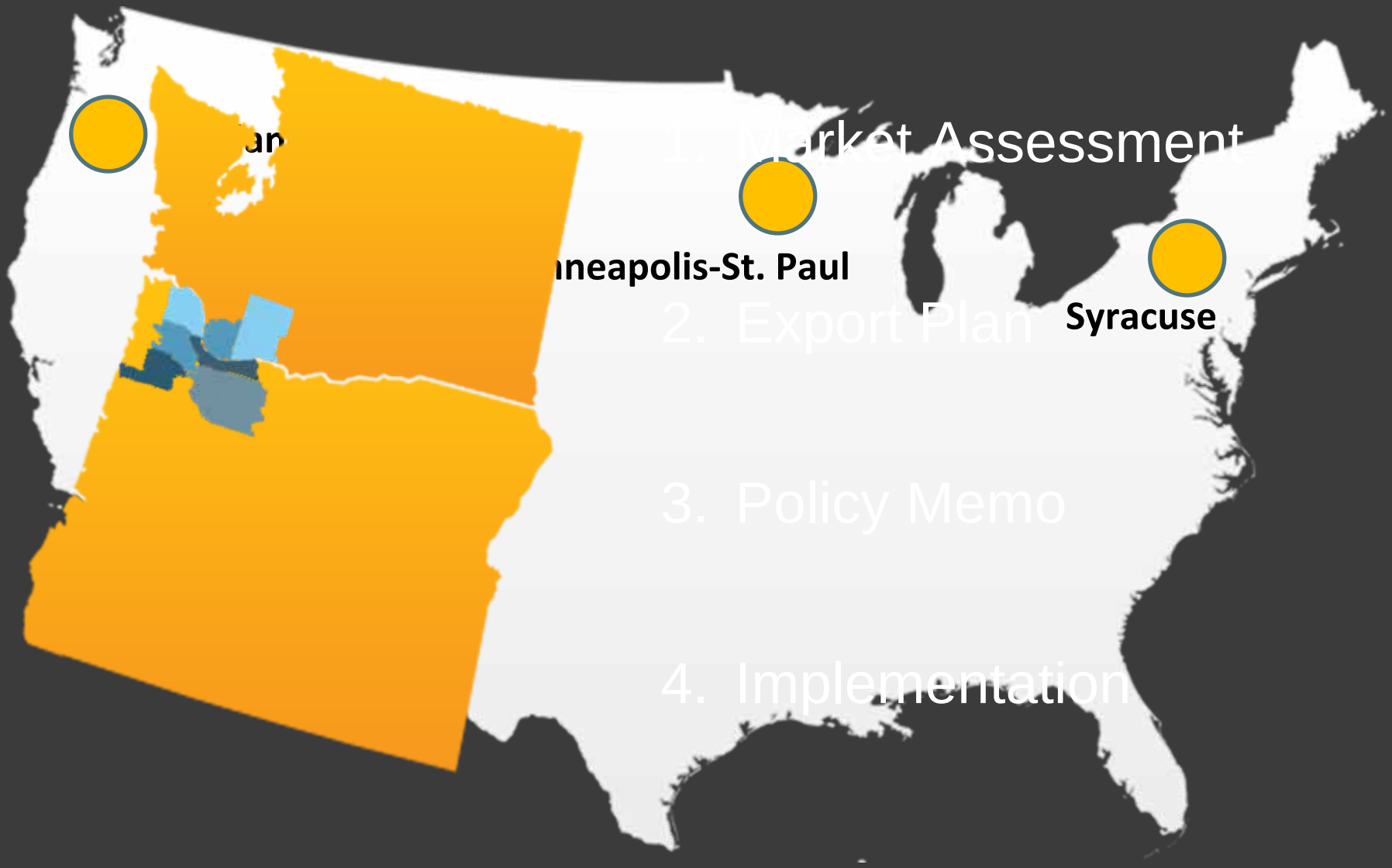
- Metro areas drive U.S. exports
- Metro regions lack export strategies



From NEI to MEI

- President's National Export Initiative (NEI)
  - Double U.S. exports over 5 years
  - Deliver economic growth and jobs
  - Good pay to workers at all levels of education
  - Rebalance US economy and lower trade deficit
- Brookings Metro Export Initiative (MEI)
  - Export Nation Study: 100 largest metro areas
  - Connect macro vision to metro reality
  - Develop metro specific export strategies

Metro Export Initiative



1. Market Assessment
2. Export Plan
3. Policy Memo
4. Implementation

Key Market Assessment Findings

60%

Competitive exporting region dominated by one sector

12%

Opportunity to strategically target Adv. Manufacturing

"passive" exporters

89%

Most companies not exporting; difficult to access services

2nd

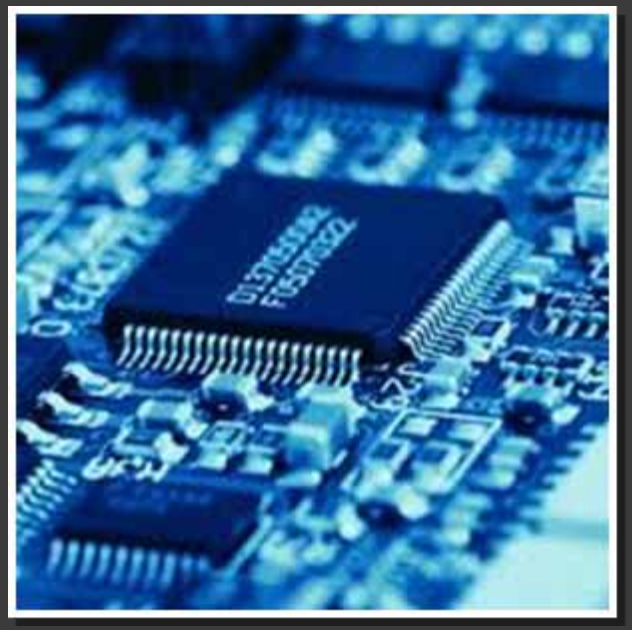
Opportunity to translate Clean Tech innovations into exports

Export Strategy Goals

1. Create & retain export-related jobs; maintain leading export position
2. Diversify export industries, increasing number of companies exporting and the markets they access
3. Create a strong local export culture and a global reputation for trade

Export Plan Strategies

Leverage Primary Exporters



Capitalize on export strength of Computer & Electronic Mfg. Sector

–Ensure location advantages

–Enhance supply chain (*secondary exports*)

–Reduce leakage of exported products

–Track spin-off and startup companies

Export Plan Strategies

Catalyze Under-Exporters

Develop proactive strategy for <u>select</u> number of manufacturing firms

–Account management

–Customized market analysis

–Peer-to-peer export mentoring

–Tailored export-focused trade missions

Export Plan Strategies

Healthy Export Pipeline

Improve access to services to increase the number of SMEs exporting

–Single point-of-entry web portal (“roadmap”)

–Promote export culture

–Train economic development community

–Manage companies thru export services pipeline

–Export accelerator

Export Plan Strategies

Market Portland's Global Edge

WeBuildGreenCities.com

Take Greater Portland innovations to global markets

–Roll out "WBGC"

- Strategic marketing
- Directory of companies & products

–Evaluate strategy in other industries

–Internationalize regional marketing

–Tourism & education

Performance Metrics

Macro Indicators (Brookings)

- Export-related jobs
- Export value
- Export intensity
- Indexed performance rank
- Diversification of export industries

Performance Metrics

Macro Indicators (Brookings)

Export Activity (MEI Partners)

- New firms entering export service system
- Demand for export services
- New export markets
- Use of port facilities
- New sales contracts

Performance Metrics

Macro Indicators (Brookings)

Export Activity (MEI Partners)

Export Environment (MEI Partners)

- Policies adopted
- Integration of exports (*Reg Planning & Ec Dev*)
- Metro led trade missions
- C-level export leaders
- Media coverage

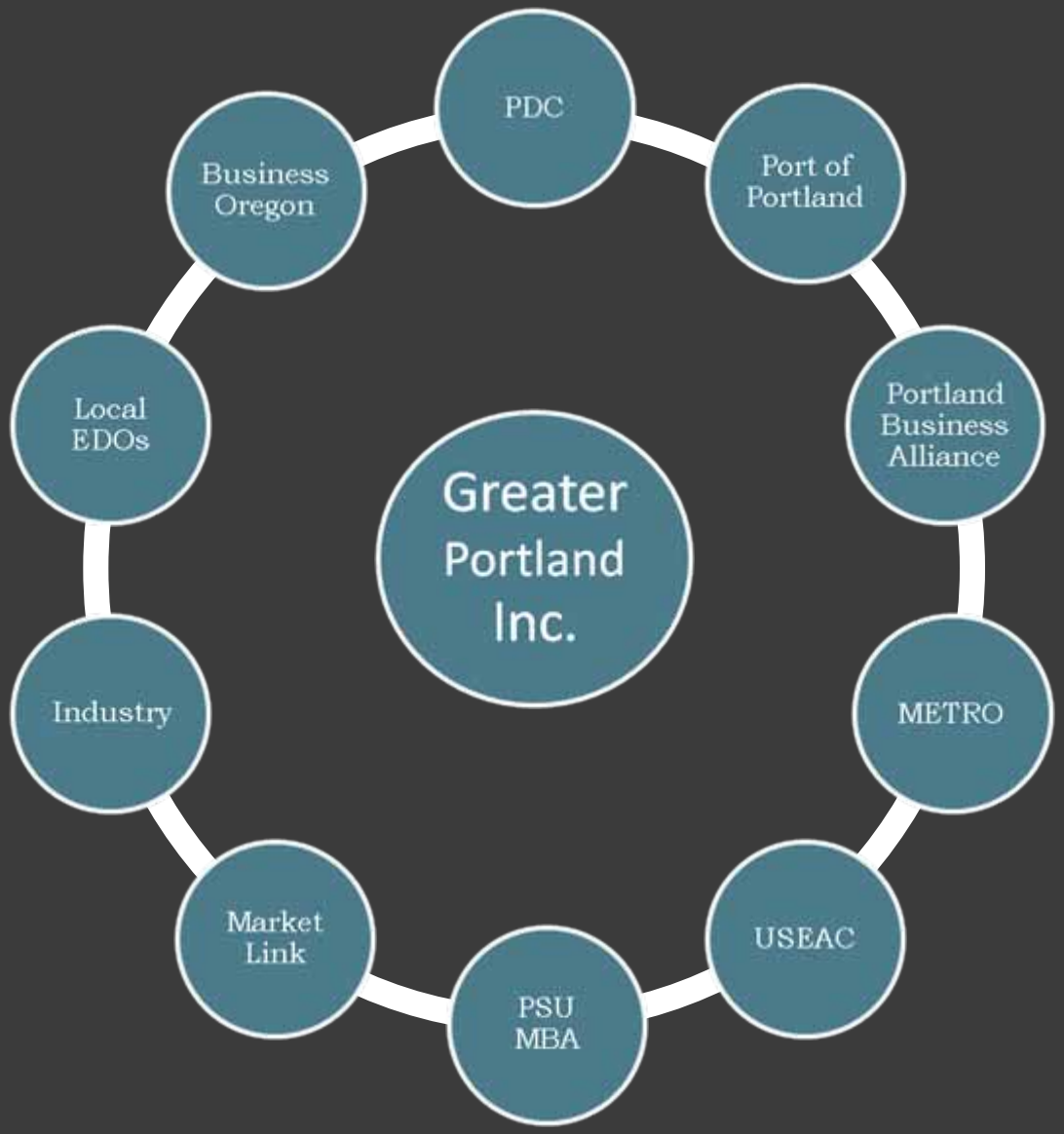
A Policy Voice for Exports

Ongoing discussions with federal, state & local leaders

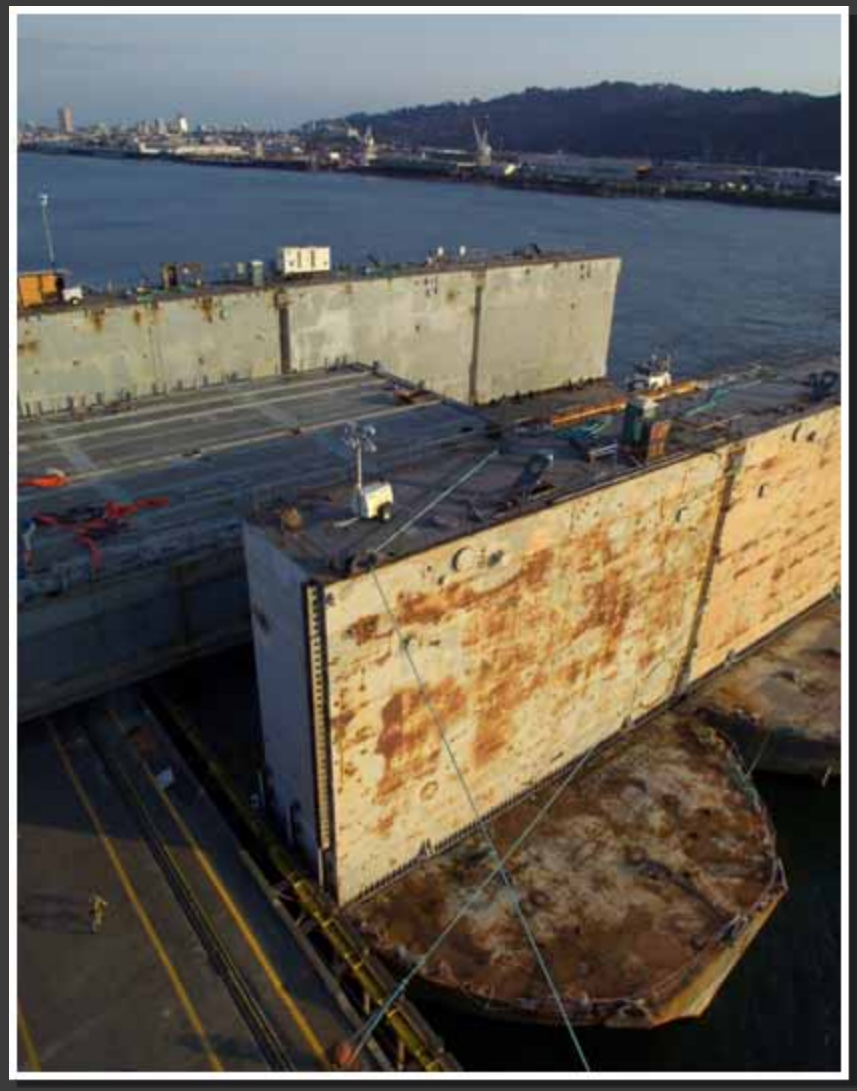
- Funding of export promotion services
- Relevant metro level data
- Freight strategy to address export growth
- Land use and tax issues
- Movement of people and ideas
- Alignment of performance measures

Implementation

- Regional Implementation Team
- Regional Advisory Committee



Next Steps



- Finalize Implementation Strategy & Policy Memo
- Present to Boards & Commissions
- Public Rollout (Feb. 15th)
- Fundraising

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