

REMARKS BY GERRY THOMPSON
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INTERNATIONAL TRADE COMMITTEE
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I AM HAPPY TO ADDRESS YOU TODAY ON THE SUBJECT OF
INTERNATIONAL TRADE.

INTERNATIONAL TRADE IS NOT A "SIDE-ISSUE" IN OUR
ECONOMIC DEVELOPMENT EFFORTS FOR OREGON. IN FACT, A STRONG
INTERNATIONAL TRADE EFFORT HAS BEEN A CENTERPIECE BOTH OF THE
GOVERNOR'S RECOVERY PROGRAM, AND OF THE GOVERNOR'S ECONOMIC
DEVELOPMENT STRATEGY SINCE 1979 WHEN HE BEGAN HIS FIRST TERM
AS GOVERNOR.

A STRONG INTERNATIONAL TRADE EFFORT FOR OREGON IS JUST
COMMON SENSE. WE ARE AN EXPORTING STATE -- OUR FARM PRODUCTS,
TIMBER, AND MANUFACTURED GOODS DEPEND ON A STRONG MARKETING
EFFORT. WE ARE POSITIONED TO BE AN EVEN STRONGER EXPORTING
STATE. OUR SUCCESS IN MARKETING ^{Does this will} PAYS US BACK IN THE FORM OF
JOBS AND REVENUES OUR STATE DESPERATELY NEEDS AS WE BATTLE OUR
WAY OUT OF THIS NATIONAL RECESSION.

THE HALLMARK OF OUR INTERNATIONAL TRADE EFFORT HAS ALWAYS BEEN A STRONG, WORKING PARTNERSHIP WITH OREGON BUSINESS. TOGETHER, STATE GOVERNMENT AND OREGON BUSINESS HAVE DEVELOPED TRADING MISSIONS, MADE CONTACTS, AND WON CONTRACTS THAT HAVE MEANT SUCCESS FOR SOME OF OUR BUSINESSES -- AND SURVIVAL FOR OTHERS. BY WORKING IN PARTNERSHIP, THE GOVERNOR HAS ALWAYS EMPHASIZED REACHING OUT TO INVOLVE AS MANY BUSINESSES AS WE CAN. WE HAVE ALSO SENT OUT THE MESSAGE THAT INTERNATIONAL TRADE IS NOT THE EXCLUSIVE PROVINCE OF ONLY LARGE, WELL-CONNECTED INDUSTRIES. IN FACT, SOME OF OUR GREATEST SUCCESS STORIES IN INTERNATIONAL TRADE INVOLVE SMALL AND MEDIUM-SIZED OREGON BUSINESSES WHO REACHED OUTSIDE OUR BORDERS TO WIN SIGNIFICANT CONTRACTS IN JAPAN, IN TAIWAN AND IN MALAYSIA.

THE DEPARTMENT OF AGRICULTURE HANDLES THE MARKETING OF OUR AGRICULTURE AND FARM PRODUCTS. ONE OUT OF EVERY FIVE DOLLARS OF OREGON FARM SALES COMES FROM EXPORT.

WE HAVE VIGOROUSLY PROMOTED OUR AGRICULTURAL PRODUCTS IN THE MARKETS OF PACIFIC RIM COUNTRIES.

NO BETTER EXAMPLE CAN BE FOUND THAN THE PURCHASE LAST SEPTEMBER OF SOME \$27 MILLION IN GRAIN BY THE REPUBLIC OF CHINA. THE GOVERNOR WELCOMED THE TRADING DELEGATION HIMSELF IN THE CEREMONIAL OFFICE IN SALEM. THE DEAL WE WON IS A DIRECT RESULT OF OUR EFFORTS TO CONVINCE OUR FRIENDS IN TAIWAN THAT OREGON IS -- AND WILL CONTINUE TO BE -- A RELIABLE SUPPLIER OF AGRICULTURAL COMMODITIES.

THE TAIWANESE HAVE SENT ANNUAL BUYING TEAMS TO OREGON EVERY YEAR FOR THE PAST FOUR YEARS AS A DIRECT RESULT OF OUR MARKETING EFFORTS. THE GOVERNOR HAS PERSONALLY VISITED TAIWAN; AND WE IN OREGON HAVE WORKED VERY HARD TO PROMOTE OUR PRODUCTS.

WE ARE DOING THE SAME HARD WORK IN ALL AREAS OF FOREIGN TRADE, AND LOOK FORWARD TO THE SAME SUCCESS, IN OTHER COUNTRIES SUCH AS JAPAN, SOUTH KOREA, MALAYSIA THE PHILLIPINES, AND MAINLAND CHINA -- TO NAME JUST A FEW.

THE OTHER SIDE OF THE COIN IS, OF COURSE, OUR MARKETING EFFORTS FOR TIMBER AND MANUFACTURED GOODS -- COORDINATED THROUGH THE INTERNATIONAL TRADE DIVISION OF OUR DEPARTMENT OF ECONOMIC DEVELOPMENT. MANY OF YOU, I KNOW, ARE FAMILIAR WITH THE PROGRESS WE HAVE MADE THROUGH OUR HARD WORK IN THIS AREA.

INTERNATIONAL TRADE IS IMPORTANT TO OREGON AND TRADE MISSIONS ARE IMPORTANT TO OREGON. TRADE MISSIONS OPEN UP DIRECT LINES TO OVERSEAS MARKETS FOR OREGON FIRMS, MARKETS THAT ARE NOW KEEPING MANY COMPANIES OPERATING IN A TOUGH ECONOMY.

THE GOVERNOR HAS AND WILL ALWAYS PERSONALLY INVOLVE HIMSELF IN OREGON'S INTERNATIONAL TRADE EFFORT WHENEVER POSSIBLE. IT IS A PLAIN AND SIMPLE FACT THAT A GOVERNOR, ANY GOVERNOR, IS THE RESPECTED, ATTENTION GETTER FOR FOREIGN TRADE. FORTUNATELY FOR OREGON, GOVERNOR ATIYEH SUPPORTS AND BELIEVES IN TRADE AND TRADE DEVELOPMENT.

EXAMPLES OF HIS SUPPORT MAKES THAT SUPPORT OBVIOUS. WHEN THE PACIFIC NORTHWEST REGIONAL COMMISSION WAS DISSOLVED IN 1981, THE GOVERNOR QUICKLY LOOKED FOR OTHER MEANS OF FUNDING ECONOMIC DEVELOPMENT DEPARTMENT'S INTERNATIONAL TRADE PROGRAM. NOW, BECAUSE OF DIMINISHED FEDERAL FUNDING, (THE PROGRAM IS 50 PERCENT FEDERALLY FUNDED) THE GOVERNOR HAS ASKED THE LEGISLATURE TO TOTALLY SHIFT TRADE DEVELOPMENT TO STATE GENERAL FUNDS.

HE IS ADDITIONALLY PROPOSING THAT THE ECONOMIC DEVELOPMENT DEPARTMENT BE ACTIVELY INVOLVED IN AN INTERNATIONAL INDUSTRIAL RECRUITMENT PROGRAM. INCLUDED WOULD BE:

PREPARATION OF FOREIGN LANGUAGE MATERIALS;
DIRECT MAIL CAMPAIGN, BASED ON TARGET MARKETS AND INDUSTRIES;
AN ANNUAL INDUSTRIAL RECRUITMENT MISSION;
FOLLOW-UP.

GOVERNOR'S COMING VISIT TO JAPAN:
TOURIST PROMOTION;
DEVELOP FURTHER MARITIME SERVICE;
INDUSTRIAL RECRUITMENT;
ASSIST ECONOMIC DEVELOPMENT DEPARTMENT'S BUILDING MATERIALS TRADE MISSION.

WORLD TRADE WEEK (MAY 22-23, 1983)

A PROCLAMATION HAS ALREADY BEEN SIGNED;
THIS YEAR, A MAJOR PROMOTION IN COOS BAY IS BEING PLANNED;
GOVERNOR ATIYEH IS PLANNING TO MAKE THE AWARD PRESENTATIONS AT THIS TIME.

GOVERNOR IS AN ACTIVE MEMBER OF THE INGA COMMITTEE ON INTERNATIONAL TRADE AND FOREIGN RELATIONS. THIS COMMITTEE HAS BEEN ACTIVE IN WORKING WITH THE NATIONAL GOVERNMENT ON:

STATE-FEDERAL COOPERATION IN TRADE PROMOTION;
IMPROVING US MARKET ACCESS AND REDUCING OVERSEAS
IMPEDIMENTS TO U.S. EXPORTS;
EXPORT-FINANCE;
INVESTMENT POLICY.

GOVERNOR ATIYEH IS A MEMBER OF THE NATIONAL COALITION OF EMPLOYMENT THROUGH EXPORTS. THIS ORGANIZATION WHICH IS MADE UP OF STATE GOVERNORS AND LABOR AND INDUSTRY REPRESENTATIVES, IS GEARED TO STRENGTHENING THE EXIMBANK.

GOVERNOR ATIYEH HAS SIGNED ECONOMIC COOPERATION AGREEMENTS WITH TAIWAN AND KOREA, THEREBY ASSURING A GOOD FLOW OF INFORMATION AND BUSINESS ASSISTANCE BETWEEN OUR TWO AREAS.

AS IDENTIFIED IN THE AGREEMENT WITH KOREA, AN OREGON-KOREA ECONOMIC COOPERATION COMMITTEE WAS APPOINTED. JASON BOE CHAIRS THIS COMMITTEE, WHICH IS DEDICATED TO EXPANDING TRADE WITH THAT COUNTRY.

GOVERNOR ATIYEH ALSO APPOINTED THE GOVERNOR'S ADVISORY COMMITTEE ON MARITIME AFFAIRS, WHICH IS CURRENTLY WORKING ON THE DEVELOPMENT OF AN OREGON MARITIME POLICY.

OUR EFFORTS ARE PRODUCTIVE. MANY MORE OREGON FIRMS HAVE BEEN INTRODUCED TO EXPORTING. LAST SPRING ALONE, NINE OREGON WOOD PRODUCTS FIRMS RETURNED FROM JAPAN WITH OVER A QUARTER MILLION DOLLARS IN IMMEDIATE CONTRACTS. MANY OF OUR TRADE MISSIONS ARE CONTINUING TO OPEN UP MARKETS THAT ARE KEEPING A NUMBER OF OREGON FIRMS ALIVE.

I ENCOURAGE YOU TO WORK CLOSELY WITH THE GOVERNOR IN AN EFFORT TO CONTINUE OUR FINE FOREIGN TRADE EFFORTS AND CONTINUE TO ASSIST US IN STRENGTHENING OUR EFFORTS.

IT IS NOT A WASTED EFFORT. IT IS AN EFFORT THAT DIRECTLY IMPACTS THE ECONOMY OF OREGON AND IS A DIRECT LINK TO STRENGTHENING OREGON BUSINESSES.

INTERNATIONAL BUSINESS DEVELOPMENT PLAN:
APPRECIATE THE INPUT OF THE INTERNATIONAL TRADE COMMITTEE
AND DONNA ZAJONC'S INPUT;
PLAN IDENTIFIES A FRAMEWORK FOR THE DEPARTMENT'S
INTERNATIONAL TRADE EFFORTS;
ACCEPTED BY THE GOVERNOR IN AUGUST.

INTERNATIONAL TRADE IS CENTRAL TO OUR ECONOMIC STRATEGY, AND TO THE ECONOMIC RECOVERY EFFORT THAT GOVERNMENT, BUSINESS, AND COMMUNITIES ARE UNDERTAKING ALL AROUND OUR STATE. GOOD EXPORT MARKETS ARE ESSENTIAL FOR GETTING OREGON OUT FROM UNDER THE CYCLICAL HIGHS AND LOWS WE HAVE ALL SEEN IN RECENT YEARS.

BE IT FARM PRODUCTS, FOREST PRODUCTS, OR MANUFACTURED GOODS, OREGON GOVERNMENT STANDS READY TO ASSIST IN INTERNATIONAL MARKETS, TO DEVELOP PROSPECTS, AND TO ASSIST YOUR INTERNATIONAL TRADE EFFORTS IN EVERY POSSIBLE WAY.

I AM CONFIDENT THAT OUR PAST SUCCESSES IN INTERNATIONAL TRADE WILL BE ECHOED BY OUR FUTURE ACCOMPLISHMENTS. THE BUSINESS, THE REVENUE, AND THE JOBS THAT INTERNATIONAL TRADE REPRESENTS WILL CONTINUE TO BE VITAL FOR THE ECONOMIC FUTURE OF OUR STATE.

THANK YOU VERY MUCH.

INTERNATIONAL TRADE QUESTIONS

1. What role does international trade play in your strategy for Oregon's economic recovery?

Will international trade be important in Oregon's long term economic future?

2. In Oregon's international trade effort, should government lead the way or should business lead the way?
3. Some people say that success in international trade only happens for big businesses and corporations. Is there a role for Oregon's small and medium-sized businesses in our international trade effort? What kinds of things does Oregon do to involve more businesses?
4. As Governor, how do you view the importance of trade missions? ~~Are there any expenses?~~
Who pays for them? And are the results worth the expense?
5. ~~Do you believe that?~~ As Governor, do you take an active or neutral role in international trade promotion?
6. Currently, both the Oregon Department of Agriculture and the Department of Economic Development are actively involved in international trade promotion. Shouldn't all of our efforts be housed in one agency?
7. Does your office and state government actively coordinate and cooperate with federal government to promote international trade? with foreign governments?
8. ~~What are some of the successes?~~ What specific successes ~~has Oregon seen in international trade in recent years?~~