

ARTICLE, GOVERNOR VIC ATIYEH

"OREGON & INTERNATIONAL TRADE: A KEY TO OUR FUTURE"

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.

Today, we are positioned to be an even stronger exporting state. Our success in marketing will pay us back in the form of jobs and revenues our state desperately needs as we turn the corner in our battle with the national economic downturn.

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, we have been able to involve more businesses than ever before. We have also sent out the message that international trade is not the exclusive province only of 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.

Two major departments of state government act to encourage and develop Oregon's overall international trade effort.

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. I proudly welcomed the trading delegation personally in my 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. Through personal visits and trade shows sent to Taiwan, we in Oregon have worked very hard to promote our products.

We are doing the same hard work in all areas of agricultural trade, and look forward to the same success in countries such as Japan, South Korea, Malaysia, the Philippines, 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. We have already made tremendous progress through our hard work in this area.

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.

This year we are preparing to go further and faster than ever before in promoting international trade to bring jobs and business home to Oregon.

We have launched an International Business Development Plan which has already compiled vital information showing the specific marketing needs of Oregon manufacturers. This information enables us to render the most effective assistance possible on behalf of industries seeking to further their export activities. The results of this strategy will be a giant step forward toward increasing Oregon's share of the world marketplace.

These programs and others have already been put to work: in the first year of this biennium alone, our efforts generated \$25.5 million in new export sales, while saving or creating over 600 jobs.

We are working hard to keep this momentum going. For example, because elimination of federal funds jeopardized our overall international trade program, I recommended to the legislature that our International Trade Division be funded totally from state General Funds. Over 50% of the program would be affected without this step. If the legislature does not approve this request, our international trade program will be severely damaged. Obviously our strong efforts must continue — just as they continue to merit our active support.

Other activities upcoming in 1983 include:

- an international industrial recruitment program;
- my proposal for an international wood products commodity commission;
- my upcoming trade visit to Japan, which will specifically target tourism promotion, maritime service development, industrial recruitment, and assistance for a building materials trade mission;
- World Trade Week, including a major promotion in Coos Bay; and
- further activity as part of my participation in the Committee on International Trade of the National Governors' Association, and the National Coalition of Employment Through Exports.

I strongly encourage business and citizens to work closely with us, in partnership, to continue our excellent progress in foreign trade — and to assist us in strengthening our efforts.

International trade is central to my 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 work with you 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.

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