

# Overview of Oregon's Exports

Oregon exported \$18.3 Billion in 2012, about same level as 2011

Top Five Markets - Canada, China, Malaysia, Japan, & South Korea

Top Exports – Semiconductors, High Tech Manufacturing Equipment, Soybeans, Wheat, Industrial Electronics, Medical Equipment

Merchandise Export Figures do not capture significant “services” exports including tourism, education, software, legal and financial services



NO

they are not for sale



# Oregon's Export Geography

In 2011, the following metropolitan areas in Oregon recorded merchandise exports:

Salem (\$509 million)

Eugene-Springfield (\$464 million)

Corvallis (\$338 million)

Medford (\$133 million)

Bend (\$87.3 million),

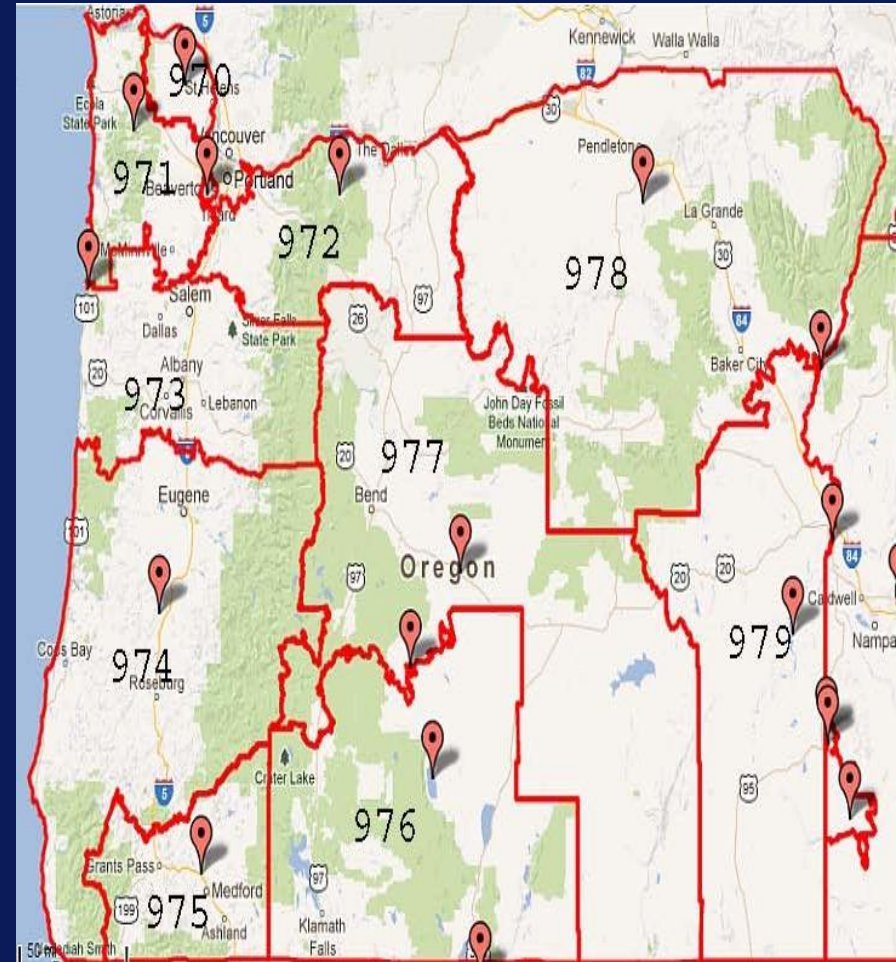
Portland-Vancouver-Hillsboro (\$20.9 billion, portions of this MSA are shared with one or more other states)



# Oregon's Export Geography

## Export Value by 3 digit Zip

	2009	2010	2011
979	3,763,615	3,981,399	4,039,221
978	128,973,628	181,307,883	224,939,432
977	113,915,233	125,294,070	132,367,165
976	66,550,216	77,490,771	80,774,069
975	140,178,249	152,291,668	164,226,007
974	450,377,477	602,978,978	699,328,075
973	834,852,016	1,077,098,356	1,255,597,003
972	6,146,210,544	7,566,001,811	10,940,692,909
971	3,054,611,470	2,517,805,919	3,387,027,860
970	4,944,107,023	6,724,982,641	4,666,503,451





# Oregon's Export Demographics

In 2011, 5993 companies exported from Oregon of which 5332 or 89 percent were small and medium sized (SME) companies (under 500 employees).

These counts represent an increase of 3 percent each in the company categories as firms sought to diversify their markets.

SME firms generated nearly one-third (30 percent) of Oregon's total exports of merchandise in 2011.



**INGENUITY**

Don't just get a leg up on the competition, get 'em both up.



# Oregon's Exports & Employment

Export-supported jobs linked to manufacturing account for an estimated 5.1 percent of Oregon's total private-sector employment.

Nearly one-quarter (23.3 percent) of all manufacturing workers in Oregon depend on exports for their jobs (2009 data latest available).

Companies that export tend to pay higher wages and have greater resilience against economic downturns.

In 2012, every billion dollars of U.S. exports was estimated to support 4,926 jobs.

# National Exporter Characteristics

96.7 percent of *manufacturing exporters* were small- and medium-sized companies and they contributed 18.9 percent of the sector's \$788 billion in exports.

99.3 percent of *exporting wholesalers* were small- and medium-sized companies; they accounted for 62.1 percent of the sector's \$303 billion in exports.

Most identified companies exported to (58.2 percent) only one foreign country.

In 2011, 81.3 percent of all exporting companies exported to at least one of the top 25 U.S. trading partners. The largest number of identified companies exported to Canada, followed by Mexico, the United Kingdom, Germany and Australia.

Among the top 25 U.S. export trading partners, Australia (8.6 percent), Turkey (8.4 percent), Chile (8.1 percent), and the Netherlands (7.4 percent) showed the largest percentage increases in the number of identified exporting companies.



# Constraints to Exporting

Company Commitment & Internal Awareness

Marketing Know How & Foreign Market Information/Contacts

Trade Financing and Banking Infrastructure

Regulatory Information/Compliance Capability

Transportation and Shipping Infrastructure & Contacts



# Why You're Here Today



## CURIOSITY

SOME PLACES REMAIN UNKNOWN BECAUSE NO ONE HAS VENTURED FORTH.  
OTHERS REMAIN SO BECAUSE NO ONE HAS EVER COME BACK.



# Why We're Here Today



## SYNERGY

A CODE WORD LAZY PEOPLE USE WHEN THEY WANT YOU TO DO ALL THE WORK.