

# DO YOU KNOW?

## The Importance of Global Trade to the Salem MSA Economy

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Oregon's exports increased eight percent between 2006 and 2007 and, through November 2008, were on track to exceed twenty billion dollars, a twenty percent increase over 2007. Between 2007 and 2008, Oregon's top export categories recorded significant increases - computers and electronics products (32%), agricultural products (64%), chemicals (73%) and metals manufacturing (23%). Machinery exports were flat and transportation equipment (traditionally, the fourth largest category) was down by 9 percent.

The Oregon economy is heavily manufacturing and trade dependent with over one quarter of the work force involved in international trade related activities. On the West Coast, Oregon has the highest percentage of its workforce engaged in manufacturing - much of that for export.

The Salem metropolitan area (encompassing Marion & Polk counties) plays an important role in Oregon's global trade economy contributing over a quarter billion dollars in diversified agricultural and manufactured exports to the overall total. Top export categories in 2007 (latest data available) included **agricultural products** (grass seed, Christmas trees, hazelnuts and hops) - \$80 million; **food and related products** (Kettle Chips, Truitt Brothers and Rainsweet among others) - \$40 million; **transportation equipment** - \$40 million; **computer & electronic products** - \$30 million, **machinery** - \$15 million and **chemicals** \$15

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million. Top export destinations for these products included **Japan, Korea, Canada, Mexico, Germany and the United Kingdom**. While shipments in these categories grew through 2008, they have since been impacted by the global downturn.

SEDCOR has played a leading role in supporting the global competitiveness of Salem area firms. In cooperation with the **U.S. Export Assistance Center (USEAC)** in Portland (part of the U.S. Department of Commerce) and the **Oregon Economic & Community Development Department (OECDD)**, SEDCOR has actively partnered to provide training and counseling to Salem area firms on issues ranging from marketing to shipping and finance issues.

Another Export Strategies Seminar in Salem is planned for late spring. In addition, **Nick Harville**, SEDCOR's Business Expansion and Retention Manager, works closely with SEDCOR member firms and trade specialists from the USEAC and OECDD to develop entry strategies for foreign markets and address cultural, regulatory and other issues which may impact their global marketing strategy. This partnership will be critical to positioning Salem area firms for continued international success as global markets begin their slow recovery. 🌐

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WESTERN OREGON  
**WOITC**  
INTERNATIONAL TRADE COUNCIL

<p><b>Mission Statement:</b></p> <p>To initiate, support and facilitate international trade development activities within Marion, Polk, Yamhill, Linn and Benton counties.</p> <p>WOITC encourages international trade by combining private sector interests with local public sector agencies. We offer education and world-wide connections to internationally oriented businesses.</p>	<h3>THE PLACE TO GO FOR INTERNATIONAL TRADE</h3> <ul style="list-style-type: none"><li>• Foreign Business Delegations</li><li>• Forums and Roundtables</li><li>• Resources and Information</li><li>• Technical Assistance</li></ul> <div style="display: flex; justify-content: space-around;"><div style="text-align: center;"><p><b>503-399-5088</b> Jimmie Wilkins Chemeketa Community College Small Business Development Center</p></div><div style="text-align: center;"><p><b>503-485-9802</b> Nick Harville SEDCOR (Strategic Economic Development Corporation)</p></div></div>
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