

# CLACKAMAS COUNTY BOARD OF COUNTY COMMISSIONERS

## Policy Session Worksheet

**Presentation Date:** April 18, 2017    **Approx Start Time:** 2:30pm    **Approx Length:** 1 hour

**Presentation Title:** Clackamas County Export Initiative and Oregon Legislative Trade Mission to China

**Department:** Business and Community Services, Business & Economic Development Division

**Presenters:**

Martha Schrader, Clackamas County Commissioner

Catherine Grubowski-Johnson, Business and Economic Development Manager

**WHAT ACTION ARE YOU REQUESTING FROM THE BOARD?**

Seeking BCC support of development of feasibility analysis of International Trade Strategy Program as part of the Economic Development Export Initiative

**EXECUTIVE SUMMARY:**

Business and Economic Development has included an Export Initiative in their Programming for the last 5 years. The program has been focused on seeking opportunities to assist business in exporting goods and services by direct outreach, hosting export workshops and events, and referrals to state and regional export assistance organizations. In November 2016, representatives from Clackamas County, METRO, and the State of Oregon traveled to China to meet with representatives and to better understand the opportunities for trade partnership. In addition Guanyun County, Jiangsu Province, PRC and Clackamas County established a sister-entirety relationship. Representing Clackamas County were Commissioner Martha Schrader and Economic Development Manager Catherine Grubowski-Johnson. Since that trade mission, Commissioner Schrader and Economic Development staff have explored whether there was a role for Clackamas County to further assist businesses in export efforts.

**FINANCIAL IMPLICATIONS (current year and ongoing):**

Is this item in your current budget?     YES     NO

There is currently \$80,000 budgeted in Business Development and Assistance. It is estimated that \$50,000 could be used for Export programs

What is the cost? \$

\$50,000 if program is developed

What is the funding source?

Business and Economic Development Lottery Funds

**STRATEGIC PLAN ALIGNMENT:**

- How does this item align with your Department's Strategic Business Plan goals?
  - Business and property owners will benefit from an increase in export activity.
  - Project sponsors will receive funding that will enable them to explore or introduce a project with the potential for a positive impact on economic vitality in Clackamas County.
  - Growers and processors will benefit from an increase in forest and agriculture market opportunities.

- How does this item align with the County's Performance Clackamas goals?
  - Build a vibrant economy

LEGAL/POLICY REQUIREMENTS:

PUBLIC/GOVERNMENTAL PARTICIPATION:

OPTIONS:

**RECOMMENDATION:** We respectfully request the Board of County Commissioners support continued efforts in development of an International Trade Strategy as part of the Export Initiative Program

ATTACHMENTS: PowerPoint: *Export Initiative and Oregon Legislative Trade Mission to China*

SUBMITTED BY:

Division Director/Head Approval \_\_\_\_\_

Department Director/Head Approval \_\_\_\_\_

County Administrator Approval \_\_\_\_\_

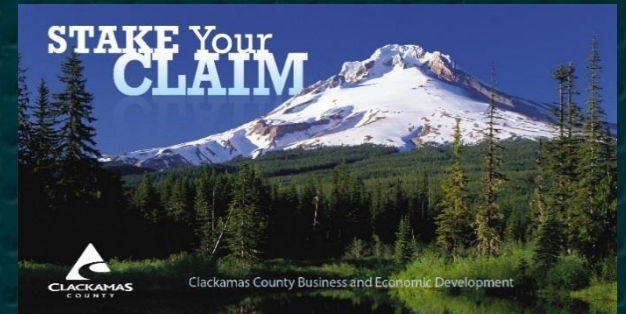
For information on this issue or copies of attachments, please contact _____ @ 503- _____
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# Clackamas County Export Initiative and Oregon Legislative Trade Mission to China

## Report to Board of County Commissioners

April 18, 2017

Commissioner Martha Schrader  
Business and Economic Development Manager, Catherine Grubowski-Johnson



# Clackamas County Export Initiative

To promote and understand Clackamas County exports and expand relationships in the supply chains of our local businesses.

## Projects:

- Educational Seminars
- Business Outreach
- Regional Partnerships
- International Trade Strategy (Feasibility)



*Exporting Clackamas County  
Annual Forum*



# Trade Mission

IN NOVEMBER 2016, REPRESENTATIVES FROM CLACKAMAS COUNTY, METRO, AND THE STATE OF OREGON TRAVELED TO CHINA TO MEET WITH REPRESENTATIVES AND BETTER UNDERSTAND OPPORTUNITIES FOR TRADE PARTNERSHIPS.

Representing Clackamas County:  
Commissioner Martha Schrader  
Economic Development Manager, Catherine Grubowski-Johnson

Representing Metro:  
Councilor Carlotta Collette  
Attorney Alison Kean

Representing State of Oregon:  
Senator Chris Edwards

Representing Oregon-China Sister State Relations Council:  
Robin Rogers

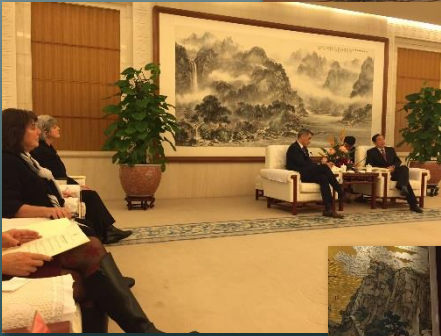


# Building International Relationships

Our delegation travel on six planes and two trains in eight days throughout China to meet with representatives and build relationships



Formal Exchange Meetings in each Province



Business Match Making Exchange and Promotion Ceremony  
Tianjin Chamber of Commerce and Oregon China Relations Council



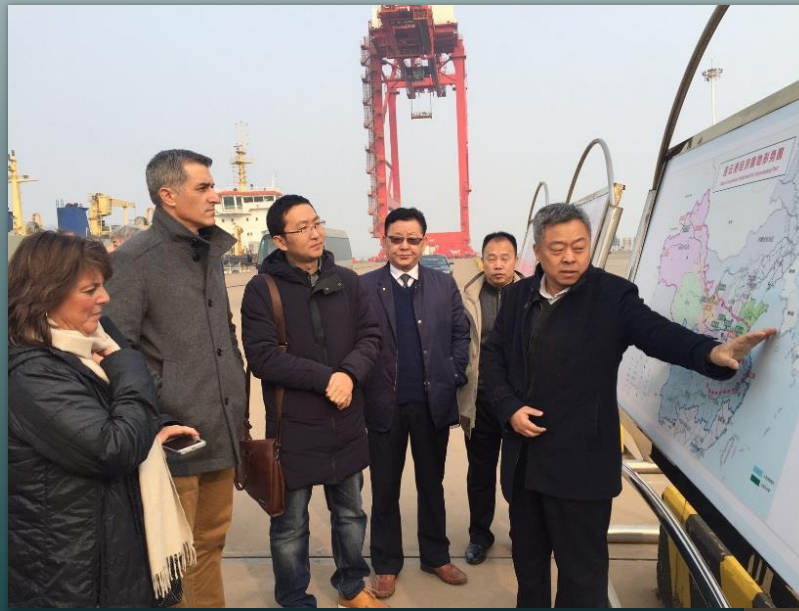
# Ecological Three Gorges & Yichang Trial International Symposium

OUR DELEGATION WERE HONORED INVITEES TO ATTEND THIS SYMPOSIUM FOCUSED ON ENVIRONMENTAL ISSUES



# Learning the History of Trade

OUR DELEGATION LEARNED ABOUT THE **SILK ROAD**, A TRADE ROUTE THAT WENT FROM CHINA TO EASTERN EUROPE. IT WENT ALONG THE NORTHERN BORDERS OF CHINA, INDIA, AND PERSIA AND ENDED UP IN EASTERN EUROPE NEAR TODAY'S TURKEY AND THE MEDITERRANEAN SEA



Port at Dongxi Liandao





# Clackamas County-Guanyun County

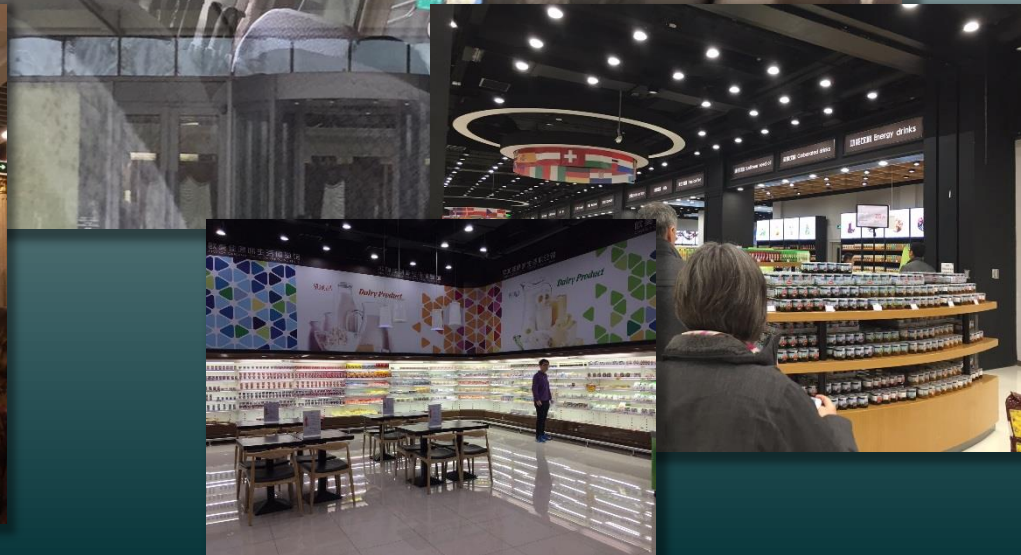
## Sister County

ON NOVEMBER 30, 2016, GUANYUN COUNTY, JIANGSU PROVINCE, PRC and CLACKAMAS COUNTY, OREGON, USA ESTABLISHED A SISTER-ENTITY RELATIONSHIP.



# International Trade Center

THE DELEGATION TOURED THE INTERNATIONAL TRADE CENTER AND THE SISTER CITY PAVILION CURRENTLY BEING PLANNED



# Activities Post China Trip

- **Clackamas County Hosted Oregon China Forum**
- **Staff has met with County Businesses to discuss Export assistance needs**
- **Staff has met with Representatives from Business Oregon, Greater Portland Inc, U.S. Department of Commerce Export Assistance Center, Trade and Investment Manager for Japan, and received introductions to Consulate representatives of Canada, Malaysia, and Korea**

# 7<sup>th</sup> Annual Oregon China Forum

On March 31, 2017 Clackamas County hosted the Oregon China Forum attended by over 300 leaders and businesses to hear about the new E-Commerce Platform to help Oregon companies to export to Chinese consumers directly.

## Guest Speakers included:

- ❖ Commercial Counselor, Yang Yihang, Consulate General of the People's Republic of China in San Francisco
  - ❖ Jin Lan, President of Oregon China Sister State Relations Council,
  - ❖ Ed Sun, General Manager of USZCN Export Assistance
  - ❖ Sunun Setboonsarng, Global Trade Specialist of Business Oregon
  - ❖ Stella Chen, West Coast Manager of People's Daily on-Line
  - ❖ Chief Representative of Tianjin Economic & Development Area of U.S. Office in Chicago
  - ❖ Clackamas County Commissioner Martha Schrader
  - ❖ Dennis Richardson, Secretary of State
- MC:**
- ❖ Doug Smith, International Business Development, Port of Portland



# Next Steps

Request the Board of County Commissioners support continued efforts in development of an International Trade Strategy as part of the Export Initiative Program