

Export Assistance Programs & Services for Oregon Businesses

Clackamas County

Export and Global Trade Summit

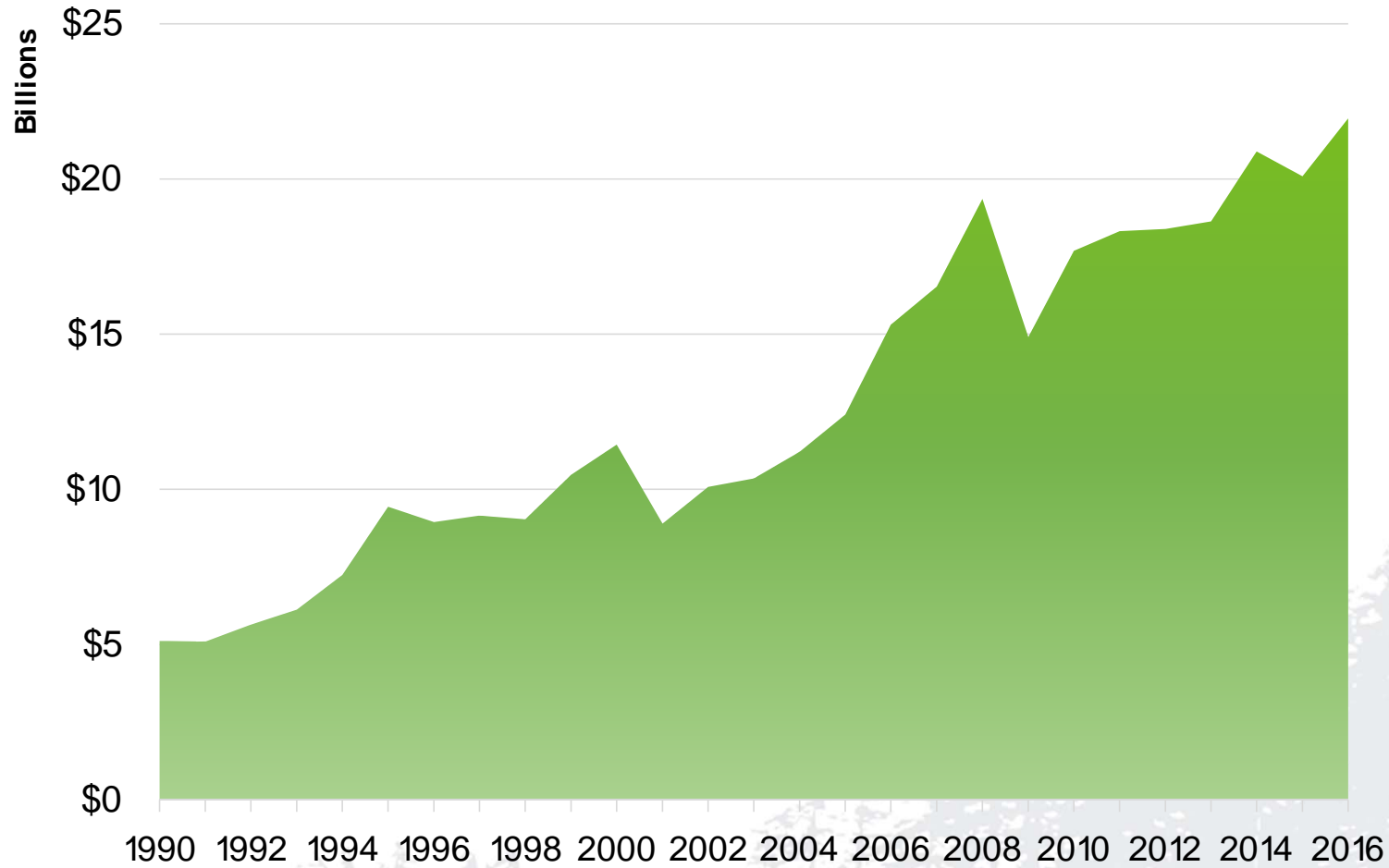
Dana Edward Shannon

May 17, 2017



Exports Remain Strong

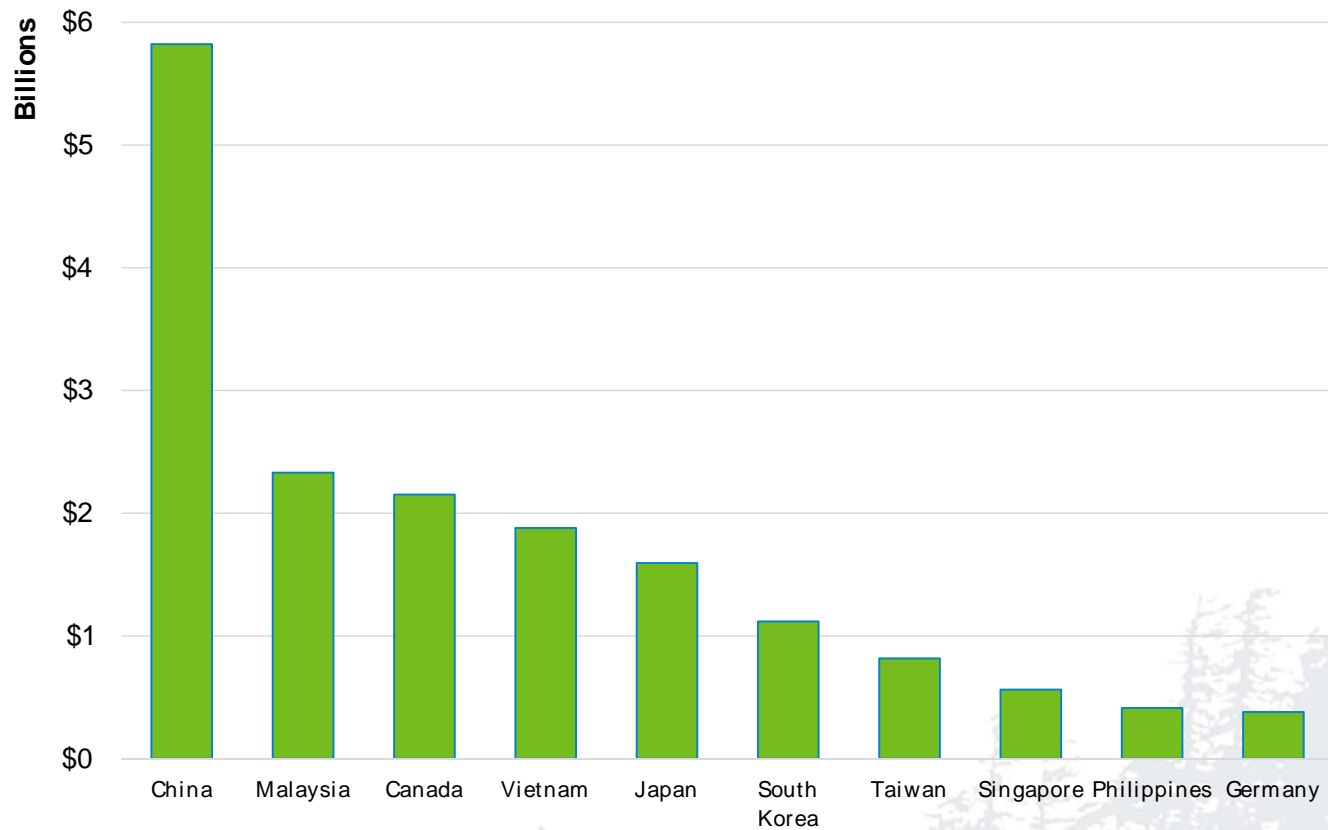
Oregon Exports



Source: <http://www.wisertrade.org>, data from U.S. Census Bureau, Foreign Trade Division.

Asia Still Tops for Oregon Exports

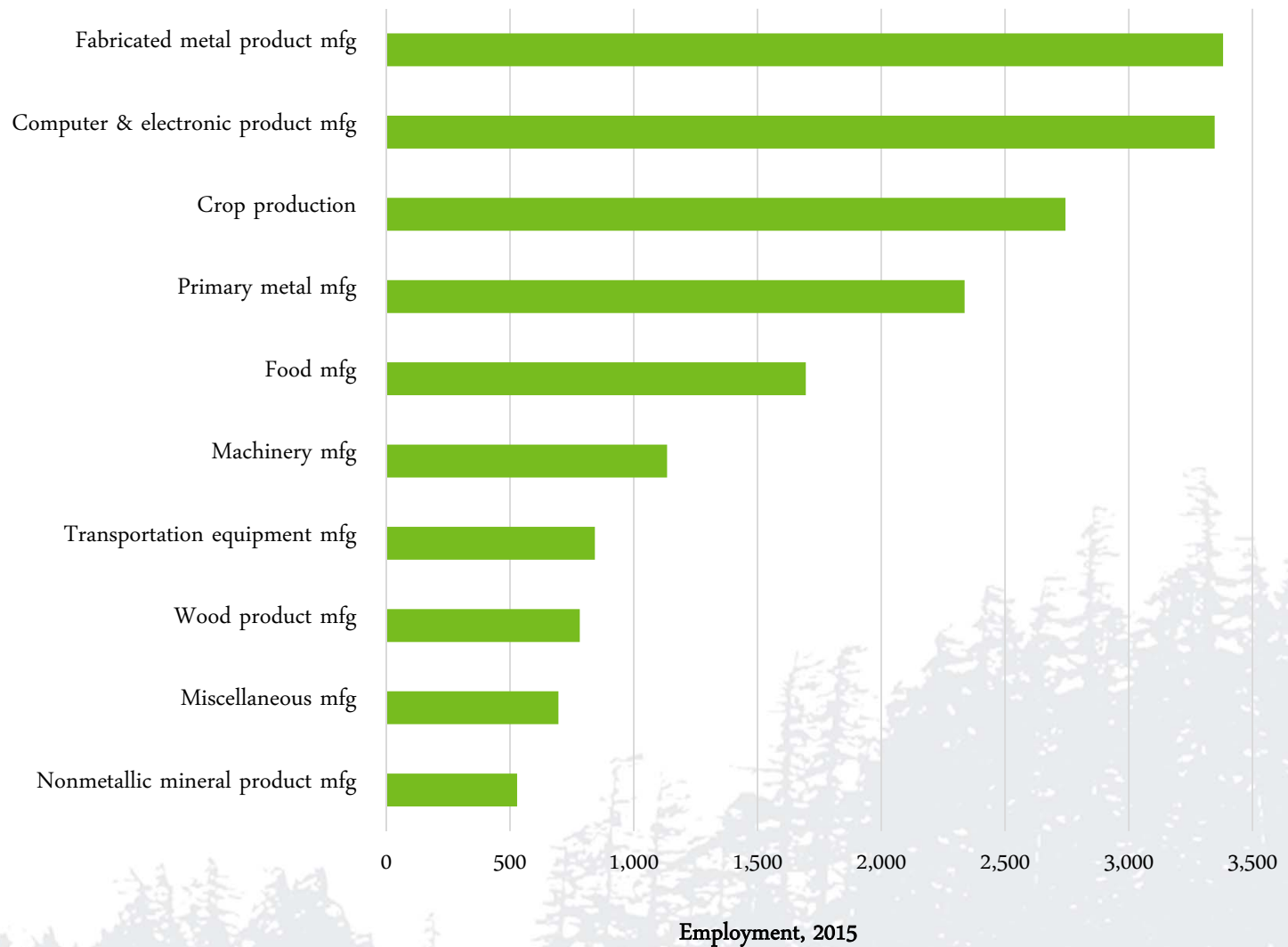
Oregon Exports by Country, 2016



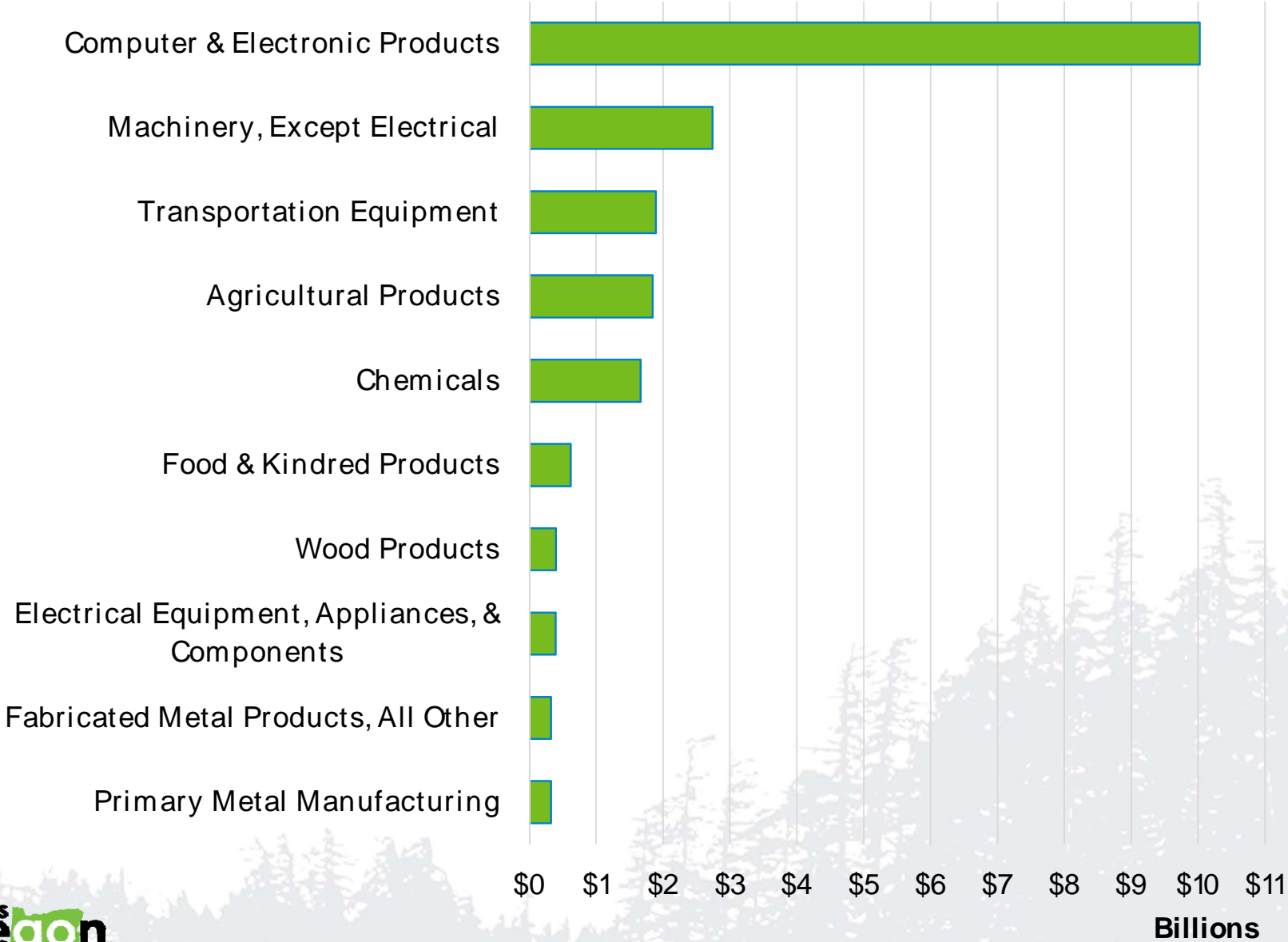
Source: <http://www.wisertrade.org>, data from U.S. Census Bureau, Foreign Trade Division.



Clackamas County's Largest Exporting Industries



Oregon Exports by Industry 2016



Global Trade Services Team

- **Sunun Setboonsarng** - Environmental Tech; Renewable/Energy Efficiency; Green Building
- **Dana Shannon** –Sporting Goods/Apparel; Wood Products, Logistics & Distribution
- **Alexa Byers** - Transportation Equip.; Consumer Goods; Defense; Food/Ag Processing, Business Services
- **Tom DiCorcia** –Electronics & Advanced Materials, IT, Medical Products, Metals



Amanda Welker – NEW Team Lead - Foreign Direct Investment, Budgeting, Oversight of Foreign Offices and Contractors, Foreign Student Recruitment



Services Provided

1:1 counseling on export strategy

- Technical questions
- Marketing/sales advice
- Referrals – finance, training, buyer-search

Overseas Office Japan

- Quick questions
- Distributor searches

Matching Grants – You select project/market

- 4 grants per year
- Both reimburse up to \$10K back



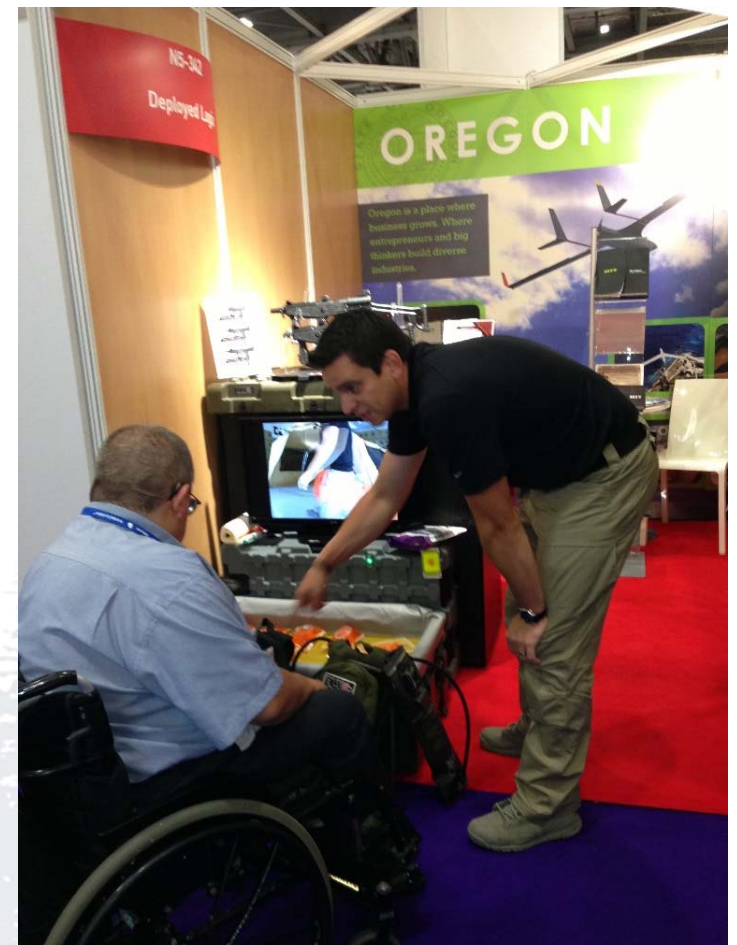
STEP (SBA) or OTPP (Lottery) funds - Who's eligible?

- Must be “small” (< 500 empl.)
- In good standing with US and Oregon Govts.
- 75% of employees based in Oregon
- Significant value-added in Oregon



Grant Funds – What's Eligible?

- Int'l trade show booth or trade mission
- Hotel & per diem for two people
- Airfare credit up to \$500 (for two people's foreign country flight)
- Marketing materials for the event
- Export training (e.g., SBDC export class)
- Services obtained from US Commercial Service (e.g., Gold Key meetings)



How to apply for an export grant

- Apply On-Line @ www.oregon4biz.com/grants
- Enter “grant” into search bar
- Enter contact info, list of project(s) you would like funded, whether you are receiving any other Federal govt. funding, and an Export Score.

Get the score here:

- Export Readiness self-assessment:
<http://export.gov/begin/assessment.asp>

Examples of upcoming events

- **Outdoor Friedrichshafen 2017** – June 18-21– Friedrichshafen, Germany (outdoor gear and apparel)
- **Medica 2016** – November 14-17 - Dusseldorf, GM (medical equipment/supplies)
- **Avalon 2017** – February 2017 - Geelong, So. Australia (aerospace & defense)
- **Aero 2017** – April 2017 in Friedrichshafen, GM (general aviation, heli)
- **CIEPEC** - June 13-16, 2017 China Int'l Enviro Protection – Beijing (environmental, waste mgmt.)

Partner w/Export-Import Bank (www.exim.gov)

- Exim has no FTE in Oregon
- Business Oregon and City of Beaverton help ID SME's for export.
- Exim Export Credit Insurance reduces risk by allowing a company to safely to extend payment terms to a foreign buyer.
- Working capital (depending on bank and their appetite).
- Foreign buyer financing.



Anticipated Results

- Export Increases
- New / additional Employees hired
- Expansion (our agency helps here too!)
- Contracts/deals signed
- New products introduced
- New markets explored
- Employees trained on exporting

Now Let's Export!

Dana Edward Shannon

Business Oregon

Global Trade Specialist

t. 503-229-6053

Dana.shannon@Oregon.gov

www.oregon4biz.com

