



Chuck Muncie

Traded
Muncie goes
to Dolphins

Details, Page 1D

Statesman Journal

Salem, Oregon 3

Tuesday, September 11, 1984

25 Cents
Single Copy

Atiyeh: We have inside track in Japan

By SUE HILL
Of the Statesman-Journal

TOKYO — After his first full business day here, Gov. Vic Atiyeh said Monday that Oregon is the new darling of Japanese investors but Oregonians don't fully appreciate the ramifications.

"We are better positioned than any other state," Atiyeh said. "This is recognized more in Japan than in Oregon. Take my word for it."

State Economic Development Director John Anderson, accompanying the governor on a 10-day trade

the Governor's Far East Trip

mission here, put it more bluntly: "We don't have a state sophisticated enough to understand what's going on."

Atiyeh and Anderson met with top

executives of Mitsubishi and Nissan Motors. Mitsubishi is one of Japan's largest trading companies, parent of Mitsubishi Electric which spurned Salem last year to invest in North Carolina.

Atiyeh said both executives promised him that future investments would consider Oregon. He said the directness of their pledges in a country renowned for ambiguity was a clear signal that Oregon won't be by-passed in the future.

The governor and members of the trade mission also paid a courtesy call on U.S. Ambassador Mike

Mansfield who told the group that competition from Asia is tough and getting tougher.

"We'll have to get off our butts and get to work," he said of American complacency.

Mansfield's staff said at least a dozen trade missions led by United States governors have come through Tokyo the past six months. Missouri's chief executive is here this week.

Atiyeh said Oregon's competitive advantage is gilded by a new report issued by the Keidanren, an association of Japan's, 800 biggest industries.

The report, summing up the findings of a Japanese trade mission to the state earlier this year, said: "Oregon seems to have been overlooked in between Washington and California."

Japanese television is also about to show a TV drama entitled "Love From Oregon," the story of a Japanese boy orphaned in an auto accident who goes to live with his aunt in Bend.

Hoping to cash in on its new-found popularity here, Oregon will officially open a new trade office in downtown Tokyo this week. David Lutjen, international trade special-

ist with the state Department of Economic Development, has been named acting director of the office and Zenji Motomura, Japanese Consul-General to Portland in the mid '70s, was named special adviser to the office.

The governor is scheduled to meet the crown prince and princess in private audience today. Embassy officials said such meetings are rare for the rank of Governor.

Atiyeh's red carpet trade mission is staying at the elegant Imperial Hotel where a cup of coffee costs \$1.80 and a swim in the hotel pool cost \$6.