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Shirley Hancock

play
equipment

DOING BUSINESS

Channel 6 KOIN-TV

4/1/83

5:09

As Oregon's delegation has learned, doing business in Saudi Arabia requires a partnership with a Saudi. This is the way nine million dollars worth of Oregon wood products found their way into that country last year, some in the form of oalyground equipment.

There's an Oregon connection on a Red Sea beach near Jeddah. There lumber fabricated at Ridgefield, Washington, is providing fun for the children of the Saudis and of the many foreigners imported to work in the country.

The five units here brought about 20 thousand dollars to the Neidermeier-Martin Company of Portland. The company also installed the Douglas fir gyms on SAudi playgrounds and on military bases one which which recently ordered 400 thousand dollars worth of prefab fun.

Middle East manager Paul Neidermeier has learned to do business the Arabian way.

The Saudis have a, have good business ethics. It is a different culture that you deal with and you must adapt your business perspective to deal with their culture.

Neidermeier's only complaint is the city's lack of maintenance help. Hit by cars driven on the beach, the structures might go without repairs for weeks. That's less likely to happen here at Date Palm Gardens.

Now in 1979, a British landscaping firm was contracted to create an oasis envrionment for the Oregon-made equipment. That was during the oil boom when nothing was too good for the Saudi people.

(MORE)

Neidermeier

Hancock

Doing Business, Channel 6 KOIN-TV, 4/1/84

Hancock

These units are designed for linked play from one unit to another. The ridge, parts of it turned on a lathe, is popular. Here, again, the emphasis is on quality.

The Oregon-made equipment is said to last twice as long as its French competitor. The Saudis came out on this evening to enjoy the cooler less humid temperatures probably unaware that those vehicles for recreation were brought to them from halfway around the world.

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