

TRIPS TAKEN BY GOV. ATIYEH

1979

9/30-10/10 - Japan/Korea/Taiwan
Japan - 9/29 - 10/3
Korea - 10/3 - 10/7
Taiwan - 10/7 - 10/10

1980

1/20-27 - Costa Rica (Partners in America)

1981

1982

1983

4/5-12 - Japan (U/A Inaugural)

1984

3/15-4/16 - Saudia Arabia, Egypt, Syria, Israel, Cyprus

5/1-13 - Taiwan, Korea
Taiwan - 5/2 - 5/8
Korea - 5/8 - 5/13

9/7-27 - Japan, Peoples Republic of China, Hong Kong
Japan - 9/8-18
Peoples Republic of China - 9/18-26
Hong Kong - 9/26-27

1985

5/10-18 - Japan

10/18-11/1 - Taiwan, Syria
Taiwan - 10/19-25
Syria - 10/25 - 11/1

11/8-23 - Korea, Japan
Japan - 11/9-19
Korea - 11/19-23

(more/next)

1986

4/30-5/17 - Hong Kong, Peoples Republic of China,
Korea and Japan

9/27-10/11 - Japan

NGA delegation - 9/27 - 10/4

EDD organized trip - 10/4 - 10/11

(trips)

CONTACTS
GOVERNOR'S TAIWAN TRIP

Linda Fisher
Prestige Travel
4551 N. Channel Avenue
Portland, OR 97217
Tel. (503) 285-2522
653-0464

John Nemecek
International Trade Division
Oregon Dept. of Economic Development
Tel. 229-5625
645-1850 (hm)

Mr. Ting-Liu Fang
Director
Coordination Council for North
American Affairs
24th Floor, Westin Building
2001 Sixth Avenue
Seattle, WA 98121
Tel. (206) 682-4586 or
682-4967

Contact: Mr. T.Y. Yu, Asst. to the Director 441-4586

Syria
His Excellency Dr. Rafic Jouejati
2215 Wyoming Ave. NW
Washington, D.C. 20008
Tel. (202) 232-6313

Contact: Irene

Coordination Council of North
American Affairs
5161 River Rd.
Bethesda, MD 20816
Tel. (301) 657-2130

Jason D. Boe
10 S.W. Ash Street
Portland, OR 97204
Tel. (503) 222-3812

Tom Atiyeh
Atiyeh International, Ltd.
519 SW Park, Suite 208
Portland, OR 97205
Tel. (503) 224-3201

Doug Greene
Syrian Desk
State Department

Tel. (202) 632-4714

Chiu Chuang-huan
Governor of Taiwan
Republic of China
Chung Hsing Village
Nantou, Taiwan

Syrian Contacts

William Arthur Rugh, Counselor Tel. 332814 or 332815
Embassy of the United States of America
Abu Rumaneh
Al Mansur St. No. 2 Telex #411919
P.O. Box 29
Damascus

Abdul Karim Adi
Minister of Local Administration

Abdul Jabbar Kumdakji
Deputy Minister of Local Administration

Adnan Kouly
Mayor of Damascus

Hassan Sagga
Governor of Kuneitra

Abdul Halim Khaddam
Vice President and Minister of Foreign Affairs

Mohamad Haydar
Director of External Relations
Baath Party

Abdul Raouf Kassm
Prime Minister

Fuad Alabssi
Governor of Homs

President Assid

Roger and Jean Petersen Telex #331208
c/o ICARDA
P.O. Box 5466
Aleppo, Syria

Roger is a professor of statistics at OSU. He is on a three month leave of absence to do consulting work for International Center for Agriculture Research in the Dry Areas (ICARDA). The Petersens have extended an invitation to the governor to visit them including an offer for a "first-rate" tour.

FOR MORE INFORMATION CONTACT:
Governor's Communications Office, 378-3121

Results of Foreign Trade Missions, 1979-86

BACKGROUND:

Oregon, well situated to serve the Pacific Rim and boasting a great variety of natural and manufactured goods for export, has long been ripe for international trade.

Prior to 1979, however, the potential of these international markets barely had been tapped.

Governor Vic Atiyeh's trade missions have increased the state's visibility in international trade circles and have introduced Oregon businesses to new markets. Likewise, these trips -- along with the state's other economic development efforts -- have familiarized foreign companies and investors with the Oregon market.

Both the public at large and the economic development community have supported these efforts.

During his 1982 re-election bid, Governor Atiyeh promised:

"Our international trade effort will continue vigorously ... International trade is central to my economic strategy."

Oregonians responded by returning the Governor to office with 62 percent of the vote.

More recently, a 1986 survey by the independent Council for Economic Development in Oregon showed strong support for the Governor's trade and economic development strategies.

In ranking the performance of state economic development efforts, the 403 economic development professionals surveyed reserved their highest marks for programs to promote exports and tourism.

Likewise, they endorsed (by better than 80 percent) the mission statement of the Economic Development Department, which reads in part:

"...to maintain, improve and diversity Oregon's economic base; expand international trade opportunities, and assist economically lagging areas." (emphasis added).

TRADE MISSIONS:

1979 (Sept. 9-Oct. 10): Japan

1980 (Jan. 1-27): Costa Rica

1983 (April 5-12): Japan (United Airlines
inaugural flight) *

1984 (March 15-April 16): Saudi Arabia, Egypt,
Syria, Israel, Cyprus
(May 1-13): Taiwan, Korea
(Sept. 7-27): Japan, People's Republic of
China, Hong Kong

1985 (May 10-18): Japan
(Oct. 18-Nov. 1): Taiwan, Syria
(Nov. 8-23): Korea, Japan

1986 (Sept. 27-Oct. 11): Japan (first week as
head of National Governors Association
delegation) *

TOTAL TRADE MISSION DAYS: 146** days out of 2,926
possible days in office (by end of term); or 4.9
percent.

In other words: The Governor has spent an average of
just over two weeks per year on overseas trade
missions since taking office.

Notes:

* Expenses paid all or in part by host.

** Includes travel time.

###

RESULTS OF TRADE MISSIONS:

Perhaps the most profound and far-reaching results of Governor Atiyeh's trade missions cannot easily be quantified: They include:

- * A strengthening of relations between Oregon and its international trade partners.
- * A better understanding on the part of foreign business leaders of Oregon's place in the Pacific Rim economic picture.
- * Demonstration of Oregon's commitment, from the highest level of state government, to international trade and investment.
- * An improvement in Oregon's "image" as a place to visit and do business.

Particularly in the Far East, the presence of the state's chief executive in these in-depth trade and investment talks is viewed as evidence of Oregon's deep and sincere commitment to international relations.

The Governor's presence often provided instant access to the highest government and corporate officials. Such contacts otherwise might have taken months to arrange.

To quote just one Oregon businessman who participated in a 1985 mission to Japan:

"The Oregon seed industry being involved with the Governor's trade mission gave the industry high credibility with the Japanese...As you know the Japan business mentality goes big for this type of activity."

It is not always easy to demonstrate a cause-effect relationship between such missions and subsequent business deals. Nonetheless, one can see strong signals that the missions have been effective for Oregon.

(more)

For instance:

* Before Governor Atiyeh took office, one out of nine manufacturing jobs in Oregon was linked to international trade. Today the ratio is one in six.

* Oregon now ranks eighth among the 50 states in percentage of manufacturing jobs linked to exports.

* Between 1983 and 1984, Oregon's trade with its three largest international trading partners (Japan, Korea and Taiwan) increased by more than \$1 billion.

* Since the trade missions began, four large, internationally renowned Japanese corporations have opened or purchased plants in Oregon: NEC America, Seiko-Epson, Fujitsu and Mitsubishi. They are among the more than 70 Japanese companies now doing business in Oregon.

* The world's largest bank, Dai-Ichi Kangyo, stepped in to coordinate the refinancing of Oregon's Veterans' Loans program.

* Delta Airlines recently received federal permission to start nonstop, five-days-a-week air service between Portland and Tokyo. The service is expected to start in early 1987.

* From 1983 to 1984 alone, the number of Japanese tourists visiting Oregon jumped by 38 percent.

Increased Japanese tourism follows directly from a project assisted by the Economic Development Department, the Tourism Division and the office of Film and Video Promotion. In 1983, those offices helped bring a Japanese film crew to Oregon to shoot a 13-part series entitled, "From Oregon With Love."

Before the series went on the air in Japan, Oregon tourism officials surveyed Japanese households and found that only about 15 percent of them had heard of Oregon. They repeated the survey after the series had been televised -- and learned that more than three-fourths of Japanese viewers were familiar with the state.

The film crews returned to shoot two sequels, and plan a third next year. When the latest episode aired in September 1986, it was seen by nearly 20 million Japanese viewers.

EXPORT BUSINESS GENERATED BY
GOVERNOR ATIYEH'S TRADE MISSIONS:

Oregon businesses which have participated in the Governor's Trade Missions are looking to the future. Many report that, although they have not yet signed contracts or sold products, they are laying important groundwork for future trade and investment.

Many, however, report concrete and immediate success. For example:

* A Portland-area firm has a contract to ship 40 MBM of lumber each month to a Japanese importer.

* A Portland-area recycler is shipping 300 metric tons of scrap plastic each month to Japan, where the material is made into carpet fiber.

* Another Portland business won a contract to be the exclusive North American distributor for unique Chinese arts and crafts.

* Letters of intent have been signed with Chinese companies to buy Oregon saw chain, veneer and other materials.

* A Southern Oregon company visiting Korea was not able to supply doors the Koreans wanted to buy. Since then, the company has opened a new plant and negotiating to make the Korean sale.

* Within the next few years, a Willamette Valley company expects to reap \$8 million to \$10 million a year in trade with Korea, thanks to its participation in a 1984 trade mission.

* A number of other companies participating in the Taiwan-Korea trip forecast annual export sales of between \$250,000 and \$10 million as a result of their participation.

###

OREGON COMPANIES
WHICH HAVE ACCOMPANIED GOVERNOR ATIYEH
ON TRADE MISSIONS:

(Partial listing)

1984:

Middle East:

Tyran Consultants, Ashland
CH2M Hill Int'l, Corvallis/Portland
Diamond Fruit Growers, Hood River.
Oregon Wheat Growers League, Pendleton
Meriwether Inc., Portland
Western Power Products, Hood River

Taiwan-Korea:

Bauer, Winfree, et al, Portland
Oregon Wheat Growers League, Pendleton
Jeld-Wen Inc., Klamath Falls
United Industries Inc., Portland
CH2M Hill Int'l, Corvallis/Portland
Sunrise Shipping Agency, Portland
Port of Astoria
Thermo Industries, Clackamas

Japan-China:

Jeld-Wen Inc., Klamath Falls
Floating Point Systems, Beaverton
Color & Design Exhibits Int'l, Portland
Port of Astoria
Port of Portland
Oregon Wheat Commission, Portland
Newport Chamber of commerce
International Seeds Inc., Halsey
Greater Portland Convention and Visitors
Association
Port of Morrow, Boardman
Lindsay, Hart, Neil et al, Portland
Kah-Nee-Ta Resort, Warm Springs
North Side Lumber, Philomath
Sun River Resort, Sun River
Atiyeh Bros Inc., Portland
Bauer, Winfree et al, Portland
Azumano Travel Co., Portland
Plantek Inc., Salem
Timberline Lodge, Government Camp
Northwest Natural Gas, Portland
Oregon Public Ports Association
CH2M Hill Int'l, Corvallis/Portland
U.S. Trading Co., Eugene
Arthur Anderson & Co., Portland
Tyran Consultants Ltd., Ashland

(continued)

(1984 continued)

Kell, Alterman & Runstein, Portland
 Waste & Recovery Inc., Portland
 Pacific Gas and Electric, Portland
 Pacific Commercial Inc., Portland

1985:

Japan:

Sabroso Co., Medford
 Malheur County "Team Oregon," Ontario
 U.S. Trading Co. Inc., Eugene
 University of Oregon, Eugene
 Eugene-Springfield Metropolitan Partnership
 City of Eugene
 East Multnomah County Economic Development
 Sunset Research Park, Corvallis
 Corvallis Area Chamber of Commerce
 Central Oregon Economic Development Commission
 Spears, Lubrsky, et al, Portland
 Salem Economic Development Commission
 Tonkon, Torp, Galen et al, Portland
 City of Salem
 Ag-One Inc.

Hong Kong-People's Republic of China:

Pacific Corridor International, Portland
 Jeld-Wen Inc., Klamath Falls
 Vicwood USA Corp., Portland
 Sunrise Shipping Agency, Portland
 Atiyeh International Ltd., Portland
 Ore/Pac Marketing Ltd., Eugene
 Port of Astoria
 Bernard, Charles & Paige, Portland

1986:

Japan:

Eugene-Springfield Metropolitan Partnership
 Corvallis-Benton County Economic Development
 Partnership
 City of Salem
 Portland Development Commission
 City of Tualatin
 Oregon State University
 University of Oregon/ASTI
 Eastern Oregon Farming Co., Hermiston
 Stowel, Rives, Boley, Fraser & Wyse, Portland

###