

“Exporting Clackamas County”

PURPOSE: Clackamas County Business & Economic Development recognizes the importance of export activity to our business community and the local economy. The production of exported goods and services creates jobs both directly and indirectly in the supply chain. Clackamas County is actively engaged in the recently launched Metro Export Initiative (MEI), an export strategy developed by the Brookings Metropolitan Policy Program as part of the Greater Portland Export Plan.

MISSION: Increase export opportunities for Clackamas County businesses.

PROJECTS AND ACTIVITIES:

Research

- Identify Clackamas County businesses that currently export products and services and have an opportunity to increase their export activity.
- Find out where Clackamas County companies export to.
- Evaluate potential new target markets for exporting.
- Educate Clackamas County Economic Development staff on exporting.

Desired outcome: 1. **Comprehensive understanding of the current exporting activity in Clackamas County.**

Regional Partnerships

- Actively engage in the Metro Export Initiative.
- Participate in regional Economic Development Professional export training sessions.
- Seek out opportunities to leverage resources by partnering with agencies such as the Port of Portland, Portland U.S. Export Assistance Center, U.S. Department of Commerce, Small Business Development Center, and the International Trade division for the Oregon Business Development Department.
- Develop an “Exporting Clackamas County” webpage with links to www.export.gov and the “Metro Export Initiative Web Presence and Tools” project.

Desired outcome: 1. **Gain information on Regional, State, and Federal export assistance resources.**

Business Outreach

- Conduct one-on-one interviews with businesses on their own exporting activities, export opportunities, obstacles, benefits of exporting, and the quality of existing export services and programs.
- Participate in regional export surveys and industry convening sessions.

Desired outcomes: 1. **Gather feedback on export activity directly from a business perspective.**
2. **Partner with export agencies to produce timely and relevant programs to address gaps in current services.**

Educational Seminars

- Host an annual “Exporting Clackamas County” forum to showcase the export activities of Clackamas County businesses and resource assistance programs and services.
- Host two local training seminars annually on timely and relevant topics. Such topics could include but are not limited to: Access to Capital, Exporting 101, Evaluation of Markets, and Qualifying Suppliers.

Desired outcomes: 1. **Increased awareness of export assistance programs for business.**
2. **Business-to-business connections to share best practices.**

Marketing

- Create an “Exporting Clackamas County” toolkit to include web based products as well as printed materials.

Desired outcome: 1. **Develop user friendly tools where local businesses can become aware of export assistance resources and industry related events.**

