

# Greater Portland Export Plan

**G**reater Portland has a global reputation when it comes to advanced urban planning, leading-edge sustainability, and a high quality of life for its citizens. However, its reputation as an economic leader is less recognized. In response, regional leaders are positioning Greater Portland to be a leader in the “next economy” through a strategic focus on target industry clusters, innovation, and international trade.

Greater Portland Exports		
	Value	Metro Rank
Exports, 2008	\$22 billion	12
Export Growth, 2003–2008	\$11 billion	7
Export Growth Rate, 2003–2008	100.9%	2
Export Jobs, 2008	125,626	15
Export Jobs Growth, 2003–2008	47,734	15

*Source: Emilia Istrate, Jonathan Rothwell, and Bruce Katz, “Export Nation: How U.S. Metros Lead National Export Growth and Boost Competitiveness” (Washington: Brookings Institution, 2010); A rank of “1” signifies the highest value among the 100 largest metropolitan areas.*

► **Export Profile:** Over 90 percent of exports and export growth come from the top 10 exporting industries in the region including: manufacturing (computer and electronics, primary metal, machinery, and transportation), royalties, professional services, and travel and tourism. The computer and electronics products industry dominates local exports (57 percent of total volume; 67.2 percent of total growth). Top markets for exports from Greater Portland include countries in the Pacific Rim and Europe.

► **State of Export Services:** Greater Portland’s economy is rich with small and medium enterprises (SMEs) that have limited awareness of global opportunities or local export services and programs. Export services are considered good, but the system is fragmented, has gaps, and is reactive in nature. Export promotion is not fully integrated into the region’s target industry and business development efforts.

► **Objectives and Strategies:** The objectives of the export plan are to create and sustain regional jobs through export growth, promote a strong export culture, increase the number of firms exporting, and solidify Greater Portland’s position as a top 10 U.S. exporting metro. Four core strategies drive pursuit of these objectives:

#### 1. Support and Leverage Primary Exporters

Provide proactive economic development support to the computer and electronics industry, including an intense focus on growing the local supply chain (secondary exports) through strategic recruitment and existing business integration efforts.

#### 2. Catalyze Under-Exporters

Target a defined set of high potential regional companies in the advanced manufacturing cluster with outreach and account management services: firm specific market analysis, targeted trade missions, and a peer-to-peer export mentoring program.

#### 3. Build a Healthy Export Pipeline

Coordinate export services, fill service gaps, and improve market intelligence for new-to-export firms; includes the improvement of the region’s export culture through proactive marketing, developing an export web portal (“roadmap”), and establishing a regional export accelerator.

#### 4. Branding and Marketing Portland’s Global Edge: ‘We Build Green Cities’

Package Greater Portland’s cluster strengths to support new market presence for the most innovative sectors. This begins with a clean tech initiative that offers regionally developed solutions to global challenges. Proactive marketing to sell Portland’s “Green City” story internationally around a set of industries, companies, and products with export potential and a travel and tourism component to attract international conventions, meetings, and tourists.

## Export Plan Development

The development of Greater Portland's export plan has been led by staff from the following regional coalition organizations:

Office of Portland Mayor Sam Adams (co-lead)  
Portland Development Commission (co-lead)  
Greater Portland, Inc.  
Port of Portland  
Portland Business Alliance  
Metro  
Business Oregon  
Portland U.S. Export Assistance Center  
Columbia River Economic Development Council  
Portland State University  
Oregon Export Council

In addition to the work of the strategy development team, Greater Portland sought significant input from a wide range of public sector organizations, higher education institutions, regional decision-makers, and private sector businesses through working sessions, one-on-one meetings, and presentations to regional boards and commissions.

## About the Brookings-Rockefeller Project on State and Metropolitan Innovation

This brief is part of a series of papers being produced by the Brookings-Rockefeller Project on State and Metropolitan Innovation. States and metropolitan areas will be the hubs of policy innovation in the United States, and the places that lay the groundwork for the next economy. The project will present fiscally responsible ideas state leaders can use to create an economy that is driven by exports, powered by low carbon, fueled by innovation, rich with opportunity and led by metropolitan areas.

## About the Metropolitan Policy Program at the Brookings Institution

Created in 1996, the Brookings Institution's Metropolitan Policy Program provides decision makers with cutting-edge research and policy ideas for improving the health and prosperity of cities and metropolitan areas including their component cities, suburbs, and rural areas. To learn more visit: [www.brookings.edu/metro](http://www.brookings.edu/metro).

## About The Rockefeller Foundation

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