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COMMUNICATIONS

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Governor's Office
State of Oregon

SUCSESSES AND FAILURES

Channel 2 KATU-TV 4/11/84 5:15

Tracy Barry

Northwest farmers are helping to feed the people of Egypt. Every year up to 2 million tons of Northwest wheat goes to that country.

And Lisa Stark is here with the story as part of her continuing series, Oregon Mid-east Frontier.

Lisa Stark

Tracy, wheat is Oregon's biggest export to Egypt. It is a market that the Northwest farmers depend heavily on. Especially since they lost the Iranian market after the overthrow of the Shah.

The wheat trade is just as important to the people of Egypt.

Governor Atiyeh said that he hoped that his trip would at least give Oregon an identity in the Middle East.

That it did.

The trip was well covered by the media of the countries the governor visited. The most successful part of the trip was the week spent in Saudi Arabia.

There the governor and the delegation met with three government ministers in one morning. That is almost unheard. The reason for all of those opened doors Governor Atiyeh's background. He is of Arab decent.

That helped mission members in setting up with meetings with businessmen and government leaders. And lest, you think that these trips are a vacation in disguise, let me assure you that they are not.

Business people work long hours, even dinner parties were opportunities to make contacts. According to the U.S. Ambassador to Saudi Arabia, trade missions really do make a difference.

(more)

SUCSESSES AND FAILURES, Channel 2, KATU-TV, 4/11/84

NO ID
US Ambassador
in Saudi Arabia

I've had experience with trade delegations for a number of different countries and this is my first one in Saudi Arabia and it is a very good one.

I think that the response here in Saudi Arabia has been excellent and I think that now the important thing is follow through.

Lisa Stark

Governor Atiyeh was pleased with the trip to Saudi Arabia saying that it brought concrete results.

Gov. Atiyeh

Typically on the trade missions that I have led, it kind of opened doors. They make a path, they make it possible for our business people to go back.

Well we have done that.

We have gone beyond that. I have come home from trade missions and the media would say, okay now how many orders do you have, and I say that you don't do it that way.

This time it looks like we have done it that way.

Lisa Stark

The business people agreed. Many met the key contacts they need to establish trade relations with Saudi Arabia.

And at least, one met a government official who promised to grease the wheels for him.

Egypt was a different story. Poor scheduling left mission members with only 1 full day to conduct business. Many were upset about that.

In Syria, there was some talk of trade, but not any fruitfull discussion. Trade relations between the U.S. and Syria are on hold until political relations thaw out.

You may have not seen too much wheat in that story. I'm afraid that you were to have seen that tomorrow night. That was a look at Successes and failures of the trade mission in the middle east. But don't worry the wheat story will make its appearance tomorrow night.