



## STATE OF OREGON

## INTEROFFICE MEMO

TO: Economic Development Department                      DATE: May 21, 1984  
Investment Case File

FROM: Rich Carson, Industrial Property Section  
Business Information Division

SUBJECT: "Cancun" Background Summary

NEC America, Inc. contacted the state Economic Development Department in October 1983 confidentially requesting site and economic information for a site selection process. Richard H. Carson, Manager of the Industrial Property Section, was assigned as case manager by John C. Anderson, Director. The case was assigned the code name "CANCUN."

Company officials made two separate visits to Oregon in November 1983 to review industrial sites selected through the Department's computerized site selection system. During November and December, detailed information was provided to the company on labor force, taxation, land and construction costs, cost of living and transportation.

In February 1984, the NEC America investment team, again, visited Oregon to discuss specific properties. Rich Carson met with a company representative to discuss the company's next steps. NEC America selected Coldwell Banker, New York, for assistance in selecting land sites. Coldwell Banker of Oregon then assisted NEC America, Inc. with specific land site.

The same month, NEC America's president, Dr. Ko Muroga, accepted a personal invitation by Governor Victor Atiyeh to meet face-to-face. In March, state and NEC America officials met at EDD's International Trade Division (Portland) for a day-long meeting on investment issues. Governor Atiyeh invited Portland Mayor Frank Ivancie to join the group later the same day, where he was introduced to company officials. A small private reception was held at the Pittock Mansion that evening.

NEC America and state officials subsequently met for several days of intensive discussions regarding specific company concerns. Governor Atiyeh personally led these meetings up until the eve of his mid-east trade mission.

By April 1984, the company had added the law firm of Kell, Alterman and Runstein and the engineering firm of CH2M Hill to the Oregon investment team. Attorney Cliff Alterman and a Coldwell Banker broker, negotiated with the Hillsboro School District for a land exchange for the district's 40-acre portion of a 210-acre Hillsboro site.

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Rich Carson (EDD) was notified of the corporate decision to locate in Oregon on April 5, 1984. The company's corporate secretary, Satoshi Nakaichi, relayed the decision during a telephone call from the New York headquarters. Representatives of the public relations firm of Hill and Knowlton, representing NEC America, began working with state officials in early May on the public announcement. The announcement date chosen was May 24, 1984.