

## Atiyeh's Mideast tour



The Oregonian

# Atiyeh trip emphasizes state's desire for trade

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Two days before he was to take off on a jet as part of a Gov. Vic Atiyeh's trade mission to the Middle East, Bhagwan H. Gulani had an emergency.

The mission was about to leave and Gulani, a state trade expert, had yet to find a way to ship a half-dozen mounted knives to Saudi Arabia where Atiyeh will present them to an assortment of members of the Saudi royal family, sheiks and government officials.

He pressed Atiyeh's press aide Dennis G. Miles to find a place for the \$100 knives manufactured by Portland's Gerber Legendary Blades. "No room," Miles said, wiping his head in exasperation. "Sheesh."

After several phone calls, Gulani finally found a place for his precious knives and breathed a sigh of relief. Gifts, Gulani explained, are essential to Oregon's attempt to hawk its products abroad, a campaign that state officials say will be expensive but necessary. They are, he added, "the social cement for doing business abroad."

Douglas V. Frengle, manager of the

**MIDEAST TRIP** — Oregon Gov. Vic Atiyeh's Middle East trip begins Friday in Jiddah, Saudi Arabia. He then will go to Cairo, Egypt, and Damascus, Syria. He plans to visit his late father's home village, Amar, near the ancient Crusader castle, Krak des Chevaliers. He will then go to Israel.

international trade division of the Department of Economic Development, says the state is in the midst of a "bigger push" to expand its foreign trade markets. That push will include six trade missions and five trade shows abroad, funded in part by a beefed up \$800,000 biennial budget for the division. It includes \$50,000 for travel.

In recent years, Oregon's international trade has suffered from a world recession that deflated demand for the state's products, Frengle said.

Frengle said the state was trying to make the most of its own limited budget for trade missions by charging participating businessmen fees and seeking donations from companies and foreign countries.

He said Atiyeh's most expensive gifts would be the knives that Gulani shipped. In addition, he said the governor planned to give out pins of the American and Oregon flags and coffee-table books.

The seven businessmen who will accompany Atiyeh to the Middle East are Matthew M. Braich, a vice president of Bingham-Willamette Co.; William L. Bright, president, Western Power Products Inc.; Robert C. Buchanan, vice president, Oregon Wheat Growers League; Francis A. Davey, president and general manager of Diamond Fruit Growers Inc.; David C. Grimwood, a Lake Oswego physician and vice president of Meriwether Inc.; Nofal Kasrawi, vice president CH2M Hill International; and Benjamin N. Tyran, owner of Tyran Consultants Ltd.