

# Oregon's mode

By Gov. Vic Atiyeh



GOV. ATIYEH with PRC Premier Zhao Ziyang; although their meeting was scheduled to last 30 minutes, they met for 55 minutes. The governor sat with the premier during a state dinner in San Francisco during the premier's visit to the United States earlier this year. Zhao is among a number of world leaders the governor has met with during his three trade missions this year.

**F**OLLOWING THE DISCOVERY OF GOLD in California in 1848, so many citizens headed south from the Oregon Country that whole settlements were deserted.

The next year, in fact, the Provisional Government was unable to muster a quorum to transact the public's business.

History tells us that the lure of gold caused early-day Oregon citizens to neglect crops and to forget about the Indian wars.

Many of the miners returned home, however, and in 1862 a rich vein was discovered right here in Oregon. In a decade, 10,000 miners took \$8 million in gold from mines in Eastern Oregon's Canyon City area.

Today we are witnessing what might be described as a modern economic parallel.

As recession tightened its grip, several thousand Oregonians left our state in search of new jobs, new hopes and brighter futures elsewhere.

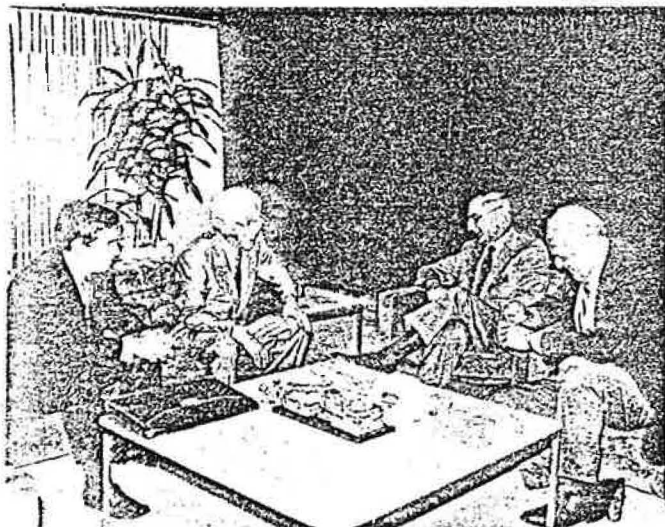
That exodus has now been reversed, however, and today Oregonians face a future with more promise than we have enjoyed in generations.

Figuratively, we have begun to strike gold in the form of an economy that is not only turning around, but that also is gaining strength from diversity and expansion.

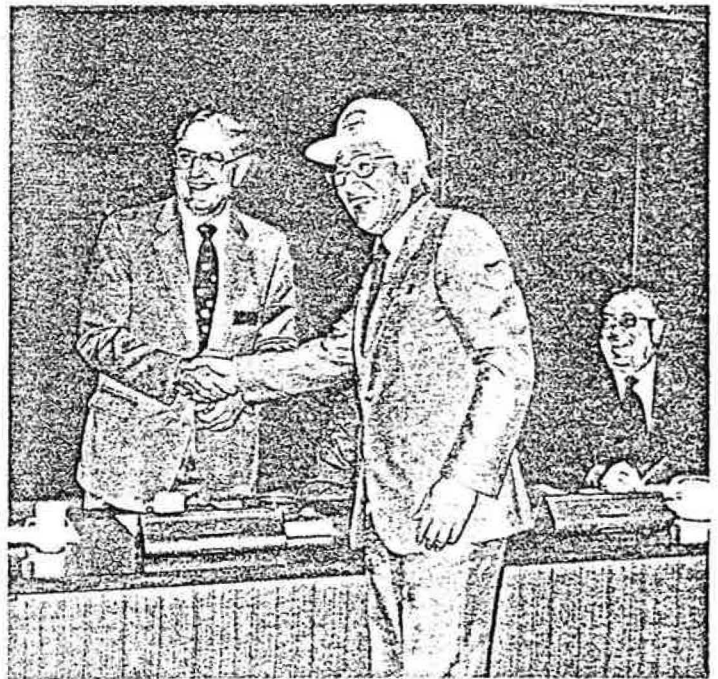
## Trade missions successful

The cornerstone of my nearly six years as governor has been to ensure that "Oregon is open for business" is not a hollow slogan. That was the reason for

A PRIVATE MEETING of, from left, John Anderson, director of the state Department of Economic Development; Akio Morita, chairman of Sony Corp.; Gov. Atiyeh; and Larry Wolfard, chairman of the state Economic Development Commission and a Pacific Northwest Bell vice president. It was Morita who led a Keidanren mission to Oregon last spring; during an Oregon reception for Japanese businessmen, Morita announced: "Oregon is the place to do business."



GOVERNOR shaking hands with Akio Morita, Sony Corp. chairman.



"Oregonians face a future with more promise than we have enjoyed in generations... We have begun to strike gold in the form of an economy... gaining strength from diversity and expansion."



# ern gold rush

my recent 20-day trade mission to Japan and the People's Republic of China.

This was the third Oregon trade mission I have led this year, and also the largest trade mission in Oregon's history. The results of these trade missions — the others were to the Mideast (mid-March to mid-April) and to Taiwan and Korea (May 1-13) — have exceeded my most optimistic expectations.

Repeatedly, I have stressed these missions are not order-writing trips.

Nevertheless, I can report significant news in every area where we sought results: increasing export markets for the products of Oregon manufacturers; attracting greater numbers of overseas tourists to Oregon; ensuring increased trade volumes pass through Oregon's ports; and inviting additional corporate investment in our state.

Underably, this was the year for

Oregon to make a major international push.

At last, we have arrived at an important milestone in the long, difficult and often lonely journey we began together in 1979.

The most dramatic — and, I am delighted to add, not the first — evidence of Oregon's success was the announcement while I was in Japan that Fujitsu Ltd. will invest \$170 million to build two high-technology plants employing 1,000 in the Portland area.

The Fujitsu announcement followed earlier plant construction announcements by NEC America, the "pioneer" of Japanese investors, and Epson.

While I was in the Orient, a newspaper called *The Japan Economic Journal* published a full-page story about Oregon's high-tech potential for Japanese companies.

It was a significant story in which an independent observer concluded that

all the exciting things toward which we have been working really have begun to happen.

"When both Japanese big businesses and start-up ventures move into the Portland-Vancouver area," reported staff writer Junichi Umeda, "Silicon Forest will become one of the United States' leading high-tech centers, along with the Silicon Valley of California, the Research Triangle of North Carolina and Route 128 in Massachusetts.

"It doesn't seem that it will be very long before this happens."

Every new manufacturing plant added to Oregon's economic landscape is good news for each of us. Our study of Wacker Siltronic Corp., for example, showed this company trades with 500-plus other Oregon companies, not only in Portland but also in Salem, Albany, Eugene and Medford.

Additionally, state analysts figure the multiplier is 2; that is, each new manufacturing job yields a second payroll elsewhere in the Oregon economy.

### "Oregon the place"

While in Japan, I attempted to further interest in Oregon investment by speaking during an Oregon presentation at a full-house seminar of the Keidanren, the Japanese Federation of Economic Organizations.

Our meetings were an opportunity to get to know one another better, always important in the Oriental culture, and also to talk further about what Keidanren representatives saw first-hand last spring during their visit in Oregon.

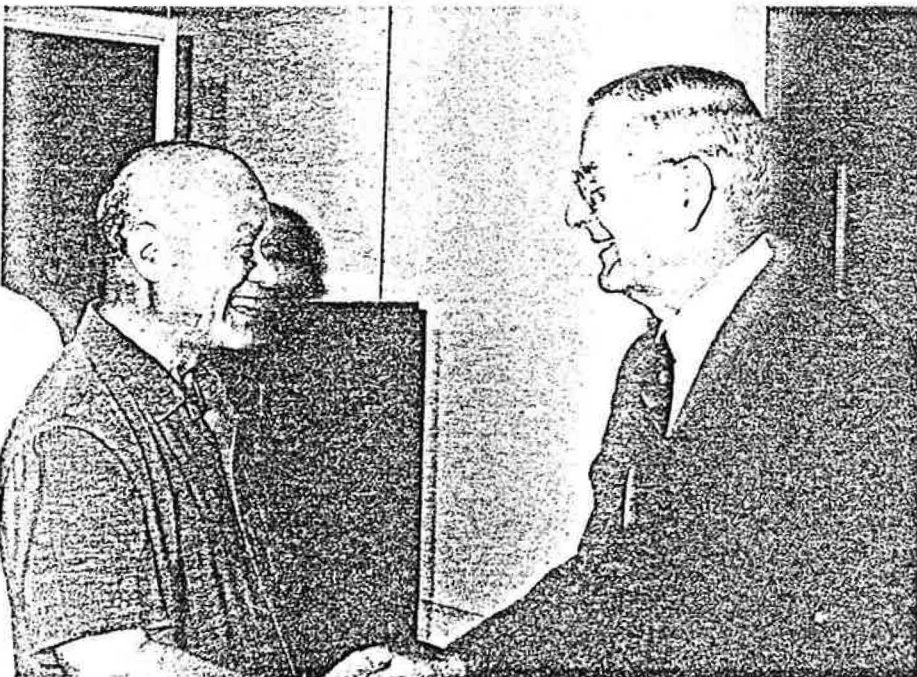
During an Oregon reception for Japanese businessmen, Sony Chairman Akio Morita announced, "Oregon is the place to do business."

In Japan, our mission of about 50 members was divided into three teams — trade, tourism and investment.

The trade mission alone kept 77 appointments. Our tourism mission participated in a weekend fair attended daily by 600,000 people. It also was host to 73 of Japan's top tourism officials at

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GOVERNOR with Xiang Nan, first secretary of the Fujian Provincial Party Committee. The governor signed a sister-state agreement with Fujian Province while in the PRC.



# Oregon's modern gold rush (continued from page 27)

a reception, and "talked Oregon" with 47 participants at a tourism workshop. Meanwhile, the investment mission led the Keidanren seminar, and mission members made important business calls — one company received so much interest from the Japanese it stayed in Tokyo an extra week.

In Osaka, I enjoyed a noon meal at a restaurant that serves Oregon lamb, crab and vegetables as a result of our agricultural marketing efforts. This work is one of the reasons the president recently recognized our state Department of Agriculture with a prestigious "E" award for excellence in export, the only such award to go to a state agriculture department.

While we were in Japan, Fuji Tele-casting announced the beginning of its 13-week, filmed-in-Oregon TV series, *From Oregon with Love*. In reaching many of the nearly 400,000 Japanese who annually visit the United States, this is exposure Oregon could not buy.

Oregon was in the Japanese press daily during our visit, a rare thing for one state, and was especially prominent with our opening of our state's permanent trade office in Tokyo.

Timberline Lodge tour packages were sold, the U.S. Travel and Tourism Administration is scheduling a familiarization visit for tour operators and Oregon seminars are being planned by such interests as Fuji Bank and the Osaka Chamber of Commerce. Meanwhile, at least two firms intend to study and visit our state.

Other meetings produced results such as these: an automobile executive who is president of the Japan Automobile Manufacturers Association will speak to his members about Oregon at their annual meeting; the Electronics Industry Association of Japan will brief its 600 members and the Communications Industry Association will distribute 3,000 articles about Oregon.

## Fujian sister-state

As the media have reported, I would rate the missions to both Japan and the People's Republic of China at the top of any scale.

In China, I signed a sister-state agreement with Fujian province, I met with Premier Zhao Ziyang for nearly an hour and as a result of our mission we now can expect a return visit from Gov. Hu Ping of Fujian province.

In addition, teams of Chinese and Oregonians worked long hours defining the specifics of cooperation in agricultural and fisheries, trade, high-tech and light industry, timber and education.

We witnessed a nation where many people live in shacks, wash their bowls in the streets, ride bicycles to their jobs and where roads still are built by hand. But the Chinese also recognize how far they have to go, and they are working hard to develop their nation.

In both nations, we took Oregon from a state with little recognition to one that is now acknowledged as a reliable trading partner with an attractive investment climate.

## Korea contacts significant

On each of the three missions we met with the highest levels of government and business.

In Korea last spring, for example, members of our mission met with the board chairman of Hyundai, a conglomerate that accounts for 10 percent of that nation's gross national product.

A representative of CH2M-Hill, the Corvallis-based engineering firm, met with the engineering arm of one of Korea's largest companies. In Seoul, a port district manager said the success of any of four appointments he had in a single day would have justified the trip from Oregon.

Western Power Products of Hood River estimated that in two years it would triple its \$1 million annual sales

to Saudi Arabia. A CH2M-Hill representative on the Mideast trip said it would have taken him three to six months to make the contacts he made in several days on our mission.

On the trade mission to Korea and Taiwan, we solidified Oregon's position in wheat sales, gained a better understanding of these nations' shipping schedules for the next decade and developed new calls by ships from both countries.

We also identified prospects for joint ventures with Oregon companies and for sales of building and energy-conservation materials made in our state.

But the momentum that Oregon now has began long before my plane took off for the Mideast in March.

It began more than five years ago with a series of initiatives I set in motion with the support of many Oregonians.

Among these actions were the reduction of workers' compensation rates, the streamlining of our innovative land-use laws, the creation of an Economic Action Council to work with business prospects, the establishment of an industrial property-inventory system that is recognized as the nation's fastest, our repeal of the unitary tax formula and the continued effort to let common sense guide state government.

Getting Oregon to where it is today has not been easy, but it has been well worth the patience and the perspiration.

Years ago, industrialist Leland Stanford said, "When all the world is searching for gold, the thing to be doing is selling picks and shovels."

We are working in that spirit.

Oregon's gold, which corporate leaders at home and abroad are discovering, is in our attractive business climate and our abundance of quality products, both agricultural and manufactured.

Among Oregon's picks and shovels are our trade missions, which we have used successfully to show off our improved business climate and an array of Oregon-made products that are proving themselves worth their weight in Gold Rush nuggets.

## Oregon rancher appointed to trade commission

Earl Pryor, president of the National Association of Wheat Growers and a wheat grower and cattle rancher from Condon, has been appointed by U.S. House Speaker Thomas P. O'Neill Jr. to the Export Trade Commission.

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