

The Greater Portland Metro Export Strategy Survey
Survey Results

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Executive summary

The Greater Portland Metro Export Strategy Survey was launched on July 5, 2011 and will remain open for responses for at least three months. There are currently 102 completed surveys and 14 partially completed surveys. This report analyzes results from the survey based on those 116 responses. Due to the nature of the survey, which uses skip logic, some question numbers do not appear in the final results.

Background

The Greater Portland Metro Export Strategy Survey is being conducted by the Greater Portland Export Task Force, which includes representation from Greater Portland Inc., the Portland Business Alliance, Metro, Business Oregon, the US Export Assistance Center, the Port of Portland and the Portland Development Commission.

The intended survey respondents are companies located in the Greater Portland Metro Area, as defined by the Office of Management and Budget (OMB), and including Clackamas County, OR; Columbia County, OR; Multnomah County, OR; Washington County, OR; Yamhill County, OR; Clark County, WA; and Skamania County, WA.

The results will be used to inform the development of a metro export strategy in partnership with the [Brookings Institution](#).

Survey summary

Survey respondents primarily represent companies of varying sizes from Multnomah County. For this purpose, company size is determined by the number of employees. Most of the companies represented in the survey do not fall into any of Portland's five key clusters; however the clusters most represented are the Advanced Manufacturing and the Athletic and Outdoors clusters.

Companies that export comprise the largest respondent group, with 74 percent of survey respondents indicating that their company exports. The majority of companies export only goods. Companies that export goods and services or only services were also represented in the survey, but to a lesser degree. Nearly all of the exporting companies are the producer of the goods/services that they export, the largest industry represented being computer and electronic products. Primary metal manufacturing, transportation equipment and machinery are also well-represented industry groups. The most highly-exported service industry is business, professional and technical services.

The largest export markets are Canada, China, Japan, Great Britain/UK and Australia. Respondents indicated that direct sales opportunities; prior relationship or previous experience with companies or contacts in export countries; and/or foreign company selecting their company are the primary reasons their company does business with their top five export markets. Exporting companies are located in the greater Portland region primarily because the company founders grew up or live in the region.

The value of company exports ranged widely, as 21 percent of respondents indicated that their company's export value is between \$1 million to \$10 million, 15 percent of respondents indicated that their company's export value is less than \$50,000 and 12 percent of respondents indicated that their company's export value was more than \$50 million. Respondents indicated that exports account for a wide range of total sales for their companies, as 29 percent of respondents indicated that exports account for more than 25 percent of their company's total sales while 26 percent of respondents indicated that exports account for 0 to 5 percent of their company's total sales.

Most companies that are currently exporting plan to expand their exporting into new country markets in 2011 and/or the next four years. The largest challenge when considering exporting to a new market is knowledge of foreign markets, global sales contracts and negotiations and transportation costs. However, most exporting companies have not received any export-related assistance or financing from government, non-profit or for-profit providers.

The small amount of exporting companies that did receive assistance or financing from government or non-profit providers were all satisfied with the service and primarily consulted a state level agency, such as the Oregon Business Development Department, or the U.S. Commercial Service. The exporting companies that did receive financing received it from Business Oregon, EXIM Bank or U.S. TDA.

Respondents representing exporting companies indicated that they would benefit most from events such as trade shows, conferences, etc. focused on matching/introducing new-to-export businesses with prospective foreign business partners; more export financing programs that target small/medium businesses or new-to-export businesses; and high-profile export development missions, led by industry and/or trade associations or governments.

Respondents representing companies that are currently not exporting indicated that the primary reasons for not exporting are that their company is interested in expanding within the U.S. or their product/service cannot be exported. Of the companies that do not currently export, 26 percent of those companies plan to export in 2011 and/or within the next four years. Non-exporting companies are challenged most by lack of knowledge of foreign markets. These companies would therefore benefit most from free export-related training workshops, specifically workshops targeted at new-to-export and/or small/medium business.

Top-line question results

Refer to the spreadsheet on pages 11 through 19 for complete results from each question.

Q 2: Where is your company's primary Greater Portland Metro OR-WA office located?

The majority (72%) of respondents indicated their company's primary location is in Multnomah County. In comparison, 11 percent are located in Clark County, 9 percent are located in Washington County, 5 percent are located in Clackamas County and 2 percent are located in both Yamhill and Skamania Counties. There were no respondents located in Columbia County.

Q 3: How many employees did your company have in the greater Portland region in 2010?

Respondents represented companies of all sizes. However, nearly half of the companies have less than 25 employees and a majority (68%) of companies have less than 100 employees.

Q 4: The Portland region has identified five key clusters as part of its industry cluster analysis. Do you identify your company primarily with one of the following clusters?

The largest percentage (39%) of respondents indicated that their company does not fall into any of the cluster categories. Of the clusters represented, 23 percent of companies are in the Advanced Manufacturing cluster and 20 percent are in the Athletic and Outdoors cluster. Clean Technology was indicated by 10 percent of respondents and the Software and Research and Commercialization industries were both represented by 4 percent of respondents.

Q 5: Describe your company's exporting activity – where exporting is defined as selling goods or services (including intellectual property rights) to a company, person or to your company's subsidiary or parent located in a foreign country.

Companies exporting only goods were represented by 36 percent of respondents, while 20 percent the companies represented only export services and 17 percent of companies export both goods and services. A significant amount (27%) of respondents' companies do not export.

Q 6: What are the reasons for your company not exporting? Select all that apply.

Respondents' companies do not export primarily because their company is more interested in expanding within the U.S. (27%) and their company's product/service cannot be exported (27%). Additionally, 13 percent of companies do not have the financing to export, 10 percent have enough business from the regional market, 7 percent of companies are already at capacity and 7 percent of respondents represent companies that do not know what they need to do to export.

Respondents had the opportunity to specify their own responses for this question. There were 10 written-in responses, see appendix 1.

Q 7: Are you the producer of the goods and services that you sell to foreign based companies/persons (i.e. not a distributor, supplier of intermediate input, shipper, carrier, etc.)?

Nearly all (92%) of respondent represent companies that produce the goods/services sold to foreign companies/persons. Eight percent of respondents represent companies that are not the producer of the exported goods/services.

Q 10: Select the industry group that best describes the products your company exports. Select your largest industry.

The industry group represented by the largest percentage (35%) of product-exporting companies is *computer and electronic products*, while 23 percent of companies are in the *transportation equipment* industry and 19 percent of companies are in both the *primary metal manufacturing* and the *machinery* industries. Only 3 percent of respondents indicated that their company is in the *agriculture* industry and no respondents chose the *food* industry.

Respondents had the opportunity to specify their own responses for this question. There were 26 written-in responses, see appendices 2a and 2b.

Q 12: What type of service does your company export? Select your largest service group.

The industry group represented by the largest percentage (52%) of service-exporting companies is *business, professional and technical services*. Only 2 percent of respondents indicated that their companies are in these other service industries: *travel and tourism, intellectual property rights, education services, insurance services and telecommunications services*. No respondents chose the *financial services* or *freight and port/airport services* industries.

Respondents had the opportunity to specify their own responses for this question. There were 15 written-in responses, see appendix 3.

Q 13: What are your top five export markets (countries)?

Over 50 countries, regions and continents were listed by respondents as their company's top export markets. The top 10 countries listed were:

1. Canada
2. China
3. Japan
4. Great Britain/UK
5. Australia
6. Mexico
7. Germany
8. Brazil and Korea (tied)
9. Taiwan

See appendix 4 for complete results.

Q 14: What are the main reasons that your company exports to these countries? Select all that apply.

Respondents chose the following top three reasons for exporting to their company's top five markets:

1. Direct sales (exports) opportunities (68%)
2. Prior relationship or previous experience with companies or contacts in these countries (46%)
3. Company or contact in foreign country selected my company (41%)

See appendix 5 for complete results.

Respondents had the opportunity to specify their own responses for this question. There were 10 written-in responses, see appendix 5.

Q 15: Why is your company located in the greater Portland region? Select all that apply.

Respondents chose these top three reasons for why their company is located in the greater Portland region:

- Founders grew up/lived here (73%)
- Workforce located here (26%)
- Spun off from another company located here (18%)

Respondents had the opportunity to specify their own responses for this question. There were 16 written-in responses, see appendix 6.

Q 16: What was the value of your company's exports in 2010?

The value of company exports ranged widely, as 21 percent of respondents indicated that their company's export value is between \$1 million to \$10 million, 15 percent of respondents indicated that their company's export value is less than \$50,000 and 12 percent of respondents indicated that their company's export value was more than \$50 million. Additionally, 19 percent of respondents do not know their company's export value.

Q 17: Exports account for what percentage of total sales?

Respondents indicated that exports account for a wide range of total sales for their companies, as 29 percent of respondents indicated that exports account for more than 25 percent of their company's total sales while 26 percent of respondents indicated that exports account for 0 to 5 percent of their company's total sales.

Q 18: What percentage of total export sales can be attributed to your top five export markets? List your company's top five export markets with percent of total export sales.

Respondents indicated that their company's top five export markets contribute to a wide range of total export sales. On average, the top market contributed 40 percent in total export sales, the second market contributed 26 percent in total export sales, the third market contributed 11 percent, the fourth market also contributed an average of 11 percent and the fifth market contributed an average of 6 percent to total export sales.

See appendix 7 for complete results.

Q 19: Does your company have plans to export into new country markets?

When asked if their company plans to export into new markets, respondents' answers were mixed. While 23 percent indicated that their company plans to export into new markets in 2011 and during the next four years, 23 percent of respondents also indicated that their company will not export into new markets or that they do not know if their company will export into new markets.

Q 20: Please list the top three new markets your company plans to export to.

Respondents specified over 40 top countries, regions or continents that their companies plan to export to in 2011 or the next four years. The top ten countries listed were:

1. Europe
2. China
3. India
4. Brazil
5. Asia, Russia, South America and the Middle East (tied)
6. Thailand and Mexico (tied)

See appendix 8 for complete results.

Q 21: What are the five most significant challenges faced by your company when exporting or considering new export markets? Select up to five (5).

The top five most significant challenges indicated by respondents were:

- Knowledge of foreign markets (44%)
- Global sales contracts, contract negotiation (33%)
- Global advertising, marketing, distribution (31%)
- Transportation costs (28%)
- Working capital financing (26%)

Respondents had the opportunity to specify their own responses for this question. There were 14 written-in responses, see appendix 9.

Q 22: Does your company currently have locations outside the U.S., such as overseas affiliates?

The majority (65%) of respondents indicated that their company does not have locations outside the U.S., while 35 percent of respondents indicated their company does have locations outside the U.S., such as overseas affiliates.

Q 23: Is your company foreign-owned (a foreign company has a stake in your business or your headquarters)?

The majority (79%) of respondents indicated that their company is not foreign-owned, while 14 percent of respondents indicated that their company is foreign-owned.

Q 24: Have you received any export-related assistance from government or non-profit providers?

The majority (79%) of respondents indicated that their company has not received export-related assistance from government or non-profit providers, while 21 percent of respondents indicated that their company has received export-related assistance.

Q 25: What organization(s) have you consulted? Select all that apply.

Many companies (65%) have consulted a state-level agency focused on trade or export development such as the Oregon Business Development Department and 65 percent have also consulted the U.S. Commercial Service. The next most consulted organization is the Small Business Administration, including Small Business Development Centers, which 25 percent of respondents chose.

See ___ for all answers.

Respondents had the opportunity to specify their own responses for this question. There were 6 written-in responses, see appendix 10.

Q 26: Please rate the export-related services you received from the government or non-profit providers.

All respondents who represent companies that did receive export-related services felt that the services they received from the government or non-profit providers was satisfactory, with 11 percent rating the service *excellent*, 47 percent rating the service *very good* and 26 percent rating the service *good*. No respondents indicated that the service received was *poor*, but 16 percent of respondents had *no opinion*.

Q 27: Have you received export financing from a government or non-profit entity?

Most respondents (73%) indicated that their company has not received export financing from a government or non-profit entity. Only 18 percent of respondents said their company has received export financing and 9 percent don't know if their company has received export financing from a government or non-profit entity.

Q 28: Which organization(s) provided export financing to your company?

Three respondents answered this question, indicating that their company has received export financing from Business Oregon, EXIM Bank or U.S. TDA.

See appendix 11 for complete results.

Q 29: What were the reasons your company did not receive export financing? Select all that apply.

Most companies (88 percent) did not receive export financing because they didn't apply for the financing from a public/government entity. Other reasons indicated for not receiving financing were: company had insufficient collateral (6%); and business revenue was too low (6%).

Q 30: Have you received any export-related assistance from private (for-profit) providers?

The majority of respondents (80%) indicated that their company has not received export-related assistance from private (for-profit) providers, while 7 percent have received assistance and 13 percent don't know if their company has received export related assistance from private providers.

Q 31: Rate the export-related services you received from the private (for-profit) providers.

When asked to rate the export-related assistance received from private (for-profit) providers, 6 percent of respondents answered that the service was good, very good or excellent, while 88 percent indicated that the question didn't apply to their company.

Q 32: How could federal/state/local government help your company begin exporting, increase exports or export to new country markets? Select all that apply.

The following top five answers were chosen when respondents were asked what would help their company begin or increase exporting:

- Events such as trade shows, conferences, etc. focused on matching/introducing new-to-export businesses with prospective foreign business partners (40%)
- Export-related training workshops targeted at new-to-export and/or small/medium business (39%)
- More export financing programs that target small/medium businesses or new-to-export businesses (39%)
- Export-related training workshops, free of charge (37%)
- High-profile export development missions, led by industry and/or trade associations, governments (31%)

Respondents had the opportunity to specify their own responses for this question. There were 14 written-in responses, see appendix 12.

Greater Portland Metro Export Strategy Survey

Response Status: Completes | Partial

Filter: No filter applied

Aug 05, 2011 4:04 PM PST

Exporting Profile of Selected Greater Portland Metro Trade Offices

1. Please provide your company information to be eligible for prizes. If you choose not to identify yourself, please skip to question 2.

97 Responses

2. Where is your company's primary Greater Portland Metro OR-WA office located?

Clackamas County	5	5%
Clark County	12	11%
Columbia County	0	0%
Multnomah County	79	72%
Skamania County	2	2%
Washington County	10	9%
Yamhill County	2	2%
Total	110	100%

3. How many employees did your company have in the greater Portland region in 2010?

None	5	4%
1-10	35	31%
11-25	11	10%
26-100	24	21%
101-250	13	12%
251-500	15	13%
More than 500	9	8%
Total	112	100%

4. The Portland region has identified five key clusters as part of its industry cluster analysis. Do you identify your company primarily with one of the following clusters?

Athletic and Outdoors	22	19%
Advanced Manufacturing	26	23%
Software	6	5%
Clean Technology	11	10%
Research & Commercialization	4	4%
No, my company does not fall into one of these cluster categories.	44	39%
Total	113	100%

5. Describe your company's exporting activity -- where exporting is defined as selling goods or services (including intellectual property rights) to a company, person or to your company's subsidiary or parent located in a foreign county.

My company does not export.	31	26%
Exports only of goods	42	36%
Exports only of services	23	20%
Exports of goods and services	21	18%
Total	117	100%

6. What are the reasons for your company not exporting? Select all that apply.

My product/service cannot be exported.	8	27%
There is enough business from my local/state/regional market.	3	10%
Our operations (workforce, equipment) are already at capacity.	2	7%
We do not have the financing to do so.	4	13%
Our company is more interested in expanding within the U.S.	8	27%
We don't know what we need to do to export.	2	7%
Other, please specify (See appendix 1)	10	33%

7. Are you the producer of the goods and services that you sell to foreign based companies/persons (i.e. not a distributor, supplier of intermediate input, shipper, carrier, etc.)?

Yes	58	92%
No	5	8%
Total	63	100%

10. Select the industry group that best describes the products your company exports. Select your largest industry.

Computer and Electronic Products	11	35%
Primary Metal Manufacturing	6	19%
Transportation Equipment	7	23%
Machinery	6	19%
Agriculture	1	3%
Food	0	0%
Other Manufacturing (other than above); please specify. (See appendices 2a and 2b)	26	41%
Total	57	100%

12. What type of service does your company export? Select your largest service group.

Travel and tourism	1	2%
Freight and port/airport services	0	0%
Intellectual property rights (fees earned from franchises, trademarks, copyrights, patents from foreign residents)	1	2%
Education services	1	2%
Financial services	0	0%
Insurance services	1	2%
Telecommunications services	1	2%
Business, professional and technical services	22	52%
Other, please specify	15	36%
Total	42	100%

Export Markets and Description

13. What are your top five export markets (countries)?

75 Responses (See appendix 4)

14. What are the main reasons that your company exports to these countries? Select all that apply.

Direct sales (exports) opportunities	50	68%
Company or contact in foreign country selected my company	30	41%
Prior relationship or previous experience with companies or contacts in these countries	34	46%
Distributors in these countries	16	22%
English language market	5	7%
Proximity to the U.S.	7	9%
Similar business environment to the U.S.	6	8%
Stable political/economic environment	3	4%
Other, please specify (See appendix 5)	10	14%

15. Why is your company located in the greater Portland region? Select all that apply.

Founders grew up/lived here	53	73%
Spun off from another company located here	13	18%
Proximity to export facilities (marine terminals, international airport)	7	10%
Proximity to freight facilities (I-5, I-84, rail roads)	4	5%
Workforce located here	19	26%
Government incentives (tax credits, infrastructure subsidy)	5	7%
Other, please specify (See appendix 6)	16	22%

Export Value

16. What was the value of your company's exports in 2010?

Less than \$50,000	10	15%
\$50,001 to \$100,000	5	7%
\$100,001 to \$250,000	3	4%
\$250,001 to \$500,000	6	9%
\$500,001 to \$1,000,000	4	6%
\$1,000,001 to \$10,000,000	14	21%
\$10,000,001 to \$25,000,000	5	7%
More than \$50 million	8	12%
Don't Know	13	19%
Total	68	100%

17. Exports account for what percentage of total sales?

0 to 5 percent	20	26%
6 to 10 percent	6	8%
11 to 15 percent	5	7%
16 to 20 percent	6	8%
21 to 25 percent	5	7%
More than 25 percent	22	29%
Don't Know	12	16%
Total	76	100%

18. What percentage of total export sales can be attributed to your top five export markets? List your company's top five export markets with percent of total export sales.

48 Responses (See appendix 7)

19. Does your company have plans to export into new country markets?

Yes, we plan to export into new markets in 2011	19	18%
Yes, we plan to export into new markets during the next four years	17	16%
Yes, we plan to export into new markets in 2011 and during the next four years	24	23%
No	24	23%
Don't Know	22	21%
Total	106	100%

20. Please list the top three new markets your company plans to export to.

48 Responses (**See appendix 8**)

Expansion into New Markets, Exporting Challenges

21. What are the five most significant challenges faced by your company when exporting or considering new export markets? Select up to five (5).

Export financing	17	18%
Working capital financing	25	26%
Global sales contracts, contract negotiation	32	33%
Global advertising, marketing, distribution	30	31%
Transportation costs	27	28%
U.S. export control laws, regulatory compliance, licensing, inspections and U.S. tariffs	21	22%
Difficulty in obtaining U.S. entrance visas	4	4%
Small scale production	12	12%
compliance, inspections and tariffs	21	22%
Foreign government regulations/policies	22	23%
Foreign government support programs	5	5%
Exchange rate fluctuations	19	20%
Customs clearance	12	12%
Language and culture barriers	20	21%
Knowledge of foreign markets	42	44%
Protection of Intellectual Property	23	24%
Other, please specify (See appendix 9)	14	15%

22. Does your company currently have locations outside the U.S., such as overseas affiliates?

Yes	36	35%
No	66	65%
Total	102	100%

23. Is your company foreign owned (a foreign company has a stake in your business or your headquarters)?

Yes	14	14%
No	88	86%
Total	102	100%

Export-related Assistance

24. Have you received any export-related assistance from government or non-profit providers?

Yes	22	21%
No	82	79%
Total	104	100%

25. What organization(s) have you consulted? Select all that apply.

State-level agency focused on trade or export development (e.g. Oregon Business Development Department)	13	65%
Non-profit association or organization focused on trade or international business issues (e.g. Oregon Export Council)	2	10%
The Pacific Northwest International Trade Association	2	10%
Small Business Administration (SBA), including Small Business Development Centers (SBDC)	5	25%
U.S. Commercial Service	13	65%
Government export financing agency (e.g. Ex - Im Bank)	3	15%
Other, please specify (See appendix 10)	6	30%

26. Please rate the export-related services you received from the government or non-profit providers.

Excellent	2	11%
Very Good	9	47%
Good	5	26%
Poor	0	0%
No Opinion	3	16%
Total	19	100%

27. Have you received export financing from a government or non-profit entity?

Yes	4	18%
No	16	73%
Don't Know	2	9%
Total	22	100%

28. Which organization(s) provided export financing to your company?

3 Responses (See appendix 11)

29. What were the reasons your company did not receive export financing? Select all that apply.

Did not apply for export financing from a public/government entity.	14	88%
Public entity did not have funds for export financing.	0	0%
Could not find a lender associated with the public entity to accept my loan application.	0	0%
Company had insufficient collateral.	1	6%
Business revenue was too low.	1	6%
Company did not qualify (was not eligible) under the stated criteria.	0	0%
Process and paperwork were too complicated.	0	0%
Other, please specify	0	0%

30. Have you received any export-related assistance from private (for-profit) providers?

Yes	7	7%
No	81	80%
Don't Know	13	13%
Total	101	100%

31. Rate the export-related services you received from the private (for profit) providers.

Excellent	4	4%
Very Good	1	1%
Good	1	1%
Poor	0	0%
Not Applicable	88	94%
Total	94	100%

Export Promotion Policy and Measures

32. How could federal/state/local government help your company begin exporting, increase exports or export to new country markets? Select all that apply.

Export-related training workshops, free of charge	33	37%
Export-related training workshops targeted at new-to-export and/or small/medium business	35	39%
conferences, etc. focused on matching/introducing new-to-export businesses with prospective foreign	36	40%
and networking opportunities for new-to-export and/or small/medium	26	29%
High-profile export development missions, led by industry and/or trade associations, governments	28	31%
target small/medium businesses or new-to-export businesses	35	39%
Streamline/reduce export-related government paperwork and procedures	24	27%
Well-defined state or national export promotion strategy	25	28%
More free trade deals	22	24%
Workforce development programs	12	13%
Better ports and airports	10	11%
Reduce taxes/government overhead	28	31%
Other, please specify (See appendix 12)	14	16%

Greater Portland Metro Export Strategy Survey



Appendix 1

Date: 8/5/2011

Responses: Completes | Partial

Filter: No filter applied

6. What are the reasons for your company not exporting? Select all that apply.

#	Response
1	We are a law firm. While we advise clients internationally, we do not technically export out services.
2	As an educational institution we are focusing on bringing foreign students to Portland.
3	Our product has not yet been developed. Eventually we will export extensively.
4	We export from our NZ based company
5	Have not learned how to access foreign opportunities
6	
7	Insufficient market (British Columbia) at this time.
8	We link US companies with Global Factories, do export knowledge and designs, help US Firms find US Manufacture as well
9	I have a consulting firm and use alliance partners overseas.
10	Plan to export in 2012 - not shipping product yet

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Greater Portland Metro Export Strategy Survey



Appendix 2a

Date: 8/5/2011

Responses: Completes | Partial

Filter: No filter applied

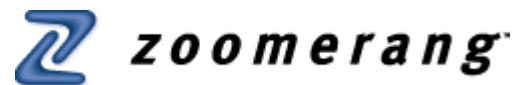
10. Select the industry group that best describes the products your company exports. Select your largest industry.

#	Response
1	Backpacks
2	Apparel
3	Biotech
4	Hydraulic manifolds and Power units
5	Steel and Metal Fabrications and Processing
6	Eco Roof Storm Water Abatement Systems
7	aerospace

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Greater Portland Metro Export Strategy Survey



Appendix 2b

Date: 8/5/2011

Responses: Completes | Partial

Filter: No filter applied

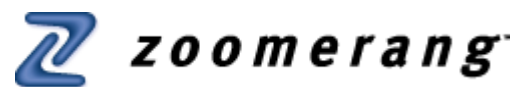
10. Select the industry group that best describes the products your company exports. Select your largest industry.

#	Response
1	bicycle accessories
2	Bicycle components
3	Consumer products for outdoors (pocket knives)
4	home goods
5	Footwear
6	apparel
7	apparel
8	Dog Collars
9	metal recycling/processing
10	tools
11	knives, tools, lights
12	footwear
13	composite Component parts
14	nonferrous metal recycling
15	APPAREL
16	Scrap
17	Automotive and Industrial accessories
18	Field Research and Laboratory Research Instruments
19	wine

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Greater Portland Metro Export Strategy Survey



Appendix 3

Date: 8/5/2011

Responses: Completes | Partial

Filter: No filter applied

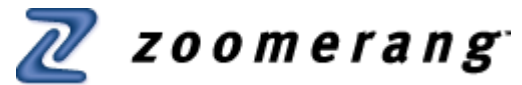
12. What type of service does your company export? Select your largest service group.

#	Response
1	manufacturing consulting & production design
2	marketing communications
3	Apparel
4	Innovation and design consulting
5	ship repair
6	Energy efficiency consulting services
7	goods
8	wood product machinery
9	Our equipment is very technical to operate. Our efforts is to make it "easy to operate" and standardize where possibl
10	software
11	brand design and marketing services
12	Mfg./ Processing know how
13	design and installation of systems
14	
15	Service/Installation of our equipment

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Greater Portland Metro Export Strategy Survey



Appendix 4

Date: 8/5/2011

Responses: Completes | Partial

Filter: No filter applied

13. What are your top five export markets (countries)?	
#	Response
1	Export Market #1 Australia Export Market #2 Canada Export Market #3 Japan Export Market #4 UK
2	Export Market #1 Great Britain Export Market #2 China (Hong Kong) Export Market #3 Germany Export Market #4 Japan Export Market #5 South Korea
3	Export Market #1 Canada Export Market #2 China Export Market #3 Japan Export Market #4 Germany Export Market #5 Korea
4	Export Market #1 Canada Export Market #2 UK Export Market #3 Australia Export Market #4 Germany Export Market #5 France
5	Export Market #1 Canada
6	Export Market #1 europe Export Market #2 austrialia
7	Export Market #1 Europe Export Market #2 Canada Export Market #3 Japan
8	Export Market #1 Japan Export Market #2

	Canada Export Market #3 Australia Export Market #4 Norway Export Market #5 Russia
9	Export Market #1 Canada Export Market #2 Denmark
10	Export Market #1 Canada Export Market #2 United Kingdom
11	Export Market #1 Canada Export Market #2 UK Export Market #3 Australia Export Market #4 Phillipines
12	Export Market #1 canada Export Market #2 costa rica
13	Export Market #1 Japan Export Market #2 China Export Market #3 Korea
14	Export Market #1 Taiwan Export Market #2 South Korea Export Market #3 China
15	Export Market #1 canada Export Market #2 australia
16	Export Market #1 Phillipines Export Market #2 China Export Market #3 Vietnam Export Market #4 St. Lucia
17	Export Market #1 Canada Export Market #2 UK Export Market #3 Japan
18	Export Market #1 Saudi Arabia Export Market #2 Chna Export Market #3 India Export Market #4 Japan

19	<p>Export Market #5 Vietnam</p> <p>Export Market #1 Canada</p> <p>Export Market #2 UK</p> <p>Export Market #3 Honduras</p> <p>Export Market #4 Czech Republic</p> <p>Export Market #5 New Zealand</p>
20	<p>Export Market #1 china</p> <p>Export Market #2 south korea</p> <p>Export Market #3 turkey</p> <p>Export Market #4 malaysia</p> <p>Export Market #5 egypt</p>
21	<p>Export Market #1 Germany</p> <p>Export Market #2 UK</p> <p>Export Market #3 Australia</p> <p>Export Market #4 France</p> <p>Export Market #5 Norway</p>
22	<p>Export Market #1 Japan</p> <p>Export Market #2 Denmark</p> <p>Export Market #3 Sweden</p> <p>Export Market #4 Germany</p>
23	<p>Export Market #1 Canada</p> <p>Export Market #2 UK</p> <p>Export Market #3 Germany</p> <p>Export Market #4 Australia</p> <p>Export Market #5 China</p>
24	<p>Export Market #1 Canada</p>
25	<p>Export Market #1 Peru</p> <p>Export Market #2 Saudi Arabia</p> <p>Export Market #3 China</p> <p>Export Market #4 Ghana</p>
26	<p>Export Market #1 Brazil</p> <p>Export Market #2 Japan</p> <p>Export Market #3 Philippines</p> <p>Export Market #4 Singapore</p>

	Export Market #5 UK
27	Export Market #1 Northern Europe Export Market #2 Japan
28	Export Market #1 Denmark
29	Export Market #1 china Export Market #2 korea Export Market #3 taiwan Export Market #4 japan Export Market #5 india
30	Export Market #1 Canada
31	Export Market #1 Mexico Export Market #2 Brazil Export Market #3 China Export Market #4 Argentina Export Market #5 European Community
32	Export Market #1 Europe
33	Export Market #1 Northern Europe Export Market #2 China Export Market #3 Russia
34	Export Market #1 Canada Export Market #2 Europe Export Market #3 Asia / Australia
35	Export Market #1 Haiti
36	Export Market #1 SWITZERLAND Export Market #2 GERMANY Export Market #3 JAPAN
37	Export Market #1 Mexico Export Market #2 Dominican Republic
38	Export Market #1 BRAZIL Export Market #2 CANADA Export Market #3 SOUTH AFRICA Export Market #4 AUSTRALIA

	Export Market #5 ITALY
39	Export Market #1 Canada Export Market #2 South America
40	Export Market #1 China
41	Export Market #1 Japan Export Market #2 Brazil Export Market #3 China Export Market #4 Philippines Export Market #5 Indonesia
42	Export Market #1 China Export Market #2 Korea Export Market #3 Taiwan Export Market #4 Japan Export Market #5 Hong Kong
43	Export Market #1 Canada Export Market #2 Mexico Export Market #3 Israel Export Market #4 Europe
44	Export Market #1 China Export Market #2 UK Export Market #3 Mexico Export Market #4 Ireland Export Market #5 Brazil
45	Export Market #1 Colombia Export Market #2 China
46	Export Market #1 Brazil Export Market #2 Mexico Export Market #3 Peru Export Market #4 Panama Export Market #5 Chile
47	Export Market #1 Australia Export Market #2 Germany Export Market #3 Sweden Export Market #4

	France Export Market #5 Netherlands
48	Export Market #1 Japan Export Market #2 Taiwan Export Market #3 China Export Market #4 U.K. Export Market #5 HongKong
49	Export Market #1 Taiwan Export Market #2 Peroples Republic of China
50	Export Market #1 Australia Export Market #2 Mexico Export Market #3 Canada Export Market #4 Sweden Export Market #5 Ghana
51	Export Market #1 UK Export Market #2 Japan Export Market #3 Germany Export Market #4 France Export Market #5 Canada
52	Export Market #1 Mexico Export Market #2 Korea Export Market #3 Thailand Export Market #4 Dominican Republic
53	Export Market #1 Japan Export Market #2 Brazil Export Market #3 China Export Market #4 Indonesia Export Market #5 Phillippines
54	Export Market #1 Japan Export Market #2 China Export Market #3 Phillippines
55	Export Market #1 Japan Export Market #2 Malaysia Export Market #3 Mexico

56	Export Market #1 USA
57	Export Market #1 Mexico Export Market #2 Canada Export Market #3 UK
58	Export Market #1 Canada Export Market #2 Belgium
59	Export Market #1 Canada Export Market #2 Israel Export Market #3 Mexico
60	Export Market #1 China Export Market #2 Taiwan Export Market #3 Japan Export Market #4 Germany Export Market #5 South Korea
61	Export Market #1 Singapore Export Market #2 Netherlands Export Market #3 UK
62	Export Market #1 Canada Export Market #2 Taiwan Export Market #3 China Export Market #4 UK Export Market #5 France
63	Export Market #1 China Export Market #2 Poland Export Market #3 Germany Export Market #4 Taiwan Export Market #5 Brazil
64	Export Market #1 China Export Market #2 India Export Market #3 Brazil Export Market #4 Mexico Export Market #5 Canada
65	Export Market #1 Mexico Export Market #2

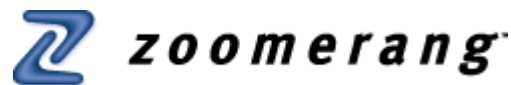
	<p>Brazil Export Market #3 Australia Export Market #4 New Zealand Export Market #5 Peru</p>
66	<p>Export Market #1 Asia Export Market #2 Central / South America Export Market #3 Africa Export Market #4 Developing Economies Export Market #5 Australia</p>
67	<p>Export Market #1 Australia Export Market #2 Puerto Rico Export Market #3 Canada Export Market #4 England</p>
68	<p>Export Market #1 Canada Export Market #2 Mexico</p>
69	<p>Export Market #1 China Export Market #2 Korea Export Market #3 Mexico</p>
70	<p>Export Market #1 France Export Market #2 Benelux Export Market #3 Germany Export Market #4 Mexico Export Market #5 Taiwan</p>
71	<p>Export Market #1 Germany Export Market #2 France Export Market #3 UK Export Market #4 Australia Export Market #5 Italy</p>
72	<p>Export Market #1 South America</p>
73	<p>Export Market #1 Australia Export Market #2 Canada Export Market #3 Singapore Export Market #4 UK</p>
74	<p>Export Market #1 UAE</p>

75	Export Market #2 Poland
	Export Market #3 Australia
	Export Market #4 Canada
	Export Market #5 Italy
	Export Market #1 Canada
	Export Market #2 Mexico
	Export Market #3 Brazil

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Greater Portland Metro Export Strategy Survey



Appendix 5

Date: 8/5/2011

Responses: Completes | Partial

Filter: No filter applied

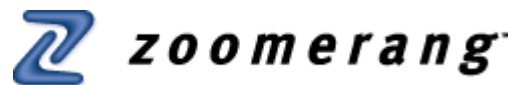
14. What are the main reasons that your company exports to these countries? Select all that apply.

#	Response
1	Market for high end bicycles
2	Product is highly desirable
3	Scientific collaboration
4	
5	Allocation by our parent company, Seiko Epson Corp. in Japan
6	freight rates
7	supporting orphans and hospital with food and medical supplies
8	CUSTOMER IS MULTI-NATIONAL W/ENGINEERING IN USA
9	Directed by our parent company (we are a captive contract manufacturer)
10	Market Research for each country

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Greater Portland Metro Export Strategy Survey



Appendix 6

Date: 8/5/2011

Responses: Completes | Partial

Filter: No filter applied

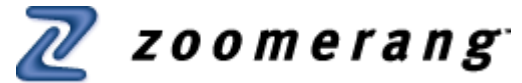
15. Why is your company located in the greater Portland region? Select all that apply.	
#	Response
1	Good area to live, good bicycle culture
2	Wife got a job here, moved biz from NYC.
3	Knife industry cluster exists in Portland
4	Moved here for a previous job
5	began as state university
6	Spun off from company headquartered in WA
7	GREAT LOCAL SENSE OF STYLE AND ACTIVITY
8	QUALITY OF LIFE
9	Could use more assistance/incentives to protect against having to move long term
10	Oregon Focus on Green Technologies
11	Low Energy Costs, Lower Cost of Living
12	Professional network
13	I want to be in the middle of the sustainability movement - it is the best thing I can export.
14	Establish west coast presence
15	We liked it
16	Quality of Life for employees

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Greater Portland Metro Export Strategy Survey

Appendix 7



Date: 8/5/2011
 Responses: Completes | Partial
 Filter: No filter applied

18. What percentage of total export sales can be attributed to your top five export markets? List your company's top five export markets with percent of total export sales.

#	Response
1	<p>Export market #1 name & percent of total export sales: Australia, 55%</p> <p>Export market #2 name & percent of total export sales: Canada, 18%</p> <p>Export market #3 name & percent of total export sales: Japan, 18%</p> <p>Export market #4 name & percent of total export sales: UK, 9%</p>
2	<p>Export market #1 name & percent of total export sales: Great Britain 25%</p> <p>Export market #2 name & percent of total export sales: China 17%</p> <p>Export market #3 name & percent of total export sales: Germany 12%</p> <p>Export market #4 name & percent of total export sales: Japan 10%</p> <p>Export market #5 name & percent of total export sales: South Korea 9%</p>
3	<p>Export market #1 name & percent of total export sales: Canada 35%</p> <p>Export market #2 name & percent of total export sales: China 20%</p>
4	<p>Export market #1 name & percent of total export sales: Japan 15%</p> <p>Export market #2 name & percent of total export sales: Canada 60%</p> <p>Export market #3 name & percent of total export sales: Australia 10%</p> <p>Export market #4 name & percent of total export sales: Norway 7.5%</p> <p>Export market #5 name & percent of total export sales: New Zealand 7.5%</p>
5	<p>Export market #1 name & percent of total export sales: Canada, 50%</p> <p>Export market #2 name & percent of total export sales: United Kingdom, 2%</p>
6	<p>Export market #1 name & percent of total export sales: 85</p> <p>Export market #2 name & percent of total export sales: 10</p> <p>Export market #3 name & percent of total export sales: 5</p> <p>Export market #4 name & percent of total export sales: 3</p>
7	<p>Export market #1 name & percent of total export sales: canada, less than 1%</p> <p>Export market #2 name & percent of total export sales: costa rica, less than 1%</p>
8	<p>Export market #1 name & percent of total export sales: Taiwan 33</p> <p>Export market #2 name & percent of total export sales: South Korea 33</p>

9	Export market #3 name & percent of total export sales: China 34
	Export market #1 name & percent of total export sales: canada 90% Export market #2 name & percent of total export sales: australia 10%
10	Export market #1 name & percent of total export sales: Philippines & 50%
	Export market #2 name & percent of total export sales: China & 25%
	Export market #3 name & percent of total export sales: Vietnam & 15%
	Export market #4 name & percent of total export sales: St. Lucia & 10%
11	Export market #1 name & percent of total export sales: Saudi Arabia 20 percent
	Export market #2 name & percent of total export sales: China 19 percent
	Export market #3 name & percent of total export sales: India 14 percent
	Export market #4 name & percent of total export sales: Japan 12 percent
	Export market #5 name & percent of total export sales: Vietnam 10 percent
12	Export market #1 name & percent of total export sales: Canada 10%
	Export market #2 name & percent of total export sales: Czech Republic 5%
	Export market #3 name & percent of total export sales: Honduras 2%
	Export market #4 name & percent of total export sales: UK 2%
	Export market #5 name & percent of total export sales: New Zealand 1%
13	Export market #1 name & percent of total export sales: China 7%
	Export market #2 name & percent of total export sales: South Korea 7%
	Export market #3 name & percent of total export sales: Taiwan 7%
	Export market #4 name & percent of total export sales: Malaysia 7%
	Export market #5 name & percent of total export sales: Thailand 7%
14	Export market #1 name & percent of total export sales: Germany 16%
	Export market #2 name & percent of total export sales: Australia 10%
	Export market #3 name & percent of total export sales: UK 8%
	Export market #4 name & percent of total export sales: Norway 5%
	Export market #5 name & percent of total export sales: France 5%
15	Export market #1 name & percent of total export sales: Japan 50%
	Export market #2 name & percent of total export sales: Denmark 20%
	Export market #3 name & percent of total export sales: Germany 20%
	Export market #4 name & percent of total export sales: Sweden 10%
16	Export market #1 name & percent of total export sales: canada 50
	Export market #2 name & percent of total export sales: UK 25
	Export market #3 name & percent of total export sales: germany 10

17	<p>Export market #4 name & percent of total export sales: australia 10</p> <p>Export market #5 name & percent of total export sales: china 5</p> <p>Export market #1 name & percent of total export sales: Canada 100%</p>
18	<p>Export market #1 name & percent of total export sales: 5</p> <p>Export market #2 name & percent of total export sales: 3</p> <p>Export market #3 name & percent of total export sales: 6</p> <p>Export market #4 name & percent of total export sales: 4</p>
19	<p>Export market #1 name & percent of total export sales: Brazil, 11%</p> <p>Export market #2 name & percent of total export sales: Japan, 10%</p> <p>Export market #3 name & percent of total export sales: Philippines, 2%</p> <p>Export market #4 name & percent of total export sales: Singapore, 1%</p> <p>Export market #5 name & percent of total export sales: UK, 1%</p>
20	<p>Export market #1 name & percent of total export sales: Denmark 50,000</p>
21	<p>Export market #1 name & percent of total export sales: china 35%</p> <p>Export market #2 name & percent of total export sales: korea 30%</p> <p>Export market #3 name & percent of total export sales: taiwan 20%</p> <p>Export market #4 name & percent of total export sales: japan 10%</p> <p>Export market #5 name & percent of total export sales: india 5%</p>
22	<p>Export market #1 name & percent of total export sales: Mexico 6%</p> <p>Export market #2 name & percent of total export sales: Brazil 2%</p> <p>Export market #3 name & percent of total export sales: China 1%</p> <p>Export market #4 name & percent of total export sales: Argentina 1%</p> <p>Export market #5 name & percent of total export sales: European Community 1%</p>
23	<p>Export market #1 name & percent of total export sales: Europe 100</p>
24	<p>Export market #1 name & percent of total export sales: Canada 80%</p> <p>Export market #2 name & percent of total export sales: Europe 15%</p> <p>Export market #3 name & percent of total export sales: Asia / Australia 5%</p>
25	<p>Export market #1 name & percent of total export sales: 0</p>
26	<p>Export market #1 name & percent of total export sales: SWITZERLAND 10%</p> <p>Export market #2 name & percent of total export sales: GERMANY 8%</p> <p>Export market #3 name & percent of total export sales: JAPAN 2%</p>
27	<p>Export market #1 name & percent of total export sales: China. 80</p>

28	<p>Export market #1 name & percent of total export sales: China 15%</p> <p>Export market #2 name & percent of total export sales: Korea 25%</p> <p>Export market #3 name & percent of total export sales: Japan 10%</p> <p>Export market #4 name & percent of total export sales: Taiwan 15%</p> <p>Export market #5 name & percent of total export sales: Hong Kong 10%</p>
29	<p>Export market #1 name & percent of total export sales: Canada - 20%</p> <p>Export market #2 name & percent of total export sales: Mexico - 5%</p>
30	<p>Export market #1 name & percent of total export sales: Colombia 50%</p> <p>Export market #2 name & percent of total export sales: China 50%</p>
31	<p>Export market #1 name & percent of total export sales: Australia 21%</p> <p>Export market #2 name & percent of total export sales: Germany 7%</p> <p>Export market #3 name & percent of total export sales: Sweden 7%</p> <p>Export market #4 name & percent of total export sales: France 7%</p> <p>Export market #5 name & percent of total export sales: Netherlands 5%</p>
32	<p>Export market #1 name & percent of total export sales: Japan 10%</p> <p>Export market #2 name & percent of total export sales: Taiwan 5%</p> <p>Export market #3 name & percent of total export sales: China 5%</p> <p>Export market #4 name & percent of total export sales: UK 5%</p> <p>Export market #5 name & percent of total export sales: HongKong 5%</p>
33	<p>Export market #1 name & percent of total export sales: Taiwan 50%</p> <p>Export market #2 name & percent of total export sales: China 50%</p>
34	<p>Export market #1 name & percent of total export sales: 50</p> <p>Export market #2 name & percent of total export sales: 15</p> <p>Export market #3 name & percent of total export sales: 15</p> <p>Export market #4 name & percent of total export sales: 10</p> <p>Export market #5 name & percent of total export sales: 10</p>
35	<p>Export market #1 name & percent of total export sales: UK 25%</p> <p>Export market #2 name & percent of total export sales: JP 20%</p> <p>Export market #3 name & percent of total export sales: DE 20%</p> <p>Export market #4 name & percent of total export sales: FR 15%</p> <p>Export market #5 name & percent of total export sales: CA 15%</p>
36	<p>Export market #1 name & percent of total export sales: Mexico 2%</p> <p>Export market #2 name & percent of total export sales: Korea 2%</p> <p>Export market #3 name & percent of total export sales: Thailand .5%</p>

	<p>Export market #4 name & percent of total export sales: Dominican Republic .5%</p>
37	<p>Export market #1 name & percent of total export sales: Japan 54%</p> <p>Export market #2 name & percent of total export sales: China 15%</p> <p>Export market #3 name & percent of total export sales: Phillipines 2%</p>
38	<p>Export market #1 name & percent of total export sales: Japan 90</p> <p>Export market #2 name & percent of total export sales: Malaysia 8</p> <p>Export market #3 name & percent of total export sales: Mexico 2</p>
39	<p>Export market #1 name & percent of total export sales: Mexico 60% of total</p> <p>Export market #2 name & percent of total export sales: Canada 20% of total</p> <p>Export market #3 name & percent of total export sales: UK 20% of total</p>
40	<p>Export market #1 name & percent of total export sales: Canada 80%</p> <p>Export market #2 name & percent of total export sales: Belgium 20%</p>
41	<p>Export market #1 name & percent of total export sales: Canada 20%</p> <p>Export market #2 name & percent of total export sales: Israel 1%</p> <p>Export market #3 name & percent of total export sales: Mexico 2%</p>
42	<p>Export market #1 name & percent of total export sales: China est. 20%</p> <p>Export market #2 name & percent of total export sales: Taiwan est. 5%</p> <p>Export market #3 name & percent of total export sales: Japan est. 5%</p> <p>Export market #4 name & percent of total export sales: Germany est. 3%</p> <p>Export market #5 name & percent of total export sales: South Korea est. 2%</p>
43	<p>Export market #1 name & percent of total export sales: Singapore - 95%</p> <p>Export market #2 name & percent of total export sales: Netherlands - 3%</p> <p>Export market #3 name & percent of total export sales: UK - 2%</p>
44	<p>Export market #1 name & percent of total export sales: China 40%</p> <p>Export market #2 name & percent of total export sales: Poland 30%</p> <p>Export market #3 name & percent of total export sales: Germany 15%</p> <p>Export market #4 name & percent of total export sales: Taiwan 5%</p> <p>Export market #5 name & percent of total export sales: Brazil 10%</p>
45	<p>Export market #1 name & percent of total export sales: China 35%</p> <p>Export market #2 name & percent of total export sales: India 20%</p> <p>Export market #3 name & percent of total export sales: Brazil 15%</p> <p>Export market #4 name & percent of total export sales: Mexico 5%</p> <p>Export market #5 name & percent of total export sales: Canada 3%</p>

46	<p>Export market #1 name & percent of total export sales: Australia 60%</p> <p>Export market #2 name & percent of total export sales: Puerto Rico 25%</p> <p>Export market #3 name & percent of total export sales: Canada 10%</p> <p>Export market #4 name & percent of total export sales: England 5%</p>
47	<p>Export market #1 name & percent of total export sales: China 40%</p> <p>Export market #2 name & percent of total export sales: Korea 10%</p> <p>Export market #3 name & percent of total export sales: Mexico 40%</p>
48	<p>Export market #1 name & percent of total export sales: Germany 20%</p> <p>Export market #2 name & percent of total export sales: France 15%</p> <p>Export market #3 name & percent of total export sales: UK 15%</p> <p>Export market #4 name & percent of total export sales: Australia 5%</p> <p>Export market #5 name & percent of total export sales: Italy 5%</p>

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Greater Portland Metro Export Strategy Survey



Appendix 8

Date: 8/5/2011

Responses: Completes | Partial

Filter: No filter applied

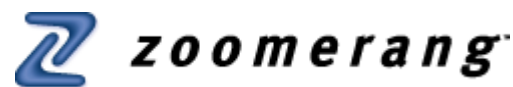
20. Please list the top three new markets your company plans to export to.	
#	Response
1	Market #1 Western Europe Market #2 Eastern Europe
2	Market #1 Thailand Market #2 Brazil Market #3 Italy
3	Market #1 EU Market #2 Chile
4	Market #1 Canada
5	Market #1 Mexico Market #2 China Market #3 Southeast Asia
6	Market #1 Japan Market #2 China
7	Market #1 Asia
8	Market #1 Russia
9	Market #1 San Francisco Market #2 San Jose Market #3 Utah
10	Market #1 Seattle Market #2 San Francisco Market #3 Europe
11	Market #1 UK / Europe Market #2 Japan
12	Market #1 Mexico Market #2 Hong Kong

	Market #3 Barbados
13	Market #1 Thailand Market #2 Turkey Market #3 Indonesia
14	Market #1 Europe Market #2 Australia
15	Market #1 India Market #2 Central America Market #3 Southern Africa
16	Market #1 China Market #2 Brazil Market #3 India
17	Market #1 South Africa Market #2 UAE Market #3 Korea
18	Market #1 eastern europe Market #2 africa Market #3 middle east
19	Market #1 Middle East Market #2 Europe Market #3 Asia
20	Market #1 thailand Market #2 malaysia Market #3 germany
21	Market #1 India Market #2 Russia Market #3 Vietnam
22	Market #1 South America
23	Market #1 Far East-Singapore
24	Market #1 The same market
25	Market #1 HOLLAND Market #2 SCANDINAVIAN COUNTRIES

	Market #3 SPAIN
26	Market #1 Guatemala Market #2 Peru Market #3 El Salvador
27	Market #1 MEXICO Market #2 CHINA
28	Market #1 UK Market #2 india Market #3 vietnam
29	Market #1 India Market #2 Vietnam Market #3 Indonesia
30	Market #1 South America
31	Market #1 China Market #2 UK Market #3 Brazil
32	Market #1 Middle East Market #2 Eastern Europe Market #3 Eastern Russia
33	Market #1 India Market #2 China
34	Market #1 hong kong Market #2 china Market #3 europe
35	Market #1 Sweden Market #2 Norway Market #3 Australia
36	Market #1 Italy Market #2 China Market #3 Spain
37	Market #1 Brazil Market #2 Peru

38	Market #1 Europe Market #2 Australia Market #3 Japan
39	Market #1 South America
40	Market #1 South America Market #2 Middle East Market #3 Eastern Europe
41	Market #1 Korea
42	Market #1 North America Market #2 Asia Market #3 Europe
43	Market #1 Poland Market #2 Germany Market #3 Russia/Ukraine
44	Market #1 Europe Market #2 Asia Market #3 South America
45	Market #1 Brazil Market #2 Russia Market #3 India
46	Market #1 Romania Market #2 Middle East Market #3 Africa
47	Market #1 Algeria Market #2 Haiti Market #3 China
48	Market #1 China Market #2 Mexico Market #3 Brazil

Greater Portland Metro Export Strategy Survey



Appendix 9

Date: 8/5/2011

Responses: Completes | Partial

Filter: No filter applied

21. What are the five most significant challenges faced by your company when exporting or considering new export markets? Select up to five (5).

#	Response
1	Doesn't fit our business model
2	Building professional connections - networking
3	None
4	Uncertain City of Portland policy
5	not applicable
6	Foreign Competition
7	access to BC market (electricity)
8	
9	Not exporting
10	on the ground sales support
11	Identifying distributors
12	Foreign countries provide more support to thier manufacturers (i.e. Germany) improving their competitiveness
13	cheaper labor costs in other countries
14	We do not Export

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Appendix 10



Date: 8/5/2011
Responses: Completes | Partial
Filter: No filter applied

25. What organization(s) have you consulted? Select all that apply.	
#	Response
1	
2	US TDA
3	NACM (Nat. Assn. of Credit Mgrs.) International Trade Group
4	Mayor's office
5	State Department
6	CREDC

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Greater Portland Metro Export Strategy Survey

Appendix 11



Date: 8/5/2011
Responses: Completes | Partial
Filter: No filter applied

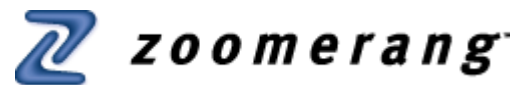
28. Which organization(s) provided export financing to your company?

#	Response
1	Business Oregon
2	EXIM Bank
3	US TDA

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Greater Portland Metro Export Strategy Survey



Appendix 12

Date: 8/5/2011

Responses: Completes | Partial

Filter: No filter applied

32. How could federal/state/local government help your company begin exporting, increase exports or export to new country markets? Select all that apply.

#	Response
1	my services are not exportable
2	Building a reputation for Portland as a desirable resource for creative services - make it easier to host conferences!
3	Less government rules / laws that cause so much process that small companies don't have the money and time to figure them out
4	We can export out business model.
5	free trade deals for non-profit that is exporting goods for donations.
6	
7	More in depth understanding of our services
8	Break Longshoremen's lock on US Ports
9	infrastructure to move power to Canada
10	Facilitate Govt to Govt relations
11	Make it easier for foreign distributors to come to US for training.
12	Clean Tech Incentives
13	Encourage PDX exporters to partner w/ PDX-based language/cultural experts who best understand paradigm of exporter
14	NA

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