

Agency Mission: Sustainable Quality Jobs for All Oregonians at Least Cost

<b>KPM #3</b>	<b>EXPORT SALES New sales of assisted clients</b>	<b>Measure since: 2004</b>
<b>Goal</b>	INCREASE INNOVATION AND COMPETITIVENESS OF TRADED SECTOR INDUSTRIES. Our strategies include enhancing national and international competitiveness of Oregon traded sector industries; enhancing the state’s capacity for innovation and technology development and product creation; and increasing international opportunities for Oregon industries.	
<b>Oregon Context</b>	Oregon Benchmarks: 2 – TRADE OUTSIDE OF OREGON; 5 – PROFESSIONAL SERVICES; 6 – ECONOMIC DIVERSIFICATION; 16 – EXPORTS.	
<b>Data source</b>	Companies report sales data to international trade manager.	
<b>Owner</b>	International Trade Services, Karen Goddin (503) 229-6054	

**1. OUR STRATEGY**

Marketing Oregon products and services internationally.

**2. ABOUT THE TARGETS**

“Assisted sales” refers to export sales reported by Oregon company clients of OECD’s International Trade Services. The measure targets growth of revenues to the state via international trade.

**3. HOW WE ARE DOING**

We exceeded the target in large part due to a single large helicopter sale in the Korean market. Total export sales without this transaction (\$36 million) would have been \$6.2 million, \$2.8 million less than set target.

**4. HOW WE COMPARE**

The metrics in this area are not standardized. A summary review of other public trade agencies in the region show that a range of measures are used to measure performance, including: the number of client companies, number of domestic assists (e.g. one-on-one counseling, domestic seminars), overseas representatives or joint ventures signed.

**5. FACTORS AFFECTING RESULTS**

The 2005-07 biennial target of \$27M was based on the assumption that the International section’s budget level would be maintained, and that Industry Sector Outreach funds would be available to assist Oregon companies to participate in the Oregon Trade Promotion Program (OTPP). A \$300,000 reduction in the international budget and curtailed ISO funding of the OTTP program limited the assistance that could be provided to Oregon companies.

**6. WHAT NEEDS TO BE DONE**

We will continue to evaluate the performance measure to ensure that it adequately captures the performance of International Trade Services, its activities and investment. For instance, while targets are ramping back up, a small business’ export sales are usually much smaller than the \$36M exception this year.

**7. ABOUT THE DATA**

The data is based on the reported sales of businesses receiving assistance from our programs during the Oregon fiscal year.

