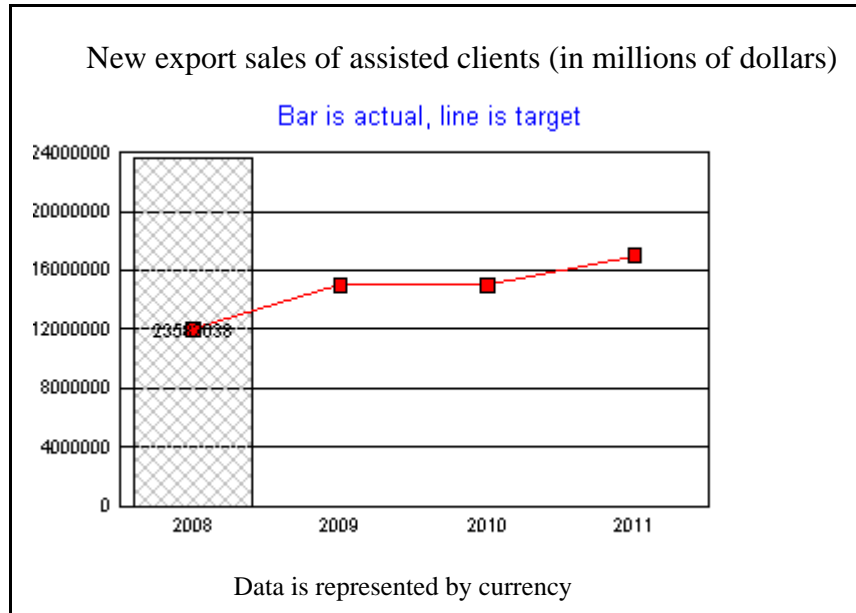


<b>KPM #4</b>	New export sales of assisted clients	2004
<b>Goal</b>	Improve national and global competitiveness of Oregon companies.	
<b>Oregon Context</b>	Oregon Benchmarks: 2 - Trade Outside of Oregon; 6 - Economic Diversification; 16 - Exports.	
<b>Data Source</b>	Companies report sales data to international trade manager.	
<b>Owner</b>	Business, Innovation and Trade, Derrick Olsen (503) 229-6060	



**1. OUR STRATEGY**

Working with private and public sector partners, our strategy is to promote international trade and attract foreign direct investment.

**2. ABOUT THE TARGETS**

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

### **3. HOW WE ARE DOING**

For 2008, the department nearly doubled its target of \$12 million. In addition to \$8,582,638 in sales, there was an additional, single sale for \$15,000,000. It should be noted that OECDD overseas offices provided assistance for agricultural sales in cooperation with the Oregon Department of Agriculture. These sales figures, which accounted for \$1,992,730 of the total, may also be reported by the Oregon Department of Agriculture.

### **4. HOW WE COMPARE**

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

### **5. FACTORS AFFECTING RESULTS**

The previous International Trade Manager was selected as the Business and Trade Development Division Manager, and a new International Trade Managers was hired during the fiscal year. An International Trade Officer was hired to fill a vacancy. The Japan Representative Office Director and Trade and Investment Manager positions were vacant for much of the fiscal year, resulting in less work with Oregon companies in Japan, a key export market.

### **6. WHAT NEEDS TO BE DONE**

We will continue to evaluate the 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 a single, major sale that predominated last year’s total.

### **7. ABOUT THE DATA**

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