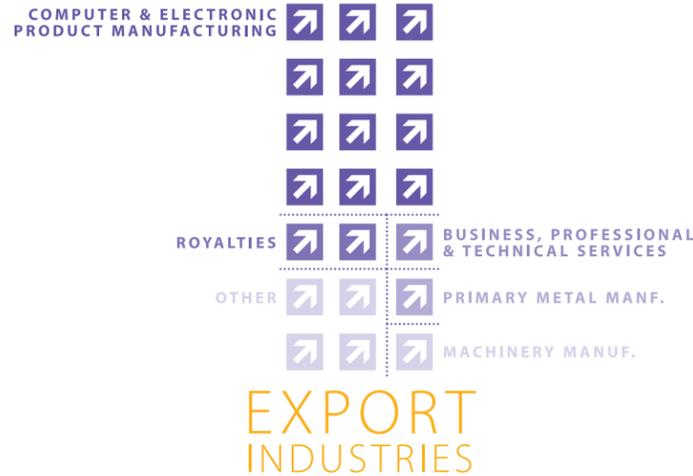


TRADED SECTOR JOB GROWTH


\$1 BILLION EXPORTS = 5,400 JOBS

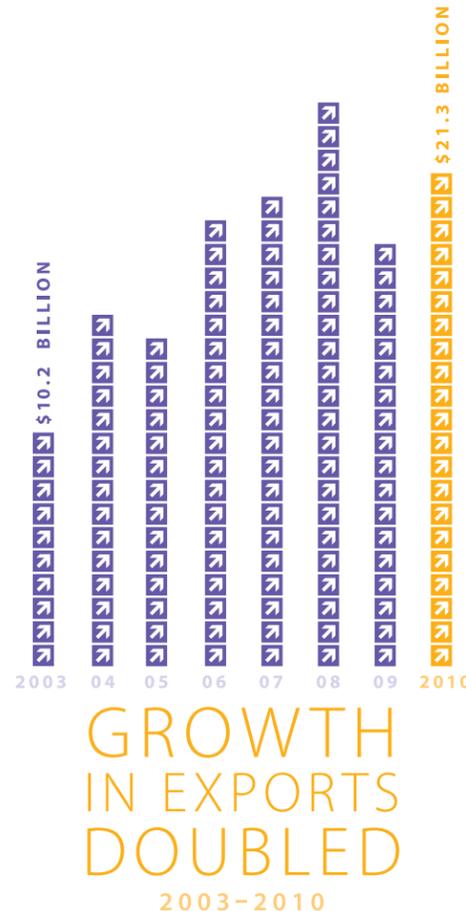



Traded sector businesses are companies that sell many of their products and services to people and businesses outside the Portland region, nationally and globally. Examples include most manufacturing and many professional and business service companies as well as smaller craft businesses with local and global customers. Traded sector businesses may be locally owned and can be small, medium or large in size.

How do traded sector businesses improve the local economy?

- They bring more money into the region.** By selling to people and businesses outside Portland, locally-based traded sector businesses bring new money into the local economy.
- They help keep local money at home.** Through import substitution, which is when Portland residents and businesses purchase locally produced products instead of importing goods and services, they help keep the money Portlanders earn in the local economy.
- They help improve economic equity.** Their productivity and market size tends to lead them to offer higher wage levels. Jobs at traded sector companies help anchor the city's middle class employment base by providing stable, living wage jobs for residents.

For these reasons, Portland's traded sector businesses have the power to drive and expand Portland's economy.



How strong is Portland's traded sector job base?

- In 2008, the Portland region's traded sector businesses brought \$22 billion of export income into the regional economy, which was 21 percent of total regional output.
- Portland ranked second among U.S. metropolitan areas in export growth over five years (2008).
- The 118,700 jobs in Portland's industrial districts accounted for 30 percent of the city's employment, including 30,400 manufacturing jobs and 44,000 wholesale and transportation jobs (2008).
- Transportation and wholesale trade are among Portland's strengths. Unlike many other metropolitan areas, Portland has done a good job keeping manufacturing employment within city limits.

Even so, the traded sector job base can be and must be stronger. A more competitive and supportive environment for traded sector businesses is needed to help strengthen the overall economy and to ensure that more Portlanders have the opportunity to secure stable living wage jobs.

What about other local businesses?

Working to strengthen Portland's traded sector businesses will increase the durability of our local economy and will make Portland more fertile ground for non-traded sector local businesses by raising wages and bringing more money into the region.

Local businesses that are outside the traded sector, such as restaurants, shops and other neighborhood commercial businesses, also play an important role in import substitution. They help define community character, can reduce the need to travel for goods and services, and contribute extensively to Portland's overall attractiveness and resilience.

