

## INDUSTRY CLUSTER (ATHLETIC AND OUTDOOR)



**TRADED SECTOR COMPANIES IN RELATED INDUSTRIES TEND TO COLLECT IN REGIONS WHERE THEY HAVE COMPETITIVE ADVANTAGES, A PHENOMENON CALLED INDUSTRY CLUSTERS. THIS SUPPORTS GREATER ACCESS TO SPECIALIZED SERVICES AND SUPPLIERS, A STRONG INDUSTRY KNOWLEDGE BASE, AND SKILLED, EXPERIENCED WORKERS. INTERNATIONAL BUSINESS RECRUITMENT AND MARKETING, HIGHER EDUCATION PROGRAMS, AND WORKFORCE DEVELOPMENT EFFORTS ALSO CONTRIBUTE TO TARGET CLUSTER COMPETITIVENESS. PORTLAND HAS A STRATEGY TO SUPPORT AND EXPAND A TARGETED SET OF BUSINESS CLUSTERS—ADVANCED MANUFACTURING, ATHLETIC AND OUTDOOR, CLEAN TECH, SOFTWARE, AND RESEARCH AND COMMERCIALIZATION.**