



# MAYOR ADAMS TERM IN REVIEW

## INTERNATIONAL AFFAIRS

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In his 2011 State of the City address, Mayor Adams laid out his vision for Portland as the “scrappiest global city in the United States.” From helping our companies open new markets to welcoming our international guests at PDX Airport in their own languages, defining Portland’s place in the larger world is critical if we want our city to be “more than a suburb of Seattle or San Francisco.”

Mayor Adams implemented this vision through strategy developed with partners throughout the city and the broader region—with clear results. Portland set goals to be a global leader in key industries in the [Economic Development Strategy](#), passed in 2009. The creation of [Greater Portland Inc](#) in 2011 has allowed the region, public and private, to speak as one voice in branding and marketing itself globally. These are the building blocks for a city that knows where it’s going.

### **Blazing the Way for Exports**

With the launch of the [Metro Export Initiative](#) in 2011, Portland became the first city in the United States with a dedicated export strategy. Developed in partnership with the [Brookings Institution](#), Portland was one of four cities to lay out a detailed approach for working with local companies to double exports in five years. This groundbreaking strategy is now coordinated through Greater Portland Inc and led by the Export Leaders Council, co-chaired by [Intel](#) and [Metro Regional Government](#).

Mayor Adams has made it a personal mission to help companies expand to new markets. Efforts include:

- ◆ In 2010, the Mayor led an export mission to [Toronto](#), winning [recognition](#) from the US Department of Commerce and (most importantly) new contracts for Portland companies;
- ◆ In 2011, Mayor Adams led a group of Clean Tech companies to the EcoExpo trade show in [Hong Kong](#);
- ◆ Recognizing the importance of emerging markets, the Mayor pioneered a [Portland trade office in Brazil](#) with the firm Sustainable Hub.

### **A Home for Expanding Business**

Foreign direct investment is the lifeblood of our global city, linking Portland to markets and talent around the world and making this a recognized place to do business in key industry clusters. Mayor Adams fought hard to retain and expand the presence of these companies:

- ◆ During a 2009 mission to Japan, Mayor Adams met with executives from locally invested companies, such as [Ajinomoto](#), which subsequently expanded its Portland facility;
- ◆ Mayor Adams traveled to Germany with the Portland Business Alliance and other partners to visit the home offices of Adidas, Solarworld, and Daimler. In 2010, [Daimler](#)

[Trucks North America](#) announced a new production line at its Swan Island facility;

◆ After recruiting the Danish wind company [Vestas to move its North American headquarters to Portland](#), the City worked with the company to set down roots in the former Meyer and Frank Building;

◆ Mayor Adams [traveled to Madrid](#) on short notice to meet with the CEO of [Iberdrola](#), signaling a strong commitment from the city to retain the Spanish renewables giant.

A successful global city needs global access. Mayor Adams has been a consistent advocate for passenger and freight service at every turn including:

◆ With the economy in recession, the City partnered with the Port of Portland to ensure continued [direct air service on Delta Airlines](#) to Tokyo and Amsterdam;

◆ The Mayor personally supported the expansion of [Air Canada](#) service to Calgary and Toronto;

◆ He was among the leading voices for same-day [rail service to Vancouver](#), as well as moving towards a high-speed rail corridor;

◆ The Mayor worked with the Port of Portland to support air freight service with a new Asiana flight to Korea, and by sea with Terminal 6 operator [ICTSI](#).

### **Green Leadership, Green Growth**

Portland's 2009 Climate Action Plan established Portland as a leading voice for the United States on reducing greenhouse gas emissions, and provided Mayor Adams with the opportunity to promote Portland globally as a leader in green innovation.

Portland launched the [We Build Green Cities](#) campaign with the goal of helping other cities meet environmental challenges and promoting local product and services as part of the solution. Under this green export strategy, the Mayor took a prominent role at the C40 Cities summit in [Sao Paulo](#) and the European Green Capital of [Stockholm](#). The Mayor also signed new international agreements on green development with China, Korea, and Hong Kong, and [Utrecht, Netherlands](#), promoted the [Climate Action Plan \(in Chinese\)](#) during a 2011 trip to Asia, and recruited delegations from around the world to attend the EcoDistrict Summit and to learn about our work through [First Stop Portland](#).

### **Making Portland a Global City**

Being a global city also means internationalizing our own best assets. To recognize and promote our global companies, Mayor Adams worked with the [Oregon Consular Corps](#) to create the [International Business Awards](#). This annual dinner recognizes the achievements of global companies in both exports and investment, and serves as the signature event for [Oregon's World Trade Week](#). The dinner attracts foreign business and diplomatic delegations from around the world, and provides our companies with the opportunity to meet with foreign trade representatives.

Under Mayor Adams, the City of Portland was an early investor in plans for an expansion of the [Japanese Garden](#), under the direction of famed architect Kengo Kuma. In 2011, Mayor Adams traveled to Tokyo where he partnered with the Garden's Executive Director Stephen Bloom in launching the expansion drive.

Mayor Adams worked with Portland's nine sister city organizations to internationalize [Rose Festival](#) activities beyond the annual landmark dragon boat races. In 2011, Portland welcomed the mayors of Ulsan, South Korea and Kaohsiung, Taiwan for the first time. In addition, the Rose Festival

included a performance by the full Ulsan Symphony Orchestra, and art exhibitions from Bologna and Suzhou. The sister cities partnered with Regence to present a float at the Grand Floral Parade, raising the bar for international participation in Portland's official festival.

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