

July 19, 1994

Introduced By: BRUCE LAING

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Proposed No.: 94 - 477

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MOTION NO. 9339

A MOTION approving the 1994 Work Program of the Trade Development Alliance

WHEREAS, economic development and job growth is a high priority of King County and trade contributes significantly to economic well-being and jobs in the county, and

WHEREAS, the Trade Development Alliance is dedicated to making this region one of North America's premier international gateways and commercial centers, and

WHEREAS, the county wishes to continue its support of the Trade Development Alliance through a contractual relationship with the Alliance, and

WHEREAS, the 1994 budget contains a proviso requiring the council to approve the Alliance's 1994 Work Program before the \$25,000 in supplemental dues can be expended,

NOW, THEREFORE BE IT MOVED by the Council of King County: The 1994 Trade Development Alliance Work Program is approved and the budget proviso satisfied.

PASSED this 25<sup>th</sup> day of July, 1994.

Passed by a vote of 10-0.

KING COUNTY COUNCIL  
KING COUNTY, WASHINGTON

Kent Pullen  
Chair

ATTEST:

Donald A. Peterson  
Clerk of the Council

Attachment: Trade Development Alliance, 1994 Work Program.



TRADE  
DEVELOPMENT  
ALLIANCE  
of  
GREATER  
SEATTLE

**TRADE DEVELOPMENT ALLIANCE  
of Greater Seattle**

**1994**

**Work Program**

**MISSION STATEMENT:** The Trade Development Alliance of Greater Seattle is dedicated to making this region one of North America's premier international gateways and commercial centers. Through cooperative efforts, this coalition of public- and private-sector organizations will elist its partners' and members' unique and diverse resources to accomplish this goal.

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**GOAL L. To enhance the reputation of Greater Seattle as a premier international business center and the Port of Seattle as a premier gateway and world port by marketing the region's and the port's outstanding assets in priority international and domestic markets.**

**Strategy A. Consensus-building efforts among Alliance partners on international promotion plan.**

Develop an International Promotion Plan that establishes agreement among Alliance partners (with involvement of Advisory Committee and Alliance members) on the Alliance's messages, its target markets, and the methods and tools used to accomplish this goal.

1. Establish the marketing messages:
  - a. Reexamine "Crossroads" theme.
2. Produce updated version of "International Market Report."
3. Implement International Promotion Plan.

**Strategy B. Outbound missions and follow-up.**

Implement program of outbound missions and follow-up to selected high-priority marine, aviation, export, tourism and investment markets:

1. Trade Alliance-initiated missions/trips:
  - a. December 1993 Vietnam mission follow-up plan.
  - b. May 1994 mission to Singapore, Malaysia and Indonesia.
  - c. Fall 1994 trip?
2. Trade Alliance-assisted missions:
  - a. Kansai Intercity Visit, April 1994.
  - b. Washington Week in Sweden, April 1994.
  - c. Seattle-Ber Sheva Sister City Association mission, fall 1994.
  - d. Washington Week in London, 1995?

**Strategy C. Inbound trade/business missions.**

Guarantee the sensitive and professional management of inbound trade missions:

1. Solicit inbound missions from high-priority markets
  - a. Potential mission from Vietnam.
  - b. Potential mission from East Java, Indonesia.
2. Provide forum for inbound delegations to present trade and business opportunities with their country or region.
3. Assist Alliance partner organizations and member organizations and/or companies with visiting missions by providing contacts, information, etc., to visitors.
4. Offer briefings and presentations on Greater Seattle's economic conditions and international business opportunities to visiting delegations.
5. Meet with visiting foreign trade and economic officials and experts referred to us by other contacts, including World Affairs Council's International Visitors Program.

**Strategy D. General promotional efforts.**

Utilizing publications, information and other tools, build awareness of Greater Seattle in ways that complement our mission-related activities:

1. Continue to enhance and market our publications by building upon our marketing kit, including development and publication of fact sheets, foreign-language materials, computer disc, etc.
2. Commence production of international marketing video.
3. Respond to local, national and international media requests on information, contacts or interviews about Greater Seattle's international competitiveness and encourage publication of news articles about Greater Seattle in international media.
4. Distribute materials on Greater Seattle to important information centers overseas, including World Trade Center libraries, embassies, consulates, Washington state trade offices, American chambers of commerce, etc.
5. Recruit meetings hosted by international organizations, multilateral agencies, U.S. agencies and foreign governments, and encourage the location of international organizations' offices and foreign consulates and trade offices in the Greater Seattle area.
  - a. APEC follow-up: Assist Port of Seattle, City of Seattle and Washington state in their follow-up strategies.
  - b. Work with other local organizations to develop strategy for attracting PVOs.
6. Promote Port and Greater Seattle in domestic markets targeted by the Port and Greater Seattle international services businesses:
  - a. Washington Agricultural Showcase, summer 1994.

**GOAL II. To provide Trade Alliance members and partners assistance in developing international business and building domestic and international relationships.**

**Strategy A. Information and referral.**

Provide assistance to Alliance members and broader Greater Seattle business community using Alliance contacts and knowledge.

1. Publish quarterly newsletter with information on general trade issues, target markets, international strategies, company profiles and specific business development opportunities with visiting delegations.
2. Provide Trade Alliance products and publications at reduced prices to partners and members.
3. Refer inquiries to other established nonprofit and government trade assistance organizations with specific assistance programs and services, such as the Export Assistance Center of Washington, the International Trade Administration, colleges and libraries.
4. Assist Greater Seattle Chamber of Commerce by handling general telephone and walk-in requests for international trade information and referral.

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5. Use Asia-Pacific Council of American Chambers of Commerce (APCAC) network to assist Greater Seattle area businesses and their interests in Asia.
6. Work with Seattle Public Library and King County Library System to disseminate information on trade and international business opportunities that come through the Trade Alliance offices.

**Strategy B. Business development and educational opportunities.**

Provide forums or assist other organizations in offering events that provide Greater Seattle businesses with important contacts with international companies, as well as U.S. and foreign government agencies.

1. Host breakfast meetings and other programs with visiting business delegations.
2. Assist Alliance partners and other organizations in sponsoring programs that provide practical information on doing business in targeted markets:
  - a. Opportunities in international development work program with Washington State Dept. of Trade and Economic Development, National Association of State Development Agencies and the U.S. Trade and Development Agency, February 1993.
  - b. North Seattle Community College's International Trade Institute programs on doing business in Malaysia, Indonesia and Singapore, March 1994.
  - c. As member of Ex-Im Steering Committee, work with other members to determine future of this event.
3. Work with King County government to establish strategy to assist King County businesses develop international business expertise.

**Strategy C. Data base development.**

Build upon and improve the Alliance's computer data base, which incorporates our knowledge of Greater Seattle area firms' interests in key markets.

1. Update and maintain matchmaking data base on area companies and organizations and their international interests:
  - a. Survey new members and resurvey membership annually.
  - b. Broaden and deepen data base with additional lists and more information.

**Strategy D. Relationship building with other regional organizations.**

Build relations with Tacoma World Trade Center, local economic development organizations and other business networks to assist in regional promotional efforts and coordination of business assistance.

1. Seattle World Trade Center.

**GOAL III. To ensure that Greater Seattle delivers as an international business center and as a friendly region for international visitors.**

**Strategy A. Build up public awareness.**

Through programs, media relations and information, help raise awareness in our community about the importance for Greater Seattle of remaining competitive in the global economy.

1. Assist Alliance partners and other organizations in sponsoring luncheons, receptions, conferences and other programs that enhance our community's awareness of the importance of international trade, port activity, investment and tourism to the regional economy. Ensure that Alliance members are invited and/or involved.
  - a. Governor's annual export award.
  - b. Annual World Affairs Council's Consular Corps Reception and World Citizen Award Dinner.
  - c. KPMG Peat Marwick foreign investment luncheon.
2. Assist educational, art and cultural and sister-city organizations with activities that promote international awareness. Target activities to complement priority markets selected by the Trade Alliance.
3. Serve on boards, advisory committees, task forces and ad hoc committees of organizations that have a mission complementary to that of the Alliance:
  - a. Puget Sound Regional Economy Strategy Project.
  - b. Governor's Advisory Committee on International Trade.
4. Host monthly International Staff Group meetings and quarterly International Career Workshops.
5. Build awareness of importance of maintaining Greater Seattle's competitiveness in the global economy by speaking before community groups on the issue and writing op-ed pieces for newspapers and journals and news articles for newspapers and newsletters, and assisting Executive Board members in the above activities as well.

**Strategy B. Making Seattle "User Friendly."**

Work with regional businesses, organizations and public agencies to make Greater Seattle an attractive locale/destination for foreign tourists, businesspeople, students, etc.

1. Seek funding to implement Executive Board's recommendations of findings from "Is Seattle a 'user friendly' region?" survey of international firms and foreign consuls.
  - a. Develop foreign-language materials, including a "Traveling Companion to Greater Seattle."
  - b. Work with financial institutions to increase accessibility to foreign-exchange facilities.

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**TRADE  
DEVELOPMENT  
ALLIANCE  
of  
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William B. Stafford

Executive Director

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EXHIBITIVE 10 (A) (1)

**CHAIR:**  
Mr. Gary R. Swanson  
Area President  
First Interstate Bank of  
Washington  
Northwest Region

**VICE CHAIR:**  
Mr. Joseph Mancaram  
Director  
Government of  
International Affairs  
Boeing Commercial  
Airplane Group

The Honorable  
Cheryl Chow  
Seattle City Council

The Honorable  
Patricia Davis  
Commissioner  
Port of Seattle

Mr. M. R. Dinsmore  
Executive Director  
Port of Seattle

The Honorable  
Suz Donaldson  
Seattle City Council

Mr. George Duff  
President  
Greater Seattle Chamber  
of Commerce

The Honorable  
Gary Grant  
Commissioner  
Port of Seattle

Mr. Ron Judd  
Executive Secretary  
King County Labor  
Council

The Honorable  
Bruce Lutz  
King County Council

The Honorable  
Gary Locke  
County Executive  
King County

Mr. Tomio Moriyoshi  
President  
Uwajimaya, Inc.

The Honorable  
Greg Nickels  
King County Council

Mr. Mark Reil  
Director, Strategic  
Planning  
Port of Seattle

The Honorable  
Norman B. Rice  
Mayor  
City of Seattle

Mr. Stanley D. Savage  
Vice Chairman  
Scafrini Bank

Mr. Pat Vukich  
President  
International Longshoremen's  
& Warehousemen's Union,  
Local 19

**TRADE DEVELOPMENT ALLIANCE OF GREATER SEATTLE**  
*Amendment to 1994 Work Plan*

With the assistance of the Metropolitan King County Government develop a marketing document that presents investment and trade opportunities within King County. The document should be able to be used by both the Alliance for its overseas and domestic marketing efforts and King County for its economic development program.