

# International Competitiveness Strategy for Washington State



## Overview

The Trade Development Alliance of Greater Seattle and the Washington Council on International Trade partnered to create the *International Competitiveness Strategy for Washington State*. The findings show that Washington state will benefit from a coordinated, statewide strategy for how we leverage our assets and new investments to increase our international competitiveness.

## Key Findings

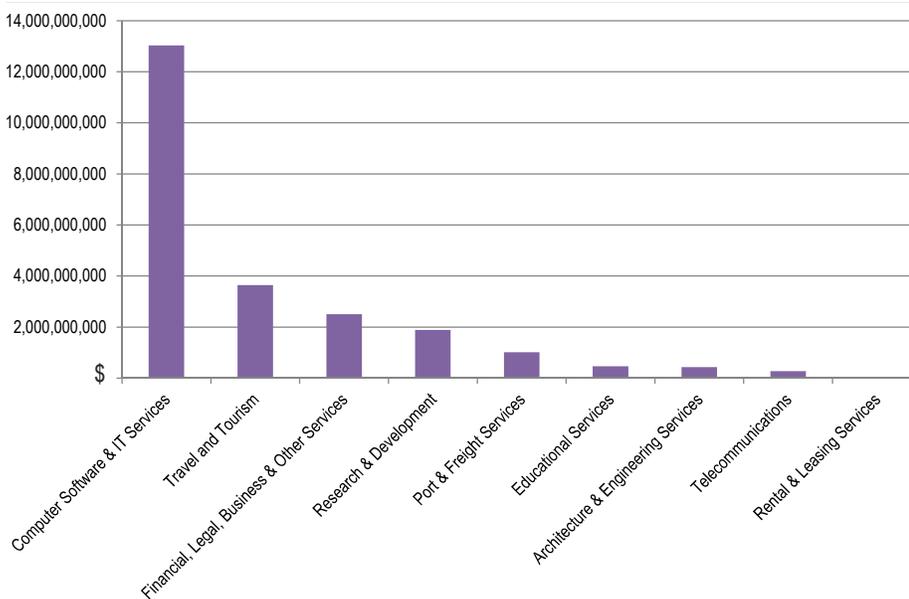
**International trade is a key driver of our state's economy.** It spans across nearly every industry sector - from agriculture to aerospace to IT to tourism. Based on new research, nearly 40% of all jobs in Washington can be tied to trade-related activity, making our state one of the most trade-engaged economies in the country.

**The state government has a key role to play.** Much of our country's trade policy is set at the federal level, however, state government is crucial to Washington's international competitiveness.

**Services are an increasingly important part of our trade economy.** While it is widely known that Washington is a leader in merchandise and commodities exports like agriculture and aerospace, we are also a growing leader in export services such as IT and tourism.

**40% of all jobs in Washington state are tied to trade**

Washington Service Exports by Sector - 2010



“Our elected officials, business leaders and others will benefit greatly from a better understanding of how they can maximize job creation through steps like increased freight mobility, enforcement of intellectual property rights, investment in a skilled workforce and a business climate that maintains Washington’s status as a strong base for global operation.”

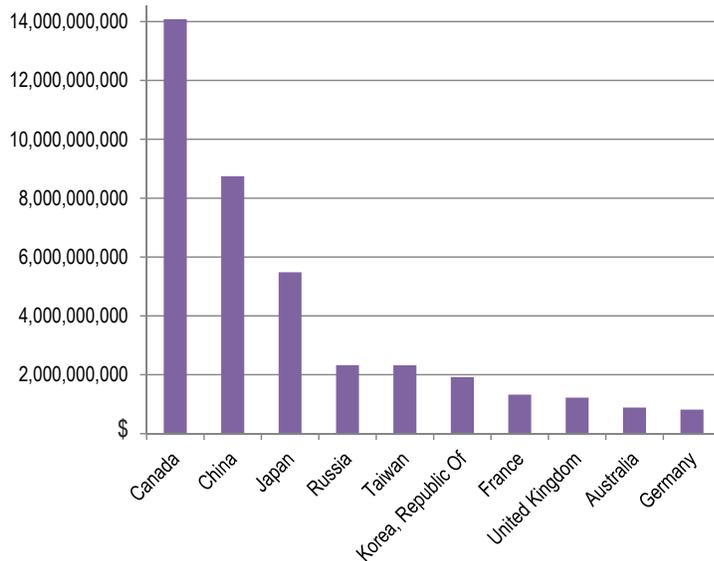
Eric Schinfeld, President WCIT & Sam Kaplan, President TDA

**Washington ranks 5th in the U.S. for export of services like software and tourism.**

# International Competitiveness Strategy for Washington State Key Findings

**Imports have a significant benefit to Washington state employment.** For Washington - as an Asian gateway and as the home to a wide diversity of retail and manufacturing headquarters that leverage global supply chains - imports also mean jobs.

**Top Countries for Washington Goods Imports - 2011**



## Recommendations

The goal of this strategy is to provide clear, actionable tactics to improve Washington's international competitiveness. The strategy offers six recommendations that will have the maximum impact on increasing the ability of Washington to successfully engage internationally:

1. Implement a Washington state trade communications campaign to reinforce the importance of trade regularly and consistently
2. State-level advocacy for increased investments in international competitiveness, including investments in departments of agriculture, commerce and tourism
3. Continued growth of Washington's federal trade policy advocacy capacity, including more harbor maintenance tax benefits and enforcing global intellectual property rights
4. Leverage other strategies to increase port competitiveness, especially at the state and federal level.
5. Create a statewide international competitiveness coordinating committee and annual conference to engage key stakeholders to discuss issues and opportunities
6. Increase trade by Washington companies in key industries and with targeted countries, specifically China and developing countries in Southeast Asia, the Middle East and Africa

**25% of jobs related to trade in Washington are linked to imports**

**Washington's international engagement goes beyond imports and exports.** Foreign direct investment provides capital for our state's businesses and infrastructure, as well as direct employment of Washington residents. Immigrants and foreign-born residents strengthen our workforce, drive innovation and bring with them connections to our trading partners.



### About the Washington Council on International Trade

For 38 years, the Washington Council on International Trade (WCIT) has been the leading policy resource for Washington state companies engaged in international trade. Broadly respected for its credible and independent voice, WCIT is the primary information resource on international trade issues for elected representatives, business leaders, the media, educators and community groups in Washington state. Please visit us at [www.wcit.org](http://www.wcit.org).



### About the Trade Development Alliance of Greater Seattle

The Trade Development Alliance of Greater Seattle is a collaboration of the City of Bellevue, City of Everett, City of Seattle, Seattle Metropolitan Chamber of Commerce, Pierce County Government, Port of Everett, Port of Seattle, Port of Tacoma, Snohomish County Government, and union leadership to promote, connect and educate the Greater Seattle region internationally for trade and business. Please visit us at <http://www.seattletradealliance.com/>