

# Oregon Business Council

## Driving Oregon's Economic Growth Using Cluster-Based Strategies

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OEDA Conference

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## What is the Oregon Business Plan?

- A shared vision of Oregon's economic future and what it takes to get there
- A common agenda for the business community
- A sustained, productive partnership between business and public leaders
- Goal: quality jobs for all Oregonians



## Traded Sector Drives Growth

Most jobs are here: schools, hospitals, grocery stores, restaurants



But firms in this sector drive the economy and tend to cluster

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## OBP Vision: Traded Sector Success Through Innovation

- **Leading-edge traded sector (export) companies are the engine that grow quality jobs and statewide prosperity.**
- **Oregon has many companies competing well through innovation in product and process, good R&D, smart marketing, and other practices.**

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## Oregon's Key Industry Clusters

- **High Tech**
  - Semiconductors
  - Software
  - Bioscience
- **Advanced Manufacturing**
  - Metals
  - Machinery and transportation equipment
- **Athletic and outdoor clothing and gear**
- **Creative Industries**
  - Film and Video
  - Design
- **Natural Resources**
  - Forestry and Wood Products
  - Ag/ Nurseries
  - Food processing
  - Tourism
- **Clean Technology**
  - Solar manufacturing
  - Environmental Technology and Services
  - Energy Efficiency
  - Electric vehicles
  - Green building and design
  - Wind energy
  - Wave energy



## Oregon Cluster Network

- Launched in 2005
- Meets 4-6 times/ year
- Comprised of leaders from each of Oregon's traded sector clusters ( $\approx 20$ )
- All supporting institutions & economic development practitioners invited
- Guided by a Steering Committee of cluster leaders representing clusters at all stages of maturity.



## Cluster Network Goals

- **Identify** Oregon's mature, emerging, and potential industry clusters.
- **Convene** cluster leaders as they work to accelerate innovation and industry growth.
- Consciously **connect** industry leaders with university researchers, schools, media, venture capital, and other resources.
- Use clusters to help generate business recruitment leads, develop relevant economic & market data, guide public policy, and share best practices.



## Cluster Network Topics

- *December 2010*: Oregon Leadership Summit – Cluster's top priorities
- *January*: Clusters and Legislative Advocacy
- *March*: How Clusters Drive Innovation
- *May*: Access to Capital -- Investing in Oregon
- *June*: Energy as a Controllable Cost
- *September*: How Clusters Measure Competitiveness



## Dec.2 Oregon Leadership Summit

- Cluster lunches
- Learn:
  - the industry's history in Oregon, key industry trends, and key competitor regions for the industry.
  - how the industry impacts the Oregon economy.
  - how to help industry leaders improve their industry's competitiveness.
- Have a dialogue about the industry and its future in Oregon.



**Visit:**  
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