

Success Story

Trade Mission to South America Kicked off in Fall 2020

Business Oregon, Prosper Portland and US Commercial Office teamed up on a virtual trade mission to Chile, Peru and Colombia last fall using SBA STEP (export) grant funding. The mission started with a market briefing by each of the three countries then continued with a series of B2B meetings for each of the 7 Oregon participants. The two-week series of 80 meetings ended, and there was much excitement about the quality of the meetings and prospects for export business. The three governmental partners (city/state/Federal) moved forward with yet another two weeks of meetings and 80 more meetings with another group of 6 Oregon businesses!

Trade specialists Alexa Byers, Sunun Setboonsarng, Pam Neal, Melissa McInnis, Haissum Shah worked with several colleagues in the three markets of Chile, Peru and Colombia. The coordination was excellent, and we want to thank our partners and Verbio Translation for the work involved in helping the Oregon exporters of transportation, security and environmental products.

One of the companies has secured a new importer/distributor. Two others are in the process of sending demonstration products to the market. It will be another several months at least before we have solid export figures from this low-cost virtual event, but the feedback from Oregon companies has been very positive and the numbers we are seeing so far are very encouraging.

This project will be the model for a second one of its kind. This time, Business Oregon will focus on SE Asia – specifically, The Philippines, Thailand and Malaysia.

Alexa G. Byers, CGBP
Global Trade Specialist
Business Oregon
www.oregon4biz.com
c: 503-475-1832