



TRADE
DEVELOPMENT
ALLIANCE
of
GREATER
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November 4, 2008

Dear Public Official:

Our Economy is International

In the midst of the worldwide financial crisis, when you meet with your constituents and talk with community groups, the economy will be topic number one, two and three. Because of the unique international ties of our region, when we talk economics we have to talk about international business. To assist in this conversation, we present the International Business and Competitiveness Kit for your use.

Whether you're speaking with reporters, constituents and community groups our kit will help you with statistics and stories about the intricate and broad ties of the Greater Seattle region to the international economy. The kit will also help as you make public policy decisions affecting our ties to the international economy.

Whether it is the goods flowing through our ports, international students studying in our schools, tourists at our hotels, theaters and museums or foreign companies employing our workers, the international economy covers a lot of ground in Greater Seattle. The Kit talks about our:

Our Friends and Neighbors

Marine View Farms in Snohomish County sells cabbage seed all over the world. A small family owned business, Marine View is one of the more than 80 percent of companies exporting in our region that are small and medium size businesses.

International Education

A young Korean from Daejeon, Korea studying at Everett Community College reflects another important export of our region. He is one of the 77 international students at Everett and one of the 11,000 international students studying at our other state institutions of higher education. These students contribute \$260 million to Washington State's economy each year.

And Much, Much More

With Boeing, Microsoft and PACCAR selling more than half of their goods and services to overseas customers, no wonder we are the most internationally tied region in the United States. From the Port of Tacoma to Toray Composites, from PopCap to Fluke, international business infuses our economy.

International Trade and Business Kit

The enclosed kit provides:

- **A Fact Sheet** providing statistics and background on the many ways Puget Sound is tied to the international economy.
- **Talking Points** that can assist in making compelling speeches to organizations and groups on the importance of international trade and business to our region.
- **Faces of Trade** brochure featuring the stories of businesses and institutions positively affected by trade and international engagement.

The kit can also be found at our web site at www.seattletradealliance.com--just click on “Puget Sound’s Trade and Competitiveness” in the “About Greater Seattle” submenu. If you have any comments on the Kit as a whole and how to improve it, please contact us.

Raising Awareness of International Ties and Staying Competitive

Our goal is to assist our public leaders answer questions and to raise awareness in our community about our region’s intricate international connections, as well as to provide useful information for participants in the regional discussion of what our region can do to be successful in creating jobs and a prosperous economy. We look forward to working with you as we provide information on the importance of international trade, business and competitiveness to help make our region stronger.

Sincerely,

William B. Stafford
President