

NEW RELEASE

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PORTLAND, ORE. (May 19, 2016) – World Trade Week Event Recognizes Seven Oregon Companies and Individuals

Helping children with diabetes live without pain, sharing Oregon berries around the world and recruiting foreign students to Oregon colleges and universities ...these were just some of the accomplishments of Oregon companies recognized at last evening's Oregon Consular Corps Celebrate Trade event.

As part of World Trade Week, the annual event recognizes the significant contribution Oregon's traded sector companies and nonprofits make to the region's economic vitality and quality of life. Awards were given in seven categories.



Mayor Charlie Hales and Sean O'Hollaren, Nike Senior Vice President of Government and Public Affairs, were keynote speakers.

This year's award recipients included:

Oregon Berry Packing - *Governor's Trade Leadership Award*

Genteel - *Emerging Oregon Exporter*

Volaris (airlines) - *Foreign Direct Investment*

SSI Shredding - *Global Leader*

The Portland Loo - *New Exporter*

Joseph Y. Yun, United States Ambassador to Malaysia - *Individual Achievement*

Study Oregon - *Ambassador Award*

View their stories [here](#).

Mayor Charlie Hales, Maria Elena Gomez, Volaris PDX Station Manager; Miguel Aguiniga, Volaris Sr. Sales Manager, USA-Mexico; and James Rudd, Dean of the Oregon Consular Corps celebrate the Volaris award.

The "Celebrate Trade" event also raises funds for the Oregon Consular Corps Scholarship Program which provides scholarships to students at Oregon universities. These funds allow Oregon's next generation of leaders to study abroad, gain international experience and expand their own cultural competence as they prepare to enter an increasingly global workplace.

This year's scholarship recipients included: Marie Ellsworth and Jessica Tran, Oregon State University; Sophia Freuden and Amy Azania Omondi, Lewis & Clark College; Monica Kamin and Gretchen Rude, University of Oregon; and Chiara Nicastro and Melissa Pineda, Portland State University.

Major sponsors included the, the Port of Portland, Nike, Oregon Lottery and Hoffman Construction. Business Oregon, the City of Portland, Greater Portland Inc., Oregon Consular Corps, Oregon Department of Agriculture, Pacific NW International Trade Association, Portland Business Alliance, Portland Development Commission, Travel Oregon and the U.S. Department of Commerce hosted this year's event.

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Award details:

Oregon Berry Packing - Governor's Trade Leadership Award

Established in 1948, and now operated by the third generation of the Malensky family, OBP has grown to be one of the largest suppliers of high valued fresh, frozen and dried blueberries, cane berries and strawberries in both domestic and international markets.

Recognizing the need to expand markets outside the United States, second generation owner Roy Malensky rapidly began to create market success in several Asian countries, particularly Japan, in 1996.

In concert with the Oregon blueberry industry, in 2003 Oregon Berry Packing was among the first to encourage the USDA to pursue opening South Korea for fresh blueberry exports. After 10 years of negotiations between the U.S. and Korean governments, Oregon was the only blueberry production area in the world to gain access. Those clients continue into 2016 with notable customers like Häagen-Dazs ice cream in Japan being among the most recognized consumer brands.

As Pacific Rim business continued to grow, Roy's son Jeff Malensky, the current OBP president, accompanied both Governor Kitzhaber and Governor Brown on their trade missions to Asia. As a result of these and other efforts, in 2010 OBP was one of the first U.S. companies to ship fresh blueberries into India and OBP now sells its products in more than a dozen other countries in Asia, Europe, South America and the South Pacific.

Genteel - Emerging Oregon Exporter

Genteel Inc.'s CEO and Chief Research Engineer, Dr. Chris Jacobs, developed a patented, pain-free precision lancing device for diabetes patients to use in drawing blood for daily diabetes blood-sugar level testing. While the company is registered in Midland, Texas, a location that serves as the company's order fulfillment and shipping center, Genteel Inc. has its management, production, sales and research facilities in West Linn, Ore., which functions as the effective headquarters for the company.

After launching their export business last year, the company has achieved over \$56,000 in export sales to importers and distributors in Kuwait, Saudi Arabia, South Africa and South Korea. The company has also seen significant export sales to individual consumers in 39 countries, with their largest business to consumer export markets in Spain, the UK, Canada, Australia and Poland.

Volaris - Foreign Direct Investment

Based in Mexico City, Volaris Airlines was founded in 2006 and since then has grown to serve more than 60 million customers on 152 routes. They launched their new service between Guadalajara and Portland International Airport in October of 2014 and the route has grown to serve both leisure and business travelers in the Portland market.

SSI Shredding - Global Leader

Founded in 1981, SSI is a privately owned designer and manufacturer of low-speed, high-torque shredders, "pre-load" transfer station compactors, and fully-integrated size reduction systems. The company employs about 180 people at their 100,000 square foot, full-service manufacturing site in Wilsonville, Ore. and has installed more than 3,000 systems in over 60 countries across all seven continents.

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The Portland Loo - New Exporter

The Portland Loo provides a single use public restroom that provides a necessary service as efficiently as possible, but they are now being marketed beyond our national borders.

Made of stainless steel and constructed with crime prevention in mind the Portland Loo is able to stand up to the abuse of high volume use. Working out of their headquarters within Madden Fabrication in Northwest Portland, the company currently employs five people and has annual sales approaching \$1 million.

Designed and built in Portland and shipped all over the United States and Canada The Portland Loo is being recognized as the leading standard in public restroom design.

Joseph Y. Yun, United States Ambassador to Malaysia - Individual Achievement

Mr. Yun, his wife Melanie and son Matthew, maintain a home in Portland where Melanie is an adjunct professor at Portland State University, specializing in dispute resolution.

Mr. Yun and his civically engaged wife have distinguished themselves in many ways while living in Kuala Lumpur. With a particular interest in resolving critical problems in Sabah (a state in northern Borneo) relating to troublesome conversion of native forests to palm oil plantations and the concomitant displacement of indigenous fauna, the Yuns recognize the demands of a developing nation and conflicts with conservation.

Working with Metro, the Oregon Zoo, and the World Forestry Center Mr. Yun has gone above and beyond normal expectations to build lasting conservation bridges between Oregon and Malaysia, exporting the Oregon environmental ethic to Malaysia.

Mr. Yun will end his assignment as ambassador in a few weeks and will leverage his career accomplishments into becoming the United States envoy to North Korea.

Study Oregon - Ambassador Award

Formed in 1999 with a goal of promoting Oregon as a destination for study for students from abroad, Study Oregon markets and promotes the State and all of the education opportunities more collectively, on the theory that they will all benefit as institutions through increased knowledge and awareness of Oregon as a destination.

Back when Study Oregon began their activity, Oregon was simply not well known internationally among students and parents, and tended to get lost in between Seattle and more popular destinations in California.

More than 18 schools are members of Study Oregon including community colleges, four- year public and private universities and colleges as well as graduate programs and English Language Study schools. They all share the common belief that education is a valuable services export that helps enrich the lives of students here at home, creates lifelong relationships across borders and boosts travel and tourism in Oregon.

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