

## PORTLAND, ORE. (May 20, 2014) – Seven Recognized for International Trade Leadership

# CELEBRATE TRADE

## OREGON INTERNATIONAL BUSINESS AWARDS AND CONSULAR CORPS SCHOLARSHIP GALA

What do a bicycle helmet company, a band called "Pink Martini" and a Grants Pass manufacturer of air quality monitoring equipment have in common? They were all among the recipients of the international business awards presented by the Oregon Consular Corps and other regional government, international trade and business leaders at the May 19th *Celebrate Trade* event.

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

Governor John Kitzhaber and Mayor Charlie Hales were keynote speakers.

This year's award recipients included:

- Bob's Red Mill Natural Products - Governor's Trade Leadership Award
- Met One Instruments, Inc. - Oregon Export Leader
- Shimadzu USA Manufacturing, Inc. - Foreign Direct Investment
- ZGF - Global Leader
- Nutcase Helmets - New Exporter
- Maria Wulff, President World Affairs Council - Individual Achievement
- Pink Martini - Ambassador Award



**Governor John Kitzhaber**

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.

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, the Port of Portland, and the U.S. Department of Commerce hosted this year's event.

### **Award detail:**

#### ***Bob's Red Mill Natural Products - Governor's Trade Leadership Award***

Last year Bob's Red Mill experienced a 63 percent growth in its export sales, compared to 2012. They entered several new international markets, including Kuwait, Thailand, Uruguay, Brazil, China, South Korea, India and Cambodia. At the same time, the company also significantly increased export sales into its existing international markets of Australia, Canada, Singapore and Saudi Arabia.

### ***Met One Instruments, Inc. - Oregon Export Leader***

This privately-owned Grants Pass business employs more than 110 Oregonians statewide. Their Air Quality and Meteorological monitoring equipment products are sold in more than 75 countries and current annual exports to China and India total more than \$10 million.

### ***Shimadzu USA Manufacturing, Inc. - Foreign Direct Investment***

Shimadzu USA Manufacturing, Inc., a leader in the manufacture of high quality analytical and clinical instruments. Since 1997 their North American flagship facility in Canby has invested more than \$5 million in a 54,000 square foot expansion that doubled their footprint. About 70 percent of their products are exported to Canada, Europe, China, Australia, Singapore and Central/South America. Their Oregon facility is one of the most productive and profitable plants in the worldwide organization.

### ***ZGF- Global Leader***

ZGF specializes in design to reduce impacts to the global environment. The company works with clients around the world in locations including Vietnam, Canada and multiple locations in China. In addition the company frequently participates in state and city trade missions helping position the city and the state as resources for the latest in sustainable building expertise.

### ***Nutcase Helmets - New Exporter***

Nutcase sells half of their products overseas with \$2.5 million of their revenue coming from a variety of global markets including Europe, Japan, Australia/New Zealand, Canada and South America. They recently participated in the trade and development mission to Japan, a trip sure to boost business prospects there.

### ***Maria Wulff, President World Affairs Council - Individual Achievement***

The mission of the World Affairs Council is to broaden public awareness and understanding of international affairs and to engage Oregonians with the world. Maria Wulff has distinguished herself, Portland, and Oregon as president of the World Affairs Council. Before becoming chief executive of the Council, Maria worked for more than 20 years in international business as managing director of an import company based in the Philippines. She has lived in Morocco, the former Yugoslavia, and England. She has traveled extensively in more than 60 countries. Her record of civic engagement in Oregon is exemplary. Maria holds bachelor and master degrees from Portland State University, a certificate in Central European Studies from University of Zagreb in Croatia, and a graduate business degree from Harvard University.

### ***Pink Martini - Ambassador Award***

In 1994 in his hometown of Portland, Thomas was working in politics and was dismayed at the quality of music frequenting political fundraisers. Inspired by music from across the world--crossing genres from classical, pop and jazz—and hoping to appeal to disparate audiences, Thomas founded Pink Martini. His goal was to provide beautiful and more inclusive music for causes such as civil rights, affordable housing, public broadcasting, education and parks.

A year later, Thomas called China Forbes, a Harvard associate, who was living in New York, and asked her to join Pink Martini. They began to write songs together. Their first song, "Sympathique," became an overnight sensation in France. Says, Thomas Lauderdale, "We're very much an American band but we spend much time abroad and therefore have the incredible diplomatic opportunity to represent a broader, more inclusive America.