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SENATE BILL 5829

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State of Washington                      60th Legislature                      2007 Regular Session

By Senators Kauffman, Kastama, Shin, Kilmer and Rasmussen

Read first time 02/02/2007.      Referred to Committee on Economic Development, Trade & Management.

1            AN ACT Relating to expanding export assistance statewide; and  
2 adding a new section to chapter 43.31 RCW.

3 BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF WASHINGTON:

4            NEW SECTION.    **Sec. 1.** A new section is added to chapter 43.31 RCW  
5 to read as follows:

6            The legislature finds that currently the overwhelming majority of  
7 companies assisted by the department of community, trade, and economic  
8 development in export sales are located in the Puget Sound or Spokane  
9 regions and that there is a need for better outreach to all areas of  
10 the state in order to help new-to-export companies compete in the  
11 global marketplace. The legislature also finds that there exists a  
12 need to locate more overseas offices in regions of strategic importance  
13 to the state.

14            (1) The department shall expand its export assistance services to  
15 businesses throughout the state by establishing partnerships with local  
16 organizations, including small business development centers, associate  
17 development organizations, ports, and local governments.

18            (2) The new export assistance partners will target both new-to-  
19 export and existing exporters to provide seminars and one-on-one

1 counseling to owners and managers of small and medium-sized companies  
2 that have not previously exported to enable them to: Determine whether  
3 exporting is appropriate for them; develop their capacity for engaging  
4 in exporting; begin the export process; and more successfully utilize  
5 other export assistance available to them.

6 (3) The department shall hire an outreach coordinator for the new  
7 export assistance partners. The duties of the outreach coordinator  
8 include: Developing training curricula; providing training to local  
9 partners; serving as liaison with the Seattle, Spokane, and foreign  
10 offices; providing information; and coordinating state outreach with  
11 the new foreign assistance partners.

12 (4) The department shall create a foreign direct investment  
13 program. The program shall include a program manager position and  
14 business recruitment managers. Program staff shall work with associate  
15 development organizations and foreign offices. Program staff are  
16 responsible for the following:

17 (a) The implementation of new investment attraction tools, such as  
18 development, translation, and printing of brochures and other marketing  
19 materials;

20 (b) Adapting the choosewashington.com web site to meet the needs of  
21 foreign companies and investors by providing translation materials in  
22 German, Japanese, Korean, and Chinese; and

23 (c) Training personnel in state foreign offices in ways to promote  
24 foreign investment in Washington.

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