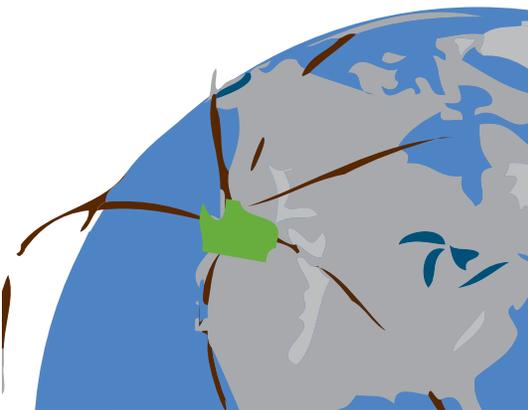


TRADE Bulletin



INSIDE

SECTOR FOCUS:

Mobile tech | Cover story

EDITOR'S NOTE: 2

- New economist, new newsletter

STATE EXPORTS: 3

- STEP update
- New website for Export Washington
- Apply for export vouchers

QUARTERLY TRENDS: 4

- Exports slow in first half of 2012

MARKET FOCUS: 7

- How much will Eurozone crisis impact state?

EVENTS CALENDAR: 12

- Policy trade conference
- Innovation Summit
- New-to-Export Seminar
- Mobile World Congress



Tectonic shift to mobile creates potential for tech industry

Washington companies take advantage of state export programs to build international business

Tom Hyde

Mobile has changed everything, or it soon will. The wireless revolution is profoundly changing the way we live and spend our waking hours, altering how we gather, process and disseminate information, socially interact, buy and sell goods, listen to music, appreciate art, and manage our finances.

The business potential, on a global scale, is undeniable. As old markets and business models are upset, new ones quickly emerge.

Revolution began in Seattle

Washington, a long-time technology hub, is growing as a serious player in the field of mobile innovation. Local companies, big and small, are producing innovative new mobile technologies with global impacts and international markets. Revenue in the global mobile industry has tripled within the last decade and is projected to hit \$1.5 trillion this year.

“Silicon Valley companies like Google, Facebook, and Twitter are growing their developer teams in Washington State because of our talent pool and lower costs,” says Department of Commerce Director Rogers Weed. “We consistently rank in the top three states in the U.S. in the number of mobile application developer jobs and continue to be a hub of innovation.”

The revolution began to a large extent in Seattle with the nation’s first cellular network. The legacy of McCaw Communications continues in a region that connects technological innovation with world trade.

With a conservative estimate of 4 billion mobile phone subscriptions worldwide and growing, this technology has reached near ubiquity in a strikingly short amount of time.

The pace of expansion in mobile phone use, growing from 1 billion 12 years ago to 6 billion today, is unmatched in the history of technology, the World Bank says. By 2015, the number of mobile subscriptions is projected to overtake the world’s population. The number of actual mobile devices, as distinct from subscriptions, is likely to surpass world population this year according to some estimates.



FreeDigitalPhotos.net

CONTINUED ON PAGE 10

International trade trends

Our new economist looks behind numbers

Welcome back to the Washington State Department of Commerce's *International Trade Bulletin*! This newsletter was first launched in 2009.

I'm happy to report that Dave Wallace, an economist with extensive international experience, recently joined our agency. One of Dave's roles is to produce the *Trade Bulletin* on a quarterly basis. He will be assisted by the writing, editing, and publication design team housed at our agency's Research Services unit.

As in the past, each issue will include an article that provides an overview of export trends and impacts, based on the latest available commodity export data for Washington. As we all know, exports and trade in general are a vital component of our state's economy. The *Trade Bulletin* will provide useful analysis to help readers understand both short- and long-term trends for Washington's exports.

Other articles in each issue will address timely export stories, such as Dave's piece in this issue about how the financial problems in the European Union could impact Washington exports.

I hope the *Trade Bulletin* is a useful source of information for you. Feel free to contact either Dave or myself with any feedback, questions, or suggestions for future articles.



Mark Calhoon
*Senior Managing Director
International Trade*

SUBSCRIPTION INFORMATION

The *International Trade Bulletin* is produced quarterly. To be included on our e-mailing list, type in your address at <http://tinyurl.com/4sxzxt5> or contact David Wallace at 360-725-5039 or david.wallace@commerce.wa.gov.

Editor/Economist, Dave Wallace; **Production Manager/Designer**, Cezanne Murphy-Levesque; **Contributing Writer**, Tom Hyde; **Copy Editor**, Brad Wright, **Research Services Program Manager**, Steve Salmi, Ph.D.



Department of Commerce
Innovation is in our nature.

INTERNATIONAL TRADE UNIT

Westin Bldg., Suite 2600
2001-6th Avenue
Seattle, WA 98121
MS: TB-40
206-256-6100

Senior Managing Director
Mark Calhoon
206-256-6137 or
mark.calhoon@commerce.wa.gov

TRADE SPECIALISTS

Information & Comm. Tech
Wistar Kay
206-256-6141 or
wistar.kay@commerce.wa.gov

Life Sciences & Global Health
Hovan Asdourian
206-256-6144 or
hovan.asdourian@commerce.wa.gov

Clean Technology
Andrew Crowder
206-256-6140 or
andrew.crowder@commerce.wa.gov

Aerospace
Monica Wiedrich
206-256-6145 or
monica.wiedrich@commerce.wa.gov

OTHER STAFF

STEP Grant Business Devel.
Julie Monahan
206-256-6131 or
julie.monahan@commerce.wa.gov

Joe Roos
206-256-6142 or
joe.roos@commerce.wa.gov

Danielle Ellingston
206-256-6143 or
danielle.ellingston@commerce.wa.gov

Special Projects
Julie Bennion
206-256-6132 or
julie.bennion@commerce.wa.gov

STEP program projected to boost Washington exports by more than \$105 Million

Julie Monahan

More than 200 Washington State small businesses have taken advantage of the new STEP export assistance program, boosting projected export sales by more than \$105 million.

The program, offered through Commerce, is funded by a U.S.

Small Business Administration State Trade and Export Promotion (STEP) grant.

Commerce's STEP activities include an [export voucher program](#) (see sidebar) that awards companies up to \$5,000 for export-related activities such as state-led international trade delegations, international trade shows, export training for rural businesses, export finance counseling and assistance, and business matchmaking in Europe, China, and India.

STEP has helped businesses from a diverse range of industries, including aerospace, information technology, manufacturing, life

sciences and biotechnology, food and beverage, engineering, and consulting.

This support has helped businesses create international marketing campaigns, certify their products for international sale, finance sales trips to meet new customers, attend trade shows, and pay for export training.

These businesses include 47 that are exporting for the first time, 68 exporting to a new market, and 35 that are women, veteran, and minority-owned.

To read more about the STEP program, visit the [STEP webpage](#) at www.ExportWashington.com.

EXPORT VOUCHERS Here's how to apply

Qualified businesses that meet SBA's definition of a small business may apply for up to a \$5,000 export voucher. Vouchers can be used to pay for export-related expenses such as trade show fees and travel, interpreter fees, translation services, training, and other expenses. A minimum 25 percent cash match is required.

Visit our website to find the [voucher application](#) and [program guidelines](#). Contact Danielle Ellingston, STEP Export Voucher Program Business Development Manager, at danielle.ellingston@commerce.wa.gov or 206-256-6143.

New Export Washington website *Easier access to international trade services*

Commerce has launched a new international trade services web portal at www.ExportWashington.com. The website helps small- and medium-sized businesses navigate the myriad resources available for low or no cost from state and federal agencies, nonprofit organizations, and business groups.

ExportWashington.com organizes information into four main categories:

- **Build Your Export Plan**, for companies just starting to export.
- **Find Export Grants and Loans**, for companies looking for finance assistance services.

- **Consult with a Trade Specialist**, links users to Commerce industry trade managers.

- **Get Connected**, lists information about foreign trade shows, state, local and federal resources, and upcoming trade-related events.

We welcome your feedback and suggestions. To send us comments or to submit trade-related events for our calendar, please contact us at www.ExportWashington.com.



**Julie Monahan |
STEP Program
Communications
Manager**



Julie has more than 20 years' experience in business journalism and marketing communications. Her articles have appeared in a wide range of national publications.

Washington exports slow in second quarter

Risks include Eurozone crisis and potential slowdown in China

David Wallace

In 2009, exports of goods from Washington was equivalent to 15.6 percent of the state’s entire economic output (nominal GDP). This percentage rose to 18.2 percent by 2011, and it does not take into account the value of the state’s exports of services.

Given the relatively large and growing size of the services sector, we can assume that the impact of international trade on Washington’s economy is somewhat larger than implied by the data.

From the first quarter of 2011 through the first quarter of 2012 (March 2012), Washington’s exports trended generally positive. However, the second quarter of 2012 mostly brought falling trade values. From March to June, aerospace exports are down by 20 percent and non-aerospace exports down by 13 percent.

Is this a temporary setback or a new pattern related to political and economic turmoil going on

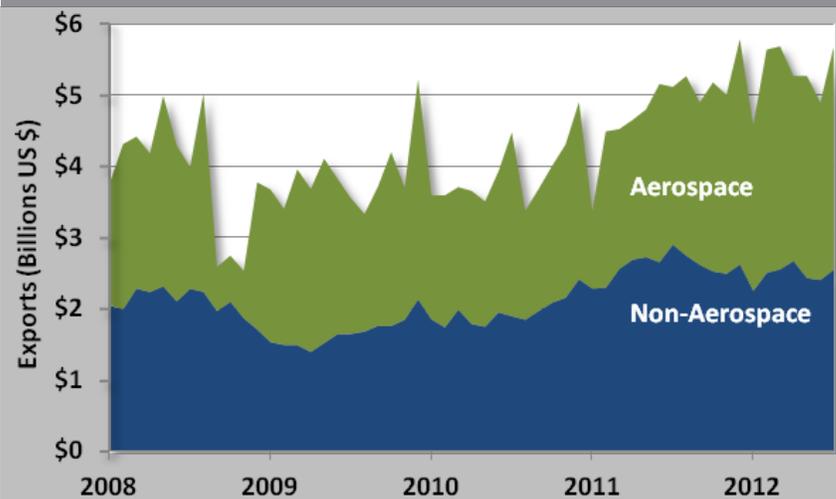
throughout the globe?

Washington faces a number of risks to international demand for our products, starting with the fiscal-economic crisis in the Eurozone (see article on Page 7). There are fears of a slow-down in the emerging markets of the world, including our biggest trade partner – China.

Some evidence suggests that such a slow-down may already be underway.¹ The Japanese economy contracted in 2011, and is still in a relatively slow-growth mode.

Some regions are showing strong economic growth with prospects for increased demand for Washington exports. Brazil is

1. Value of state exports, (corrected for pass-throughs)



Source: Wisser Trade

The complexity of measuring international trade

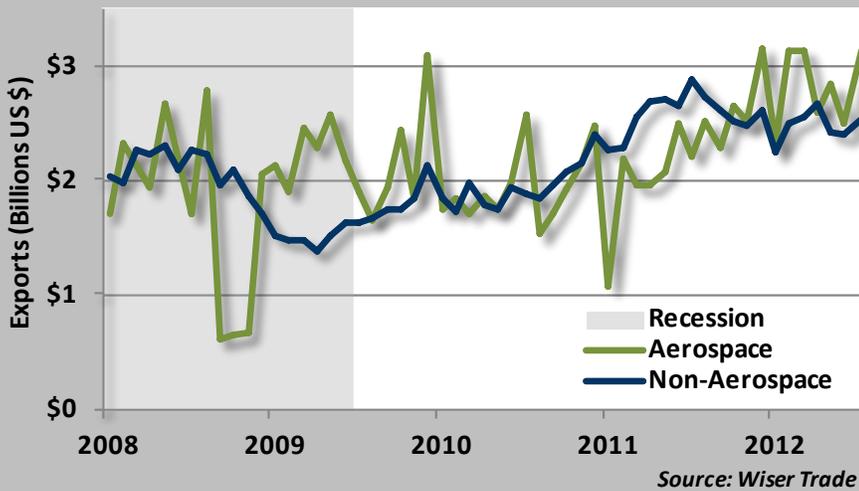
The data discussed in this bulletin comes from WISER, the World Institute for Strategic Economic Research. WISER data measures commodities by state of origin. However, the U.S. Census Bureau’s definition of origin includes where a product is consolidated.

This is usually not an issue, but does affect agricultural exports like soybeans that arrive in bulk to West Coast ports from the Midwest and are then consolidated. Because of this, we have tried to exclude commodities that are merely passing through our ports. In this newsletter, these commodities are referred to as “pass-throughs” and data that excludes it is referred to as “corrected for pass-throughs.”

Another issue is that exports are reported in gross value. The value of key manufacturing components brought in from other states or countries and installed in a final product in Washington are captured in the final export value of the finished product, and attributed to Washington. Conversely, Washington components that are put into final product for export elsewhere don’t count for Washington.

Lastly and most importantly, the data only measures goods or commodities of \$2,500 or more, and does not capture services. State-level service exports are gathered by the U.S. government, but only available aggregated at the national level.

2. State export values of aerospace and non-aerospace goods



projected by the International Monetary Fund to grow at 4 percent or more this and next year. ASEAN nations (The Association of Southeast Asian Nations) are forecasted to collectively grow at 7.5 percent this year and 6.4 percent next year. India is also expecting growth of about the same range.

On the other hand, India's high growth rates have moderated from close to 10 percent to about 6 percent and Brazil is taking a more

protectionist stance. This suggests that it is a mixed picture going forward, except that the trade will remain a critical component of our economy.

Aerospace versus non-aerospace

The non-aerospace side of trade recovered from the global recession somewhat quicker than aerospace. From August 2010 to December 2010, the value of non-aerospace exports rose by a dramatic 48

percent, but since then it has retreated by 13 percent. This may be similar to the patterns we see in the purchase of durable goods and non-durable goods. After a downturn, consumers tend to rush more quickly to the relatively cheaper non-durable goods, and wait until assured of a solid recovery before making major purchases.

Aerospace tends to have its own cyclical patterns semi-independent of the wider economy. From December 2009 to January 2011, the value of state aerospace exports declined by 65 percent, but rose by 130 percent since then.

Aerospace is consistently the top good exported from Washington, but it tends to be volatile and can distort the overall picture. Similarly, goods that merely pass through our ports without having been produced or altered in any way distort the export data.

If aerospace and pass-through goods are removed, the biggest Washington State exports in the first half of 2012 were fuel, industrial machinery, and wheat. While

3. Top exported state goods (aerospace and pass-throughs removed)

Commodity	Annual 2011	July 2012 YTD	Percent Change 2010 - 2011	Percent Change 2011 - 2012
Mineral Fuel, Oil, etc.; Bitumin Subst; Mineral Wax	\$3,825,011,377	\$2,059,156,329	102.5	-11.6
Industrial Machinery, Including Computers	\$2,598,098,056	\$1,468,086,716	25.0	-1.0
Wheat and Meslin	\$2,848,522,163	\$1,378,532,499	123.1	-23.5
Electric Machinery; Sound Equip; TV Equip; Parts	\$2,301,711,530	\$1,275,482,538	21.3	1.6
Optic, Photo, Medic or Surgical Instruments	\$1,895,816,389	\$1,181,526,700	11.6	12.2
Wood and Articles of Wood; Wood Charcoal	\$1,714,830,458	\$813,415,059	31.8	-24.0
Edible Fruit and Nuts; Citrus Fruit, Melon Peel	\$1,259,212,444	\$789,355,701	29.9	9.8
Vehicles, Except Railway, Tramway, and Parts, etc.	\$919,197,476	\$634,437,600	75.5	32.0
Iron and Steel	\$1,143,296,017	\$623,513,987	30.6	-5.4
Prep Vegetables, Fruit, Nuts, other Plant Parts	\$878,012,755	\$576,116,613	15.4	20.0

they are currently at the top the list, all three of these goods actually lost ground this year: fuel (essentially refined oil) down almost 12 percent, industrial machinery (such as fork lifts and work trucks) down 1 percent, and wheat down about 25 percent over the previous year.

China is top export destination

Figure 4 shows where demand for our products is coming from. Since 2009, China has imported more Washington export value than any other country (however, if discounting pass-throughs, Canada has imported more than any other country the past few years). Indeed, China's share has risen from 17.6 percent in 2009 to 18.5 percent so far this year.

The top commodity for both China and Japan was aerospace, whereas for Canada it was fuel. However, as a customer China was somewhat more diverse in that aerospace only accounted for 35 percent of its import bill, while for Japan aerospace accounted for 54 percent. Conversely, only 6 percent of Canada's import bill from Washington was due to aerospace.

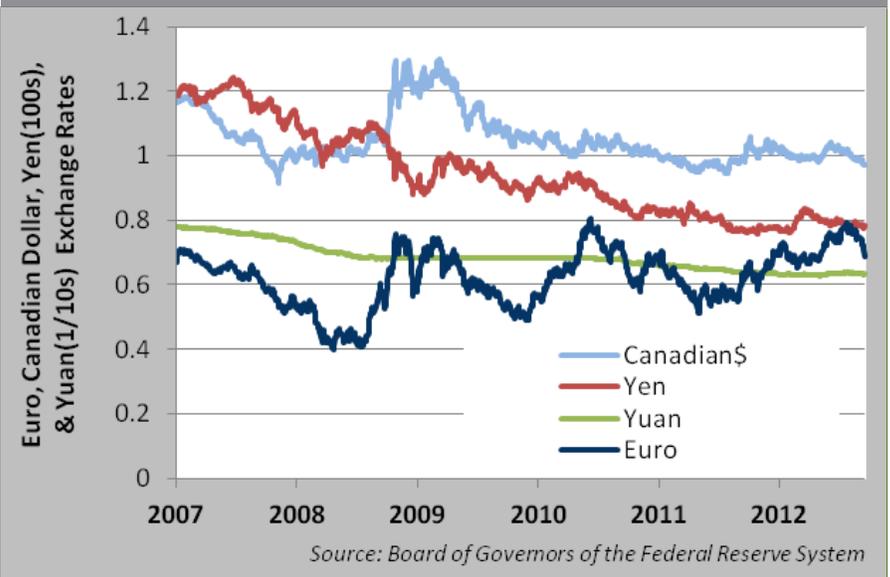
Recent exchange rate movement has favored Washington trade with Canada, China, and Japan, as their currencies have generally (if slowly) appreciated against the dollar (Figure 5). For the most part though, the euro has been depreciating against the dollar, making Washington goods relatively more expensive.

¹ <http://www.nytimes.com/2012/09/27/world/asia/chinas-politics-hinder-effort-to-shore-up-economy.html?pagewanted=1&r=3&hp>

4. Top Washington State export destinations



5. Exchange rate for major currencies, 2007 to September 2012



David Wallace | Economist

Dave produces a wide range of research in labor markets, international trade, and economic policy. He previously spent more than 10 years as a labor economist for the Washington State Employment Security Department and taught economics and statistics at area colleges and universities. Education: M.A. in Economic Development, Trade, & Planning, E. Michigan University; B.A. in Economics, University of California at Santa Cruz.

The Eurozone crisis and trade patterns

How much will EU problems impact Washington?

David Wallace

We have heard so much about Europe’s sovereign debt crisis over the past few years that it almost seems to have become a permanent part of our psychological landscape.

Since 2009, a number of European Union (EU) countries, most prominently in the southern periphery, have had debt crises instigated by housing bubbles, banking systems collapsing, or unsustainable government budgets. Given the structure of the European Union as a monetary union – but not a fiscal union – this has led to a massive amount of belt tightening.

Governmental austerity measures have led to stagnating economic growth and falling demand.¹ On an annual basis, the EU’s collective GDP declined by over 4 percent in 2009 and has grown at a paltry 2 percent or less since then. Here

in Washington, where we tend to focus on Pacific Rim countries, this raises the question: “Will the European debt crisis impact us very much?”

Given the lingering crisis and economic stagnation in the EU, it is easy to underplay the economic clout of the EU’s 27 member nations.

In 2011, their collective economic output accounted for one-quarter of the world’s total and was 2.3 percent higher than that of the United States and 26.9 percent higher than the third biggest economy, China. The EU and



United States combined account for about half of the world’s GDP and one-third of trade flows.

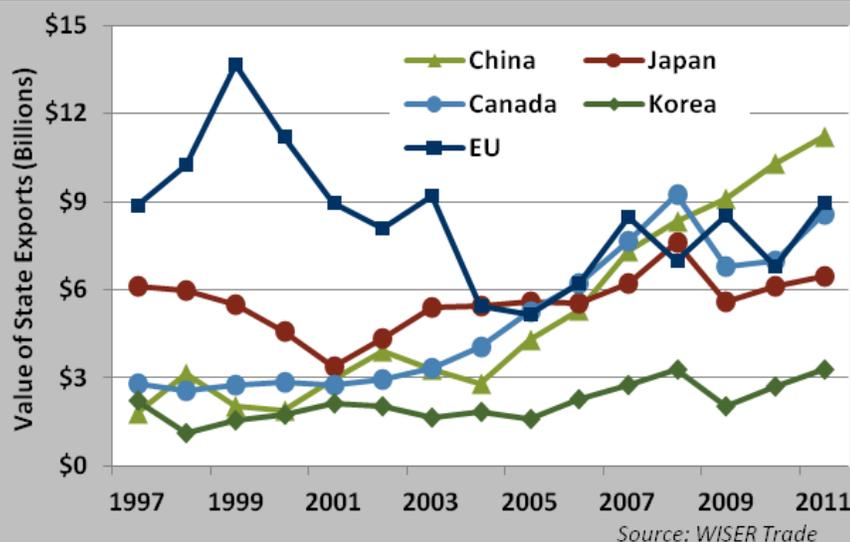
Washington exports to EU

As is clear in Figure 1, a decade ago the EU collectively bought more Washington goods than any one country. By 2004, EU spending on state goods had fallen off substantially, to be passed by Japan, then Canada, and most recently China. Reversing this trend, exports to the EU rose in 2011 and were second only to China. So taken as a whole, the EU still is a important trade partner.

Remember also that this data only takes into account goods. The European Commission² estimates exports of U.S. services to be valued at \$130.5 billion – higher than the EU service exports to the U.S., and about 71 percent of the value of goods exports.

Going back 10 years or more, Germany was the standout destination in Europe for Washington goods. In 1998, Germany

1. Exports to EU compared to other top trade partners



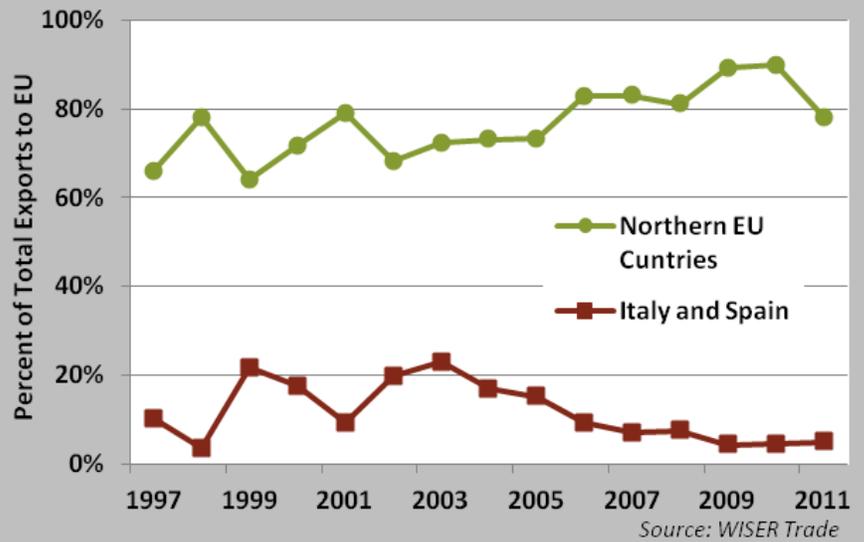
accounted for nearly half of the state exports to the region. Since then other Northern European countries began to import more and Germany's percent of state goods fell to 22 percent by 2011. From Figure 2, what stands out is the fall-off of exports to Italy and Spain. The northwestern European countries of France, Germany, Ireland, and the Netherlands tallied more than 80 percent of total state exports to the EU.

State exports of goods to the EU are dominated by aerospace (see Figure 3). As recently as 2003, aerospace made up nearly 80 percent of the total value of EU exports, though it declined to about two-thirds by 2011. While it has fallen, the aerospace percentage of total exports to the EU was still much higher than to the rest of the world, where aerospace makes up only 39 percent of total exports). The aerospace goods are almost exclusively (99 percent) civilian aircraft and parts.

Europeans buy more than planes

Although the non-aerospace

2. EU destinations for Washington commodities



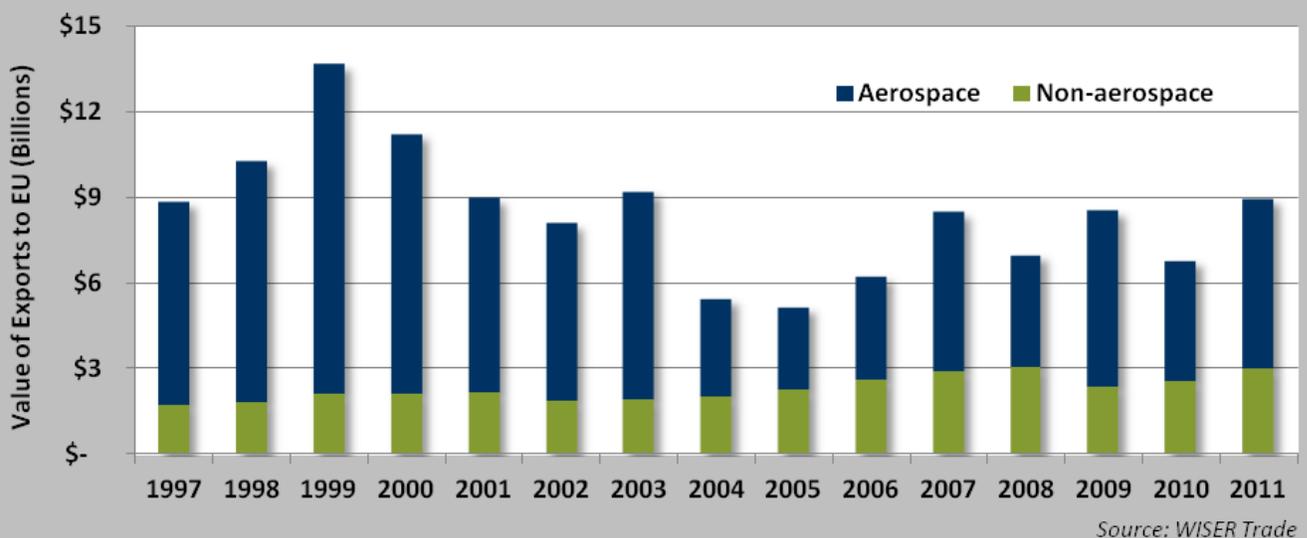
component of export goods to the EU has been relatively small, it has been stable (unlike aerospace) and trending positive. The biggest goods exported to the EU (see Figure 4 on Page 9) in 2011 were aerospace, medical equipment, industrial machinery, electric machinery, seafood, and aluminum. Among those, aerospace and industrial machinery declined over the past decade. As this data is in nominal terms, if adjusted

for inflation the decline would be even bigger. Medical equipment, seafood, and aluminum saw substantial increases in export values.

Generally speaking, the EU takes a relatively high share of the state's high-tech exports. The EU imports 14 percent of all state exports, but 24 percent of high tech exports.³

Ireland was the biggest EU importer of Washington aerospace in 2011, accounting for 22 percent of

3. Washington aerospace and non-aerospace exports to EU



4. Top Washington commodity exports to EU, 2001 and 2011⁴

Commodity	2001		2011		
	Value	Percent of Total Exports	Value	Percent of Total Exports	Change Since 2001
Aerospace	\$6,800,232,361	75.9%	\$5,913,385,300	66.0%	-13.0%
Medical Equipment	\$427,700,069	4.8%	\$578,018,479	6.5%	35.1%
Industrial Machinery	\$623,990,611	7.0%	\$528,962,213	5.9%	-15.2%
Electric Machinery	\$404,587,772	4.5%	\$463,403,885	5.2%	14.5%
Seafood	\$110,598,167	1.2%	\$180,949,363	2.0%	63.6%
Aluminum	\$45,656,499	0.5%	\$119,542,226	1.3%	161.8%

the total. By contrast, the next two biggest aerospace importers were Germany and the Netherlands, with 13 percent each. Netherlands was the top EU destination for medical devices, accounting for 31 percent of the total.

Global supply chain effects

While trade with the European Union is less important to Washington than trade with Asia, collectively it still accounted for approximately 14 percent of total exports, second only to China. The makeup of these EU-destined exports tilts toward high tech, which usually

supports higher wages and more indirect statewide employment.

Furthermore, as we have become more globally connected, bad news in one place affects other areas rapidly. Further economic deterioration in Europe can spill over and negatively impact businesses, consumers, and financial markets in Asia and US. For instance, US banks have significant investment exposure in Europe, and European companies account for well over half of the total foreign direct investment in the US.⁵

In addition, the EU is China's top trade partner, and a strong

force behind its recent export-led growth. Thus a slowdown in the Eurozone hurts Washington directly through exports, but also indirectly via China and the global financial system.

¹ <http://www.nytimes.com/2012/10/02/business/global/unemployment-in-eurozone-rose-to-new-high-in-august.html?hp>

² <http://ec.europa.eu/trade/creating-opportunities/bilateral-relations/countries/united-states/>

³ Based on a list of the top 38 Washington export commodities identified as high-tech, based on commodity descriptions.

⁴ WISER Trade

⁵ http://transatlantic.sais-jhu.edu/transatlantic-topics/Articles/economy/U.S.-EU_Trade_and_Economic_Relations_CRS.pdf

TRADE ISSUES WITH THE EUROPEAN UNION

The highest-profile trade problems between the United States and the European Union in recent years have been around genetically modified foods, civilian aircraft, and the Microsoft competition case.

The genetically modified foods controversy has mostly involved corn, which is a pass-through commodity for Washington, and hence of relatively little importance to the state. However, aircraft and Microsoft trade issues directly impact Washington.

The aircraft issue has been largely about mutual

accusations of unfair subsidies provided by respective governments to Airbus and Boeing. The case is currently with the World Trade Organization.

The EU has accused Microsoft of acting in a non-competitive manner. The most recent accusation was about the company failing to offer a browser choice screen in Windows operating system.

Although issues such as these grab headlines, it is estimated that disputes typically impact only about 2 percent of EU-U.S. trade.⁵

COVER STORY CONTINUED

It's a bit overwhelming to contemplate that three-quarters of the world now have easier access to a mobile phone than a bank account, electricity, or clean water, according to a recent World Bank report.

The story of mobile phones may be as big as the revolution from mainframes to desktop computers. By next year, mobile phones will overtake PCs as the most common web access device worldwide, predicts the IT research and advisory firm Gartner. By 2013, smartphones and other browser-equipped phones will exceed 1.8 billion units.

The growing combination of fast broadband networks, increasingly powerful mobile computing devices, and a vast supply of applications, content, and services is pushing consumer demand at an exponential pace. Voice has nearly become a secondary feature for modern mobile technology in the wake of the iPhone release in 2007 and the Android in 2008. Consider this: An estimated 380 billion images were taken last year, most with a camera phone. The mobile phone photo app Instagram is growing exponentially and had 4 billion photos uploaded as of July 2012.

Smaller firms flock to Seattle

This tectonic shift creates massive potential for Washington's Information and Communication Technology sector (ICT). This year

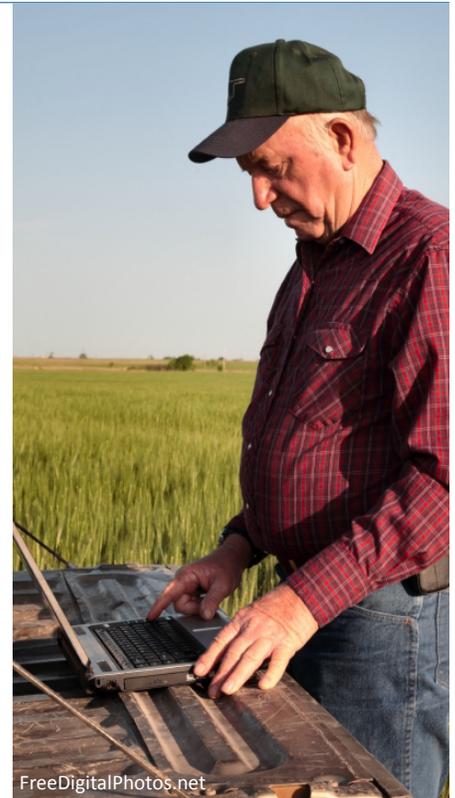
Seattle ranked number one in tech-sector job growth.¹ Even as employment over the last decade has dropped in Silicon Valley, high-tech employment in the Seattle area has jumped 43 percent since 2000, making the city the fastest-growing area in the country for technology jobs.

"Washington State is home to the original cellular network in the U.S. and continues to innovate in mobile technology, with more than 4,000 innovative and creative companies in the ICT sector," Governor Gregoire said on a trade mission to the U.K. in July, where she introduced trade mission members from Washington to the largest mobile operator in the U.K. "There are significant opportunities for these companies to expand and work with businesses around the world."

The state was also well represented earlier this year at the world's largest mobile trade event, the GSMA Mobile World Congress (MWC) in Barcelona, Spain (see Events Calendar on [Page 12](#)).

The MWC hosted over 67,000 attendees with all the big names, including Microsoft, which used the event to unveil several of its latest innovations. Also in attendance were a number of smaller Seattle firms looking to make connections in international markets.

This may be the bigger story for Seattle. Many smaller innovators are flocking to the region and its talent base, and these young entrepreneurial start-ups are taking advantage of the democratization of the mobile technology industry.



FreeDigitalPhotos.net

apps to mobile innovations for the automotive industry, local companies are finding success and taking it global. You may never have heard of them but it's likely they already have software on that phone in your pocket or the computer in your dashboard – or they soon will.

Export vouchers open doors

"Attending Mobile World Congress for us was critical, as there were major European partners that could accelerate our growth and business models," says Bryan Trussel, CEO of Glympse, a Seattle software company that has developed a temporary real-time location-sharing app. The company was also part of Gov. Gregoire's trade mission to the U.K.

Glympse attended the congress as one of a delegation of 11 small tech companies. Glympse offset the cost of attending with an export



Tom Hyde | Contributor

Tom Hyde is a seasoned journalist with a background in planning and environmental policy. He was editor and publisher of a community newspaper for a decade and currently works as a writer and photographer.

voucher, a program offered through Commerce and funded by the U.S. Small Business Administration's State Trade and Export Promotion (STEP) program.

The company saw its opportunity to attend after a call initiated by Commerce international trade specialist and ITC business development manager Wistar Kay. Kay was recruiting small businesses to join the Washington State MWC delegation of companies that wanted to find new export opportunities overseas. Prior to the delegation's arrival, Commerce's business development specialists in Europe worked to identify potential international partners for local companies and set up one-to-one meetings at the show.

"The export voucher program helped us to attend MWC and allowed us to do several months and several trips worth of business in a matter of days," says Trussel.

Glympse credits its anticipated

25 percent European trade growth this year to participation in the congress. That momentum continued following its participation in the U.K. trade mission with the Governor, where Glympse promoted its software as an in-dash location-sharing tool for vehicles. In 2012, the company announced a partnership with Mercedes-Benz.

Export vouchers available in 2013

Glympse plans to attend MWC in Barcelona again next year – the 2013 show runs from February 25-28. Commerce also continues to offer the popular export voucher program in 2013 to qualifying companies who need help defraying the costs of participation.

Another young Seattle software company, HasOffers, also took advantage of an export voucher to attend MWC. The company, founded in 2009, continues to double revenue year over year and now employs more than 50 people.

HasOffers provides tracking software for businesses that place ads on third-party websites, email promotions and blogs, a process called affiliate marketing. It serves 10,000 customers and tracks about \$350 million in advertising. Late last year, the company released an application to assist mobile app developers track advertising.

As a result of its congress participation, HasOffers is working with four of the largest ad agencies in the U.K. and Europe that represent some of the leading clients in the mobile application business.

In a fast-moving technological revolution, small and large companies in Washington are taking advantage of the talent in the region and a wealth of experience in international trade, to gain a growing dominance in mobile technology.

¹ <http://www.forbes.com/sites/joelkotkin/2012/05/17/the-best-cities-for-tech-jobs/>

Governor's trade mission markets exports in India, Korea

Commerce Director Rogers Weed, along with Director of Agriculture Dan Newhouse and their respective staffs, helped support a 10-day Washington State trade mission in early October. The trade mission was led by Gov. Chris Gregoire.

Nearly 50 business, education and government leaders were in the delegation working to expand exports and investment in our state's agriculture, life sciences, and technology sectors. A number of delegates from the agricultural sector also participated.

Learn more about the mission on [Governor's Travel Journal](#) and about Commerce business and export services at www.choosewashington.com.



MAJOR POLICY MAKERS AT 2012 WASHINGTON TRADE CONFERENCE: NOV 12

This event, which is organized by the Washington Council on International Trade, is the only trade policy-focused conference in the state. It will feature members of the Washington Congressional delegation, high-level speakers from key international trade organizations around the world, and representatives of local businesses who benefit from Washington's international business strength. Topics will include the role of imports in our state economy, the importance of services exports, steps to increase port competitiveness, and barriers and opportunities in trade with China and India.



7:30 am - 1:30 pm in Seattle
[Conference Information and Registration](#)

TECHNOLOGY ALLIANCE WASHINGTON INNOVATION SUMMIT: NOV 29

Focused on what really makes innovation economies grow, the Washington Innovation Summit is a must-attend annual event for business, research, and economic development leaders. This day-long conference identifies effective strategies that promote high-impact job growth and provides a framework for advancing technology-based economic development in our state.

8:00 am - 4:30 pm
 Bell Harbor International
 Conference Center
 Seattle

www.technology-alliance.com



NEW-TO-EXPORT SEMINAR: DEC 5-6

This two-day program will give you the primary information and resources you need to understand how to export your product or services. The seminar is designed for existing small-to-medium, Washington-based business enterprises that are primed to sell to a new market.

8:00 am - 5:00 pm in Seattle
[Seminar Information and Registration](#)

SAUDI ARABIA TRADE MISSION: DEC 9-12

The U.S.-Saudi Arabian Business Council (USSABC) and Commerce are organizing a trade mission to Saudi Arabia. This is an excellent opportunity open to Washington-based businesses that want to expand their business in Saudi Arabia.

For registration information and applications, please contact Diana Rowe at drowe@us-sabc.org and visit the [event webpage](#).

MOBILE WORLD CONGRESS (MWC): FEB 25-28



The MWC in Barcelona is the world's largest trade event for mobile network operators. Visit www.gsma.com/events and contact wistar.kay@commerce.wa.gov for information on state participation.