

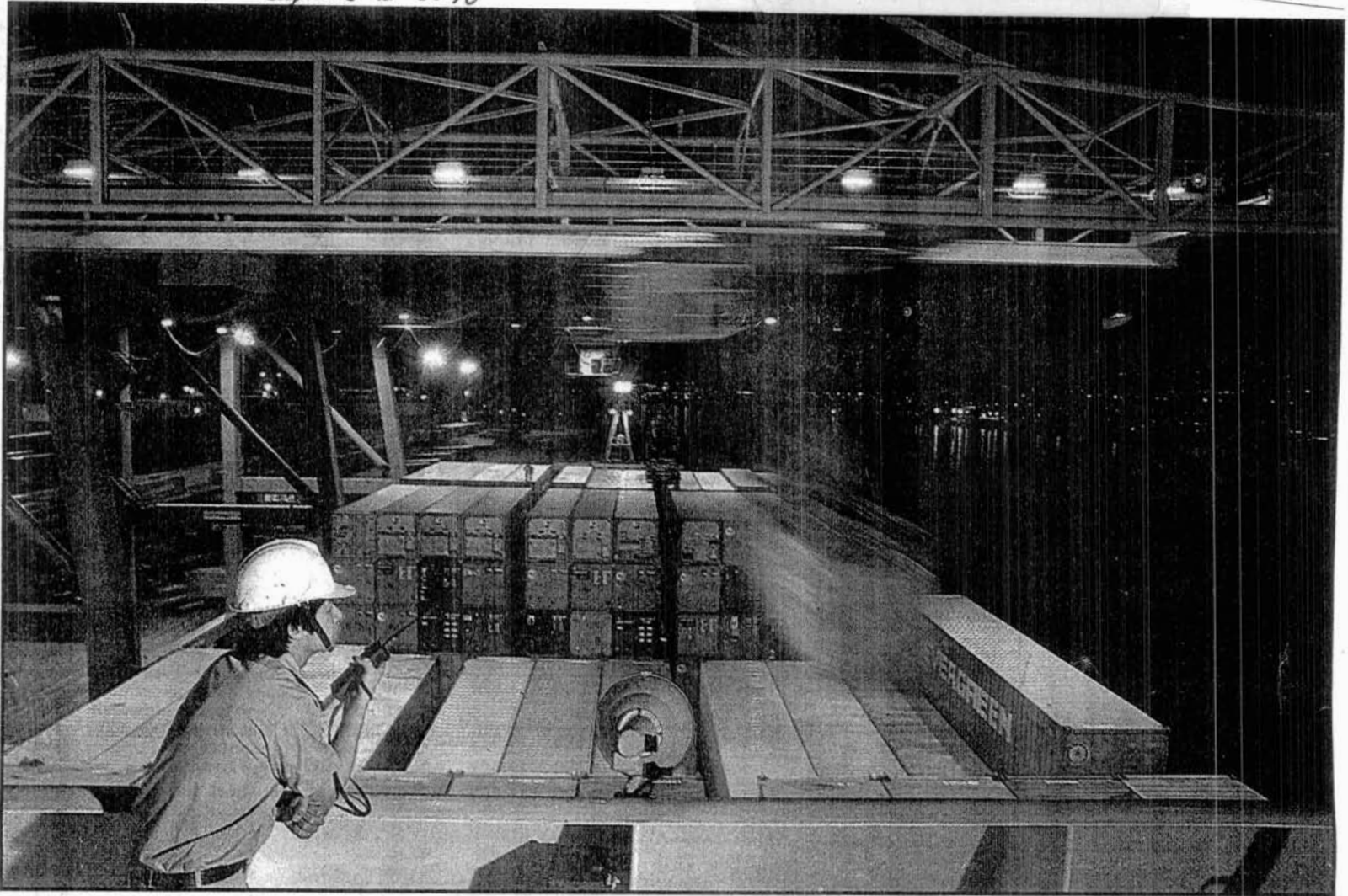
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ORANGE COUNTY  
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# From OC to the world

*OC Register -5-2-90*

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Orange County's exports range from electronic components to aerospace parts, food products to chemicals. Total '89 value: \$6.2 billion.

The Orange County Register

# County becoming top export center

By Jeff Rowe

The Orange County Register

*D.C. Register - 5-2-90*

COSTA MESA — Orange County is emerging as one of the nation's leading export economies, according to statistics compiled by the Orange County Register and presented at a world trade forum Tuesday.

Exports by Orange County companies rose to about \$6.2 billion last year, a 205 percent gain since 1987, figures from the US Commerce Department indicate. Telephone area codes were used to compile the total, so about 10 percent of the businesses included in the study are in Riverside and San Bernardino counties.

Even considering that extra

margin, Orange County's growth in exports has enabled it to surge past Los Angeles and San Francisco in recent years in total value of exports. But it is still far short of the approximately \$22.2 billion worth of goods that are exported from the Silicon Valley, the heartland of the American electronics industry.

Yet Orange County's range of exports is considerably broader, including electronic components and products, aerospace parts and systems, food products and chemicals. Figures supplied by the US Bureau of Export Administration indicate the county's trade engine is still gathering speed. Last year, Orange County was the only area in the nation to

show increases in applications for export licenses. In overall exports, the county recorded a 67 percent gain in exports, the highest in the nation, bureau figures show.

"Orange County is on the verge of a world trade revolution," said William Filbert, chairman of World Trade '90, a month-long focus on international business issues.

Other speakers at the forum were no less enthused about the county's trade future.

International Trade will be the engine of Orange County's future economic growth, said James Doti, professor of economics at Chapman College in Orange and moderator of a panel discussion at the forum on the future of Hong Kong.

Marilynn Roberts, a loan officer with the state World Trade Commission in Los Angeles, attributed the Orange County's export prowess to its great number of highly innovative businesses.

"Orange County has an incredible skill base (with) a lot of newcomers from all over the world," she said.

Roberts was among about 325 area business people, representatives of various agencies and representatives of 28 countries who attended the presentation "Orange County in the International Marketplace."

Despite the increasing economic might of Japan, Korea, Taiwan and other Asian na-

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## TRADE: Local exports up 205% since 1987

FROM 1

tions, Orange County's small businesses export more products to Europe than to any other region, according to figures supplied by the accounting firm Arthur Anderson & Co.

Opportunities to increase trade with an economically unified Europe was the principal focus of the forum, an annual event co-sponsored by numerous groups, including the Industrial League of Orange County, the International Marketing Association of Orange County, the Orange County Chamber of Commerce, the Orange County Office of Protocol, the World Affairs Council of Orange County and the World Trade Center of Orange County.

When trade barriers are withdrawn among a dozen European nations in 1992, opportunities for American companies will expand dramatically, said Frans Andriessen, keynote speaker and vice president of the Commission of the European Communities, the agency coordinating the removal of trade barriers within Europe. Acknowledging that significant hurdles remain, Andriessen nonethe-

less painted a portrait of a muscular Europe that will rival the United States in economic clout. Already, he said, "our economy has been transformed."

Other speakers at the forum cautioned that while a united Europe will offer unprecedented opportunities for American businesses to export, Europe also will become an intensely competitive exporter itself.

"They will be more organized," said Jackirae Sagouspe, a panelist at the Europe 1992 session. Sagouspe is a marketing specialist with Anaheim-based International Diversified Technologies Inc., an international marketing and export consulting concern.

During the forum, attention was turned to the other side of the globe as panelists discussed the future of Hong Kong, which will come under the control of the People's Republic of China in 1997. Capital and talent are fleeing the island nation, panelists said, although Chinese officials at the conference said their country will not tinker with Hong Kong's vibrant economy and want

to attract even more American companies.

Moreover, the Chinese say they plan to be good students, using Hong Kong as a classroom to learn how the free market works.

"We don't have experience in this," said Xiang Xiaowei, an officer with China's consulate in Los Angeles.

## OC export statistics

An overview of county exporting, as compiled by the Register.

### 1. Total value of exports from the 714 telephone area code (approx. 90 percent of that is Orange County):

1987	.....	\$2.03 bil.
1988	.....	\$3.72 bil.
1989	.....	\$6.20 bil.

### 2. Top regions in California in 1989, based on total export sales (in billions):

San Jose/408	.....	\$22.2
Orange County/714	.....	\$6.2
San Fran./415	.....	\$4.8
Los Angeles/213	.....	\$4.7
San Diego/619	.....	\$0.6

### 3. Percentage of small businesses that export their products:

1988	.....	37%
1989	.....	53%

### 4. A sampling of the county's major export product categories:

- Office machine parts
- Aircraft/spacecraft parts
- TV/radio parts
- Integrated circuits
- Measuring/controlling devices
- Edible nuts and oils
- Chemicals
- Computers/electronics

### 5. Value of 1988 exports to Europe (the county's top export destination), in millions:

United Kingdom	.....	\$1,100
West Germany	.....	\$960
France	.....	\$600
Netherlands	.....	\$440
Italy	.....	\$364
Spain	.....	\$207
Belgium-Luxem.	.....	\$147
Ireland	.....	\$121
Denmark	.....	\$55
Greece	.....	\$17
Portugal	.....	\$15

Source: US Commerce Department, US Bureau of Export Administration, Arthur Andersen Small Business Survey, World Trade Center Assoc. of Orange County