

OREGON & CANADA

An integrated economy



Photo: Portland Winterhawks

Canada's national pastime finds new leadership in Portland

The **Portland Winterhawks** of the Canadian-based **Western Hockey League (WHL)** have found new ownership. Saskatchewan natives Kerry Preete and Mike Frank teamed up with U.S.-based businessman Michael Kramer and the **National Hockey League (NHL)** executive Peter Luukko to purchase the franchise.

The Winterhawks organization employs 30 people in the Portland area and serves over 200,000 fans each year. The economic impact of WHL teams on communities like Portland is estimated to exceed \$30 million on an annual basis. The Winterhawks captured the 2019-20 WHL Championship with a roster including 15 Canadian-born players.



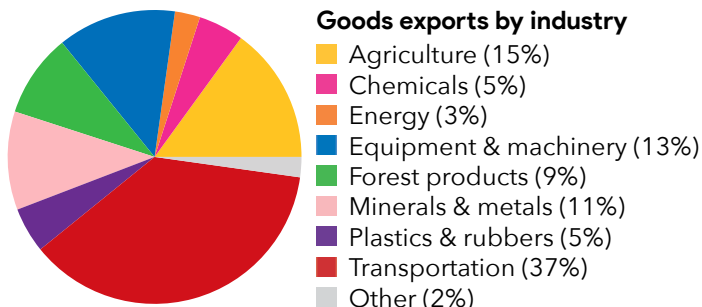
156 Canadian-owned companies employ **6,150 workers** in Oregon



Canada is the **#3 export market** for Oregon

Oregon

exports \$3.5 billion in goods to Canada annually



Oregon exports \$624 million in services to Canada, including

Travel (including for education)	\$206 million
Business services	\$173 million
Charges for the use of intellectual property	\$129 million
Telecommunications & information services	\$46 million
Maintenance & repair services	\$21 million

Top Oregon goods exports to Canada

Tractors	\$706 million
Trucks	\$409 million
Wood & semi-finished wood products	\$198 million
Optical, medical & precision instruments	\$108 million
Plastics & plastic articles	\$97 million
Fuel oil	\$90 million
Iron & steel alloys & semi-finished products	\$89 million
Fruits & nuts	\$87 million
Pharmaceutical products	\$86 million
Rubber & rubber articles	\$77 million



Wetzel's Pretzels signage. Photo: 10net



Canada creates digital connections in Oregon

Vancouver-based **10net**, which offers experiential digital signage services including ideation, design, installation and system management, decided to launch its Portland office housing technicians and support staff in 2018. 10net chose Portland for its U.S. expansion due to the area's low cost of living and quality of life. From Portland to Vancouver, 10net engineers build and operate digital infrastructure, providing clients such as **Wetzel's Pretzel, Subaru, Bosa Development, QuadReal** and **Kal Tire** with state-of-the art digital experiences.

Canada invests in Oregon

Trade with Canada supports **100,200 employees in Oregon** in addition to the **6,150 employees** at Canadian-owned businesses across the state. In addition, Oregon exports \$4.1 billion in goods and services to Canada.

Canadian-owned companies, including **Roth IGA Foodliner, Interfor, Celestica** and **Carestream Health**, are major contributors to Oregon's economy. They employ residents in every sector and contribute to the local economy with salary dollars, paying local taxes, and the purchase of goods and services in their supply chain.

Oregon

imports \$4.1 billion
in goods from Canada annually



- Agriculture (14%)
- Chemicals (22%)
- Energy (14%)
- Equipment & machinery (11%)
- Forest products (15%)
- Minerals & metals (13%)
- Plastics & rubbers (4%)
- Transportation (4%)
- Other (3%)

Top Oregon goods imports from Canada

Fertilizers.....	\$693 million
Fuel oil.....	\$472 million
Wood & semi-finished wood products.....	\$393 million
Iron & steel alloys & semi-finished products.....	\$328 million
Softwood lumber.....	\$153 million
Plastics & plastic articles.....	\$119 million
Animal meats.....	\$114 million
Animal or vegetable fats, oils & waxes.....	\$91 million
Flour & grains for milling.....	\$76 million
Heating, cooling & refrigeration equipment...	\$70 million

March 2024

Sources: All figures are in U.S. dollars. Unless otherwise specified, all figures are based on 2023 data. **U.S. Census Bureau:** goods trade, Canada's export ranking (2/2024 release). **Trade Partnership:** 2022 services trade (2/2024 release). **Dun & Bradstreet:** Canadian-owned businesses operating in the U.S. (12/2023 release). **Business Roundtable:** state jobs from Canada-U.S. trade (2018, 10/2020 release). Figures may not add up due to rounding. Produced by the Embassy of Canada in Washington, D.C.

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