

SCOMM

100:6

State of Alaska

Private Sector
International Business
Needs Assessment

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Prepared by:

World Trade Center Alaska

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Part A

Executive Summary

EXECUTIVE SUMMARY

A. INTRODUCTION

In early 1995, the Alaska State Legislature proposed conducting a comprehensive evaluation of the state's international trade strategy. The process was to include three primary elements:

1. A survey of the international business needs of Alaskan private sector companies.
2. A public review of state international trade facilitation organizations.
3. An examination of international trade promotion efforts in other states.

Together, the three elements will be used in the (legislature led) development of an unified and effective state international policy.

The following report is a compilation and analysis of the results of the private sector business international needs assessment segment of the policy review.

B. PRIVATE SECTOR SURVEY RATIONALE

The presence of international trade assistance organizations (ITAOs) in Alaska has grown dramatically in recent years. Consequently, it has become widely assumed that Alaskan companies, across industry lines, are in theory increasingly able to procure assistance for developing viable tactical export marketing strategies. However, because most Alaskan ITAOs do not conduct regular effectiveness assessments of their services in terms of the actual needs of current and potential exporters in the state, the extent to which ITAOs have spurred economic growth in Alaska remains undetermined. Conducting an independent survey of Alaska's private sector was necessitated by the lack of any previous assessment of the needs of current and potential exporters in the state.

C. KEY FINDINGS

1. Among Alaskan businesses, a measure of demand does exist for government provided international trade assistance services. However, the nature and delivery of these services must be closely tied to the specific needs of individual companies in order to be effective (i.e., services should be customized rather than generic).
2. Small businesses and service exporters require an export assistance package clearly distinct from export promotion strategies appropriate for large companies, manufacturers, and natural resource exporters. Several companies within the former sector group reported feeling "neglected" by the state's narrow international trade promotion efforts (i.e., the state's traditional focus on assisting established businesses, natural resources, and markets in the Asian Pacific Rim).
3. Export finance, industry specific global market information (and trade leads), improved coordination among state trade assistance agencies, and relief from burdensome legal restrictions were reported as exporters' primary international business needs. Among potential exporters, industry specific global market information and support for small businesses and service sector firms seeking to export were listed as primary needs.
4. While international trade talk in Alaska has historically focused on markets in the Asian Pacific Rim, surveyed companies reported having a comparatively "global" market focus (particularly in the service sector).
5. The number of organizations in the state which report to offer some sort of "international service" has led to confusion among Alaskan companies looking for export or other trade assistance.
6. While there are very few private sector export management companies in the state, a number of Alaskan exporters reported utilizing private sector sources for their international

trade needs. This indicates that several types of private trade intermediaries or specialized in-house / inter-industry expertise are being used in Alaska.

7. Alaskan companies are interested and capable of successfully conducting international business in the changing global marketplace. Like all businesses in the rapidly changing world economy, Alaskan companies face a number of export related challenges. However, integrating the unique export needs of Alaskan companies into a comprehensive state international policy is certainly not an unapproachable matter.

D. METHODOLOGY OVERVIEW

Prior to this study, no academic or trade organization in the state had compiled a comprehensive list of current or potential exporters in Alaska. Thus, determining who to sample was an arduous task. A sample size of 8,000 to 10,000 Alaskan companies was initially considered for the survey. However, the project oversight committee indicated that only a small percentage of Alaskan companies (then estimated at around 1,000) had likely ever exported or considered exporting. Consequently, the final sample size was reduced to 2,000 (the extra 1,000 companies were added to increase representation by service sector businesses). The actual sample / mailing list was developed through the following procedure:

1. A copy of the state's master database list of all registered Alaskan companies was obtained.
2. Businesses without an Alaskan zip code were deleted from the list.
3. Major industry groups were classified by respective SIC Codes.
4. The total number of companies within each SIC Code range was determined.
5. Mailing lists from the U.S. Commercial Service (1995 version), World Trade Center Alaska (1994 - 1995 version), Alaska Office of International Trade (1994 version), Alaska Seafood Marketing Institute (1994 version), and Alaska Foresters Association (1995 version) were incorporated into the master mailing list. * (The oversight committee suggested that companies which had previously responded to trade agency mass mailings would be more likely to respond to an international trade questionnaire than companies randomly selected from the state's master database list).
6. Duplicate company listings, government agencies, non-profit organizations, and companies within non-targeted industry groups (i.e., hotels, hair salons, car dealerships, etc.) were deleted. Companies were re-sorted by Standard Industrial Classification (SIC) and assigned serial numbers correlating to their respective SIC Code (to maintain confidentiality, company names were not matched with actual responses anywhere in the analysis process - instead, surveys were coded within major industry / SIC code groups).

Notes on specific survey questions can be found in the appendix. Throughout the survey results, companies which provided responses to open-ended questions are identified according to the following major industry groups:

- (n) = Natural resources
- (o) = other (light manufacturing, retailing, etc.)
- (s) = services

* "Export interested" service sector company names came primarily from CSUSA and World Trade Center Alaska lists.

• The Alaska Center for International Business was contacted but did not have a list of Alaskan current / potential exporters in the state.

E. ANALYSIS NOTES

The survey's primary objective was to gather general information on the needs of Alaskan businesses in the international marketplace in terms of services currently being provided by trade assistance organizations in the state. To enhance the potential usefulness of the results, companies were classified within major industry categories (represented in the survey results by SIC Codes) and export activity levels (i.e., current and potential exporters.) Because detailed information on the export of commodities from Alaska was already available, service sector companies comprised approximately seventy-five percent of the mail-out sample. Only businesses with an Alaskan ZIP code were targeted to receive surveys.

Specific survey analysis points included:

- To what extent are businesses within certain industry classifications (especially the service sector) exporting?
- What factors primarily motivate Alaskan companies to export?
- To what extent is exporting an element in a company's long-term business development plan?
- To what extent do Alaskan companies utilize intermediaries for exporting?
- Are Alaskan companies actively engaging joint ventures?
- Where are Alaskan companies going for export finance assistance?
- Which markets are Alaskan companies actually exporting to?
- Are Alaskan companies interested in international trade?
- What are the major complications Alaskan companies face in establishing and maintaining an export operation?
- What are the primary regulatory restrictions hindering the international success of Alaskan firms?
- What suggestions do Alaskan firms have for "globalizing" the state economy?
- Which organizations do Alaskan companies turn to the most for international assistance -- if at all?

The results of the survey were intended to clear up several questions on the export tendencies of Alaskan firms. While many questions do remain, this survey is a first step towards the development of a streamlined and effective state international policy.

Part B

Survey results

Survey results I (results to Part I, question 1 and Part II, question 2)
What motivates Alaskan companies to export / consider exporting?

Table I-A, current exporters

<i>Motivation</i>	NATURAL RESOURCES		SERVICES		RETAIL/MFG.		ALL GROUPS	
	Total citing response	Percent of sector total	Total citing response	Percent of sector total	Total citing response	Percent of sector total	Total citing response	Percent of sector total
a. Unsolicited trade leads	0	0%	4	11%	2	18%	6	10%
b. Unsolicited foreign orders	0	0%	7	18%	3	27%	10	17%
c. Declining domestic sales or excess inventories	0	0%	5	13%	2	18%	7	12%
d. Part of a long-term business development plan	1	1%	11	29%	3	27%	15	26%
e. Special knowledge of a foreign market opportunity	5	56%	8	21%	1	9%	14	24%
f. Other (see below)	3	33%	3	8%	0	0%	6	10%
Total by industry sector	9		38		11		58	

f. Other motivations:

- Received twice the price as if sold locally (n)
- International is the best market for our product - logs (n)
- Much higher price paid in export market (n)
- Response by others to advertising (s)
- Humanitarian - gave help to a neighbor (s)

Table I-B, potential exporters

<i>Motivation</i>	NATURAL RESOURCES		SERVICES		RETAIL/MFG.		ALL GROUPS	
	Total citing response	Percent of sector total	Total citing response	Percent of sector total	Total citing response	Percent of sector total	Total citing response	Percent of sector total
a. Unsolicited trade leads	0	0%	3	6%	0	0%	3	5%
b. Unsolicited foreign orders	0	0%	0	0%	0	0%	0	0%
c. Declining domestic sales or excess inventories	1	17%	5	10%	1	33%	7	11%
d. Part of a long-term business development plan	3	50%	24	46%	1	33%	28	46%
e. Special knowledge of a foreign market opportunity	2	33%	15	29%	0	0%	17	28%
f. Other (see below)	0	0%	5	10%	1	33%	6	10%
Total by industry	6		52		3		61	

f. Other responses:

- To broaden our market base (o)
- We have a surplus of used electrical equipment (s)
- Personal interest in foreign countries (s)
- To bring foreign tourists into the state (s)
- Unsolicited domestic order (s)

Survey results I. continued (results to Part I, question 1 and Part II, question 2)
Suggestions Alaskan companies have for motivating more businesses to export.

Exporter suggestions

Address legal restrictions

- Health certificate program - export documents for foodstuffs - USDA state inspection program would help (o)
- 1. Reduce size and scope of government at all levels.
- 2. Legislative veto of administration regulations inconsistent with statute intent
- 3. Break open banking community (s)
- Help getting approval to export to EU (s)
- All the mines have been closed due to adverse state / federal regulation - these regulations should be reconsidered (s)
- Advance notice of the state's future / long-term plans (s)
- In the case of this company (forestry), the single greatest service would be to release replenishable natural resources and manage said resources at sustainable levels as per article VIII of the Alaska Constitution (n)
- Provide more raw materials to export. Markets for forest products are very strong and are expected to be that way for years (n)
- Eliminate EPA and have DEC responsible for regulating Alaska. Reduce the time it takes to get environmental permits (n)

Market research / intelligence

- More trade leads to and from Alaska (s)
- State should research advertising media in dynamic foreign markets and help advise business how and where to advertise their products in those markets. Communication methods also need to be known. - e.g., telephone to Magadan is too difficult and limited to use (s)
- Assist in seafood marketing abroad (s)
- Possibly by communicating trade leads in more public forums (s)
- Provide information on specific industries or professionals in other countries and what the needs are (s)
- Acting locally, thinking globally. Our world is a market - not just the U.S. (s)
- Support for foreign (Far East) small business owners in establishing contacts with Alaskan businesses (s)
- Maintain foreign offices - Japan, etc. (o)
- Better information to Alaskan tourism companies on the services the state can provide - translating brochures, marketing Alaskan business at foreign trade shows (o)

Export finance

- Provide export finance programs (s)
- Local office with knowledgeable staff for actually helping with paperwork required by government regulations (foreign and domestic) helping in payment guarantees (s)
- Expand scope of Office of International Trade. Push AIDEA to be more helpful (n)
- Offer local businesses better lines of credit to purchase inventory for export (o)
- Education on export opportunities - Programs to provide financial assistance / insurance, etc. (o)
- Export financing - i.e., feasibility grants, low interest loans (non-banking) for domestic manufacturers producing products for export. ACCESS TO MONEY (o)

Other comments

- Please do nothing! (s)
- Use of World Trade Center, Alaska International Trade Office (state) (s)
- The University of Alaska Fairbanks starting commercial thinning of their forest land: (n)

Potential exporter suggestions

Industry specific export assistance

- More information - especially for small businesses (s)
- The development of an awareness that Alaskans have expertise in design and construction in Arctic and Antarctic regions. (s)
- Many Alaskan companies are small businesses and cannot afford expensive trips and / or conventions. However, our special expertise on Arctic conditions and technology is unique. Training on how to tap cheaper services of leads and contacts would be a great help (s)
- Engineering or specialty services involving Arctic conditions. Arctic (especially high latitude) construction and civil engineering services (s)
- As a professional services firm, we think we have special knowledge in Arctic design and have considered the Russian Far East and Canada as possible markets (s)
- Information about potential service markets and assistance in making contact with key individuals (s)
- Programs or services related to tourism industry. Tourism is our future (o)
- The tourism industry needs more support from the state level in bringing people into the state - such as an overseas representative for the industry (s)

- Timber processing requirements for F.S. harvests (n)
- Demand for product or service (s)

Market research / intelligence

- International information provider where we can get reliable information without getting scammed (s)
- A broader distribution of the UAA newsletter on international developments (s)
- How to - Exporting for Dummies (s)
- SBA services - contacts in foreign countries - interpreter service - market analysis of foreign countries specific to trade / business (s)
- The ability to get valid market data on volumes, prices, competition, etc. on foreign markets from the Office of International Trade or a referral to a source of good information from them (n)
- Improve infrastructure and information systems, continue programs which promote travel and trade shows (s)
- Any type of forum which would initiate contacts with prospective clients (s)
- Interpreter services - published lists of foreign needs if available (s)

Export finance

- 1. Encourage ASTF to support more large-scale commercial demonstration projects to increase marketability of value added natural resources (such as low rank coal water fuel)
- 2. Provide funding to support long term testing of products to assist in Asian market assistance (s)
- Export subsidies for a limited period to offset documented incremental extra costs of developing export markets (e.g., extra foreign travel, communications, freight, etc.) (s)
- Federal programs such as USAID or USIA which fund a variety of projects by Alaskans in the Russian Far East (s)
- Funding, U.S. trade policies, and foreign government cooperation (o)
- An interpreter to overcome language barriers (n)

Survey results II (results to Part I, question 8a and Part II, question 4a)

A company is suddenly given an international trade lead. What priority is the trade lead given?

Table II-A, current exporters

<i>Responses to Hypothetical Situation</i>	NATURAL RESOURCES		SERVICES		RETAIL/MFG.		ALL GROUPS	
	Total citing response	Percent of sector total	Total citing response	Percent of sector total	Total citing response	Percent of sector total	Total citing response	Percent of sector total
a. The same priority as domestic business leads	6	67%	29	74%	10	91%	45	76%
b. Secondary priority to any domestic leads	1	11%	6	15%	1	9%	8	14%
c1. Our intermediary handles exports	0	0%	1	3%	0	0%	1	2%
c2. We already have all of the business we can handle	0	0%	1	3%	0	0%	1	2%
c3. We are concerned about international business risk	0	0%	1	3%	0	0%	1	2%
c4. Product or service does not lend itself to exporting	0	0%	0	0%	0	0%	0	0%
c5. Other (not specified)	0	0%	0	0%	0	0%	0	0%
d. Does not apply (we only do international)	2	22%	1	3%	0	0%	3	5%
Total by industry	9		39		11		59	

Table II-B, potential exporters

<i>Responses to Hypothetical Situation</i>	NATURAL RESOURCES		SERVICES		RETAIL/MFG.		ALL GROUPS	
	Total citing response	Percent of sector total	Total citing response	Percent of sector total	Total citing response	Percent of sector total	Total citing response	Percent of sector total
a. The same priority as domestic business leads	5	63%	29	55%	2	67%	36	56%
b. Secondary priority to any domestic leads	3	38%	20	38%	1	33%	24	38%
c1. Our intermediary handles exports	0	0%	0	0%	0	0%	0	0%
c2. We already have all of the business we can handle	0	0%	1	2%	0	0%	1	2%
c3. We are concerned about international business risk	0	0%	1	2%	0	0%	1	2%
c4. Product or service does not lend itself to exporting	0	0%	0	0%	0	0%	0	0%
c5. Other (not specified)	0	0%	1	2%	0	0%	1	2%
d. Does not apply (we only do international)	0	0%	1	2%	0	0%	1	2%
Total by industry	8		53		3		64	

Survey results III. continued (results to Part I, question 13)

Regulatory restrictions hindering export activity (exporters only).

- State agencies generally have not been focused on developmental assistance of foreign trade in any respect as far as I can see. Most are regulatory in focus and not "pro-trade" for assistance values unless under some federal grant money where the focus is only on assistance (s)
- Lack of assistance from employees of the state international agencies. "It is not my job" or "that is not public information" is all I hear (s)
- None, but state political leadership does little to support international trade (s)
- We have never considered Alaska's laws, regulations, or published policies as burdensome. Lack of agencies following own laws, regulations, and policies has been disastrous for us (n)
- Since we grow seed of native species only, we must collect seed of the native species in the wild for research and development of crop fields. The Alaska Department of Natural Resources is the main block in development. Regulations on the search for plant materials is very restrictive (s)
- I know of no real problem with the state. However, the lack of USDA officials can (or allowed) to approve meat, poultry, and potatoes drives this important export to Seattle. Potatoes would be a tremendous export for Alaska (s)
- The cumulative impact of state, federal and local regulations is taking an ever increasing percentage of management time and is giving customers the impression that we can't be steady, long-term, reliable suppliers of forest products (n)
- Title 16 (s)
- Our timber sale regulations (s)
- DEC inconsistent enforcement of regulations (n)
- Jones Act, OSHA (o)
- The Jones Act (n)
- Jones Act maybe (o)
- Enforcement - failure of state and federal government to make sure that foreign companies offering trips in Alaska have permits and follow the same regulations as Alaskan owned businesses (o)
- In our experience, the issue of regulatory barriers to Alaska's ability to compete internationally is largely a myth (s)

Survey Results III. continued (results to Part I, question 10)
Exporters' single greatest export burden.

Address legal restrictions

- Changing Russian import laws (s)
- Federal government policies based on politics (s)
- Joint venture in Russia will not keep their agreement. U.S. immigrations will not back the American businessman when then they find they have been used (s)
- Foreign import laws and customs (s)
- Inability to compete in an open, competitive market. If it were left up to the Russian market alone, competition would soon benefit both parties and countries. The constant changing of Russian customs, fees, and regulation have a way of stifling legitimate competition and, in some cases, encouraging unethical practices (s)
- Lack of stable telephone communications and tax demands in Russia (s)
- Communications (s)
- EU import restrictions and requirements (s)
- Understanding foreign regulations and import procedures (s)
- Documentation for foodstuffs - different for every country - need an united set of regulations (o)
- Changeable foreign tax structures (o)
- Alaska and U.S. regulations to ship product - tug escorts, etc. (o)
- Inconsistency between US Government and State or Alaska fisheries and processing laws - particularly the new IFQ program (n)
- Staying in business because of environmental restrictions. Constant terror imposed by EPA (n)
- Assuring our customers that we can be providers of a long term supply of timber products (n)

Market research / intelligence

- Finding potential customers and making them aware of my services (s)
- The time and resources to meet all of our expectations and opportunities (s)
- Knowledge of market - need for engineering consulting (s)
- Finding markets (s)
- Finding foreign customers (s)
- Lack of knowledge of foreign markets (s)
- Identifying leads on consistent basis (s)
- Qualification of potential buyers and their valid needs (s)
- Very competitive international seafood environment (finding buyers at profitable levels) (s)
- Obtaining background information (s)
- Matching product to market with highest return (n)

Export finance

- Lack of understanding of "service" exports by government and financial providers of assistance (s)
- Letters of credit (s)
- Lack financing (s)
- Payment guarantees (s)
- Cost of shipping (s)
- Committed funds in American dollars in American banks (s)
- Having inventory on hand to meet increased demand (s)
- Operating capital, line of credit financing (s)
- 1. Economical transport from Alaska to markets
- 2. Lack of state / local government cooperation (s)
- No money for marketing research, development, marketing and no money for financing productions (o)
- Lack of inventory to export (o)
- Cost of exposure to new markets (o)
- Getting adequate credit coverage from Russian customers (o)
- Travel costs to promote our product - i.e., Alaskan trips (o)
- Obtaining financing for working capital (n)

Product related

- Securing product (s)
- Civil engineering materials expertise (s)
- No longer have products to service (s)
- Lack of stumpage (available timber) (s)
- Price for product - market is getting too flooded (o)
- Not enough product (o)
- No market at this time (n)
- Lack of Alaska raw material for value added processing (n)

- Arranging and finding lowest cost alternative for shipping the product (n)

Other

- Communications, as we deal mostly with Russia (s)
- Order mistakes by U.S. suppliers (s)
- Time required to get visas and to actually begin (s)
- We were providing professional engineering services in Guam. The biggest problem was getting people to move to Guam or finding competent help on the island (s)
- Uncertainties with support and logistics. Communications can also be difficult (s)
- Snow and breakdowns (n)
- Transport within Alaska (n)

Survey results III. continued (results to Part I, question 11)
Suggestions exporters have for easing operational export complications.

Address legal complications

- Force DNR to follow the law - article VIII of Alaska's constitution. Quit giving timber to insects, rot, and fire (n)
- Streamline environmental permit procedures (n)
- Food export certification program within D.E.C. (o)
- Be realistic on liability (o)
- Strict enforcement of bilateral agreements at very level - i.e., the removal of the new 30 % tariff the Russians have put on food products. This should have been dealt with instantly and firmly with similar tariffs (s)
- Support all export efforts as a policy decision (s)
- Sell more state timber (s)
- Tax break on foreign sales (s)
- Reduce overwhelming government (s)
- Provide up-to-date information on customs (Russian) laws (s)
- Revise the title 16 recognizing that there are other and equal values than just habitat (s)
- Inequities in customs laws which allow imports into U.S., but prevent us from exporting similar products. Example: Canadians in our business freely work in Alaska and conduct geophysical or geological services in Alaska, but we can't export the same services to Canada (s)

Export finance

- More money, insurance break (n)
- AIDEA support (n)
- Loan funds - non-banking type (o)
- Financial assistance with trade shows (o)
- Use Washington model for export assistance centers. Assist companies trying to find export financing through the entire process (s)
- Provide sources of export finance (s)
- Local bank programs that interact with foreign (banks) and World Bank (s)

Market research / intelligence

- Agent / Distributor program, U.S. Department of Commerce (s)
- None, the main problems are in foreign markets. Main problem is identifying bona fide buyers. To date service needs have been fulfilled by private companies based upon need (s)
- Compile list of Alaskan firms with a brief description of products and services - distribute to U.S. Embassies (s)
- Alaskan companies need someone to introduce them to the right people. If they need engineering services, who do we talk to in that country? (s)
- Setting up small "offices" or "message centers" in foreign locations where Alaskans could get information while working in other locations. Provide a way to make contact (s)

Recommendations for agencies

- State should joint venture with Alaska World Trade Center or other private groups as state has closed out all people of knowledge. The state has lost the ability to help (s)
- Better communications between foreign government and state Commerce Department offices for Alaska state support in initiating business relationships (s)
- Centralize information that is currently being duplicated by many different agencies - making this public information (s)
- Better or more cooperative information exchange (s)
- Governor's promotion of diplomatic relations (s)
- Better funding for Division of Tourism's international marketing program (o)
- Any time a state or federal organization tries to help, they inevitably screw it up (o)
- Office of International Trade (o)
- More educational programs outside of Anchorage (o)
- Government to government assistance for problems in foreign country such as collecting on letters of credit, false claims, etc. (n)

Other comments

- Getting Alaskan exporters together to share services to aid in support (o)
- Make it simpler to export goods to Russian Far East. I have to e-mail contact days in advance of shipping so my partner can make Russian customs aware that shipments are coming. Customs clearing can take days and several trips to the airport (s)
- Freight - scheduling, cost, frequency (s)
- Local availability to get visas (s)
- We are aware of most programs (s)

Survey results III. continued (results to Part II, question 3)

Suggestions potential exporters have for easing export operation start-up complications.

Industry specific / small business export assistance

- It would be best to make visits as part of trade organizations geared to design and construction (s)
- To organize and offer an Anchorage trade show for Alaska artists and foreign companies interested (o)
- 1. Retain (on an as-needed basis), an Alaskan office of international trade representatives who can facilitate trade in the Middle East (Arabic speaking countries) and another in Europe (s)
- More accessible assistance by UAA for small John Doe businesses. Maybe I just don't know how to ask for the right help. I get the feeling that if I worked for VECO or Marathon, that I would get more coaching on how to access available assistance. I understand the difference between big and small businesses and am prepared to accept it (s)
- Small business exporting education (s)
- Some kind of clearing house we can advertise in which would be distributed to large U.S. companies looking for expertise (s)
- Japanese Export Trade Organization (JETRO) offers an eight day study program for Alaskans interested in learning about business in Japan - all expenses are paid! More programs like this would be helpful - especially for small businesses like mine. Also, the state university could sponsor more "road shows" in which international exporters do presentations around the state - not just in Anchorage or Juneau (s)
- Within the construction industry, concerns are skilled workers, funding, and adequate materials (s)

Market research / intelligence

- It would be best if one department could handle financing, trade regulations and foreign laws in one location to better serve the business community (o)
- Have resident experts on staff - State of Alaska International Business - to assist import / export to specific economic regions in several countries at the local and regional level (o)
- Assistance in locating those firms that require our services (s)
- Companies to contact that would be interested in my product, getting over the language barrier, assistance in starting the process of exporting (n)
- Better market information (n)
- SBA services - contacts in foreign countries - interpreter service - market analysis of foreign countries specific to trade / business (s)
- Alaska has many sole proprietors that should be involved with the Pacific Rim - Russia, Japan, Korea (s)
- 2. Have semi-annual workshops in Anchorage in which ALL representatives come, give overviews of their region, and then provide time for one-on-one meetings with Alaskan businessmen to plan a strategy for exporting to that region (s)
- Information kits on (for instance) Russian import laws and customs regulations (s)
- General information on laws, regulations, tariffs, taxes and other impediments to importing goods and services would help. In Canada, the government often takes a much more proactive role in primary exports assisting with finances or payment methods, etc. (s)
- More information on NAFTA (o)
- I am an author and would like to see my books translated into Japanese and perhaps other languages and markets abroad. I do not have an agency but would like assistance in developing contacts abroad and connecting them with my business (s)

Other

- I'm not sure it is the government's business to assist in opening foreign markets. It comes close to becoming a business subsidy (s)
- Eliminate export bans (s)

Survey results III. continued (results to Part II, question 3)
Start-up export operation complications for potential exporters

Table III-B

Complication	NATURAL RESOURCES	SERVICES	RETAIL/ MFG	ALL GROUPS
	Total citing response	Total citing response	Total citing response	Total citing response
a. Finding foreign customers	0	24	2	26
b. Obtaining background information on foreign companies	0	7	0	7
c. Obtaining background information on foreign markets	0	11	1	12
d. Finding info. on the market for your company's particular product or service	3	25	1	29
e. Foreign relations complications	2	9	0	11
f. Finding companies to form joint partnerships with	1	11	0	12
g. Shipping, coordinating, or distributing the product or service	2	2	1	5
h. Finding and / or utilizing government trade assistance	1	3	1	5
i. Obtaining adequate financing	2	4	1	7
j. Establishing payment / credit terms with foreign customers	0	16	0	16
k. Handling foreign import laws, customs, or export documentation	4	6	1	11
l. Lack of in-house expertise	2	11	1	14
m. Other	4	16	1	21

m. (other significant obstacles in no particular order):

- Sorting the substance from the university (s)
- The time to overcome obstacles (s)
- Proposals to other foreign countries (s)
- Most of our products are illegal to export (made from animal parts) (o)
- Lack of marketing skills in a foreign cultural situation (s)
- Finding clients - cost of doing business (s)
- Finding agents in foreign countries who specialize in publications, translation work (s)
- Immigration (s)
- High shipping costs, low unit value of product - foreign material specifications (n)
- Wetlands restriction (s)
- License to operate (s)
- Cost of sharing for long term product testing in Asia (o)
- Our parent company's business plan includes markets other than Russia, Asia, Pacific Rim (s)
- Lack of opportunity (s)
- Currency exchange (s)
- Regulations requiring initial processing prior to exporting to non-U.S. markets (n)
- Market acceptance of coal of non-typical specifications (n)

Survey results III (results to Part I, question 9)
Start-up / operational export complications for exporters (only)

Table III-A

	Difficulty getting started					Operational difficulties				
	ONE	TWO	THREE	Mean	x i	ONE	TWO	THREE	Mean	x
SERVICES										
a. Finding foreign customers	13	11	6	1.77	0 0	10	12	7	1.9	0
b. Obtaining background information on foreign companies	6	12	6	2	6 0	8	12	4	2.17	4
c. Obtaining background information on foreign markets	12	11	3	1.65	4 0	14	8	2	1.5	3
d. Finding info. on the market for your company's particular product or service	17	7	5	1.59	1 0	14	8	5	1.67	1
e. Foreign relations complications	11	10	7	1.86	1 0	12	7	8	1.85	1
f. Finding companies to form joint partnerships with	6	9	5	1.95	9 0	9	7	3	1.68	8
g. Shipping, coordinating, or distributing the product or service	14	10	0	1.42	6 0	15	8	0	1.35	4
h. Finding and / or utilizing government trade assistance	12	7	6	1.76	5 0	10	6	7	1.72	4
i. Obtaining adequate financing	6	6	8	2.1	0 0	7	5	7	2	8
j. Establishing payment / credit terms with foreign customers	9	12	7	1.68	3 0	11	8	6	1.8	2
k. Handling foreign import laws, customs, or export documentation	8	14	7	1.97	2 0	10	13	5	1.82	0
l. Lack of in-house expertise	8	11	7	1.96	3 0	14	8	1	1.43	3
RETAIL / MFG.										
a. Finding foreign customers	2	4	4	2.2	1 0	3	3	2	1.88	0
b. Obtaining background information on foreign companies	4	1	3	2.38	6 0	4	2	2	1.75	0
c. Obtaining background information on foreign markets	5	4	0	1.44	0 0	6	2	0	1.25	0
d. Finding info. on the market for your company's particular product or service	5	3	1	1.55	0 0	6	1	1	1.38	1
e. Foreign relations complications	7	2	0	1.22	0 0	8	0	6	1.86	0
f. Finding companies to form joint partnerships with	0	3	0	2	0 0	0	1	2	2.67	5
g. Shipping, coordinating, or distributing the product or service	3	2	3	2	5 0	3	4	6	2.23	1
h. Finding and / or utilizing government trade assistance	6	0	1	1.29	1 0	6	1	1	1.38	0
i. Obtaining adequate financing	2	1	2	2	2 0	2	0	2	2	5
j. Establishing payment / credit terms with foreign customers	4	5	1	1.7	5 0	4	0	2	1.67	2
k. Handling foreign import laws, customs, or export documentation	7	1	1	1.33	1 0	4	2	1	1.57	1
l. Lack of in-house expertise	4	4	1	1.66	0 0	3	4	0	1.57	1
NATURAL RESOURCES										
a. Finding foreign customers	3	3	1	1.71	0 0	4	2	0	1.33	1
b. Obtaining background information on foreign companies	1	3	2	1.42	3 0	2	2	1	1.8	1
c. Obtaining background information on foreign markets	4	2	1	1.57	3 0	3	2	0	1.4	3
d. Finding info. on the market for your company's particular product or service	4	2	1	1.57	2 0	5	0	0	1	3
e. Foreign relations complications	6	0	1	1.29	2 0	3	0	1	1.5	3
f. Finding companies to form joint partnerships with	3	2	0	1.4	4 0	3	1	0	1.25	3
g. Shipping, coordinating, or distributing the product or service	1	2	4	2.42	2 0	1	1	3	2.4	2
h. Finding and / or utilizing government trade assistance	1	0	2	2.33	5 0	1	1	2	2.25	4
i. Obtaining adequate financing	1	1	1	2	4 0	1	1	1	2	3
j. Establishing payment / credit terms with foreign customers	2	3	0	1.6	2 0	2	1	0	1.33	3
k. Handling foreign import laws, customs, or export documentation	2	1	1	1.75	3 0	2	1	1	1.75	3
l. Lack of in-house expertise	2	0	2	2	3 0	3	0	1	1.5	3

ONE(1) = A minor / no difficulty; TWO(2) = A moderate difficulty; THREE(3) = A major difficulty
i = Use / used a private export management company for this
x = does not apply to our company's situation

Survey results IV (results to Part I, question 5)
Export finance (exporters only)

Table IV

	NATURAL RESOURCES	SERVICES	RETAIL/MFG.	ALL GROUPS	
<i>Export finance source</i>	Total citing response	Total citing response	Total citing response	Total citing response	Percent of response total
a. Bank line of credit					
Alaskan bank	1	10	6	17	61%
Non-Alaskan bank	2	5	0	7	25%
b. Special export bank loan					
Alaskan bank	1	0	0	1	4%
Non-Alaskan bank	0	0	0	0	0%
c. State export finance program					
AIDEA	0	0	0	0	0%
d. Federal government export finance program					
SBA (1), World Bank (1), TDA (2)	1	2	0	3	11%
Total (for all groups)				28	

Survey results V (results to Part I, question 4)
Joint venture activity (exporters only)

Table V-A

	NATURAL RESOURCES		SERVICES		RETAIL/MEG.		ALL GROUPS	
	Total citing response	Percent of sector total	Total citing response	Percent of sector total	Total citing response	Percent of sector total	Total citing response	Percent of sector total
Engaged in Joint Venture?								
a. Yes	6	55%	18	46%	2	15%	26	41%
b. No	5	45%	21	54%	11	85%	37	59%
Total by industry	11		39		13		63	

Survey results VI (results to Part I, question 3)

Use of private export management companies - PEMCs (exporters only)

Table VI-A

<i>Used private export mgmt. company?</i>	NATURAL RESOURCES		SERVICES		RETAIL/MFG.		ALL GROUPS	
	Total citing response	Percent of sector total	Total citing response	Percent of sector total	Total citing response	Percent of sector total	Total citing response	Percent of sector total
a. Yes	2	18%	7	18%	0	0%	9	14%
b. No	9	82%	32	82%	13	100%	54	86%
Total by industry	11		39		13		63	

Table VI-B, where are the PEMCs based?

(responses)	
a. Alaskan intermediary only:	4
b. Alaskan and outside intermediary:	4
c. Outside intermediary only:	1

Table VI-C, why do companies prefer to use PEMCS?

(responses)	
b. No specialized knowledge for exporting:	1
e. Export company / consultant is better able to procure contracts:	4
f. Other reasons:	3
• To understand the Russian law	
• Use of an American / Russian individual because of language and community knowledge in Russia	
• Use of intermediaries common in seafood industry	

Survey results VII (results to Part III, introductory question)
Use of government assistance for international trade

Table VII-A, exporter use of government assistance for international trade

<i>Used Govt. Assistance</i>	NATURAL RESOURCES		SERVICES		RETAIL/MFG.		ALL GROUPS	
	Total citing response	Percent of sector total	Total citing response	Percent of sector total	Total citing response	Percent of sector total	Total citing response	Percent of sector total
a. Yes	2	18%	21	48%	7	54%	30	44%
b. No	9	82%	23	52%	6	46%	38	56%
Total by industry	11		44		13		68	

Table VII-B, potential exporter use of government assistance for international trade

<i>Used Govt. Assistance</i>	NATURAL RESOURCES		SERVICES		RETAIL/MFG.		ALL GROUPS	
	Total citing response	Percent of sector total	Total citing response	Percent of sector total	Total citing response	Percent of sector total	Total citing response	Percent of sector total
a. Yes	4	10%	14	11%	0	0%	18	9%
b. No*	36	90%	128	90%	9	100%	172	90%
Total by industry	40		142		9		191	

* Considers companies which responded "no" to Part II, question 1. as "no" respondents to Part III, initial question.

Survey results VII. continued (results to Part I, question 8b and Part II, question 4b)
A company is given an international trade lead. Where does the company go for more information?

Exporters

Private source

- We have many sources in Japan, Korea, and Taiwan and have a long relationship with our potential buyers there as well (s)
- We ask the customer. They are better suited to advise on product import restrictions (s)
- Personal network of contacts (s)
- International trade is handled through our Seattle office so far - not our Alaskan office (s)
- To our potential client, directly (s)
- Known and trusted individuals that have first hand, proven experience and knowledge (s)
- I would contact the foreign companies that would be interested in services (s)
- We would devise a payment guarantee for any foreign project either through the client or an international bank (s)
- To our Russian associates (s)
- Trade associates (s)
- Private resources, Seafax (s)
- The fish industry often markets through companies which are buyer / seller or wholesale distributors specializing in products or markets. Would contact others in industry, wholesale - distributor, publications, OIT (s)
- Direct to foreign source (s)
- Our brokers in Europe or Japan (s)
- We would use our intermediary to investigate (s)
- Companies currently doing business (s)
- Or established sales office in parent company - we have international sales team (s)
- To other private businesses that have done business in that area (s)
- Current customers and industry contacts (n)
- To the foreign customer directly (n)
- Friends in the same business (n)
- Consultants in marketing mineral concentrates (all in lower-48) - very specialized business - few exports (n)
- The country in questions - we develop direct contacts or leads from foreign associates in Asia, Europe, and Central America. (n)
- Seattle - freight forwarding company (o)
- The country of interest (o)
- International business directory (o)
- Probably handle on our own (o)

Government agency / other

- World Trade Center, Governor's Office of International Trade, Congressional Delegation (Ted Stevens), U.S. Department of Commerce (s)
- World Trade Center - U.S. Department of Commerce (s)
- World Trade Center (s)
- World Trade Center, UAA Business Department - International Business group - Northern Forum (s)
- Federal information, UAA, Business Center, State of Alaska, World Trade Center, library, specified are of opportunity on local arena. Network with individuals that are familiar with country or opportunity, Alaska governor's office (s)
- World Trade Center of Foreign Commercial Office (federal) (s)
- International Trade Center (s)
- World Trade Center, U.S. Department of Commerce (s)
- U.S. Department of Commerce, U.S. State Department (s)
- World Trade Center (s)
- World Trade Center, Office of International Trade, Department of Commerce, possibly UAA. (s)
- U.S. Department of Commerce, International Trade Administration (s)
- Alaska World Trade Center (s)
- America Russia Trade Center, University of Alaska Anchorage, ENRI (Environmental Natural Resource Institute) (s)
- World Trade Center and appropriate organizations in Seattle area (s)
- World Trade Center, Office of International Trade - we use the World Trade Center as our "one stop shop" with regards to all international matters (o)
- Alaska World Trade Center (o)
- World Trade Center, Department of Commerce, ASTF, SBDC (o)
- Depending on country - OIT, World Trade Center, or Department of Commerce (o)
- Alaska Division of Tourism (o)
- Office of International Trade, World Trade Center, TROIKA, Department of Commerce (n)
- American Embassy - commercial trade section (n)

Potential exporters

Private source

- I would contact long-time media sources with expertise in specific countries and then follow up on their leads (s)
- To the principals involved (s)
- To the source of the lead and then a long trail of phone calls (s)
- The customers are connected to the petroleum industry and leads come from U.S. and Western country contacts (s)
- Start at library and Chamber of Commerce - also with business associates that have provided foreign services (s)
- Try to contact client (and interpreter service in Anchorage) (s)
- We have had international advertising agencies contact us to advertise overseas (s)
- We would go to other businesses who are providing services or supplies to foreign markets. We are not aware of where else to turn for information (s)
- To the U.S. company involved or associated, the appropriate international division and finally to project management (s)
- The foreign market (s)
- Other business acquaintances (s)
- Rotary members with contacts in target area (s)
- To the source (o)
- Local fish dealers (n)

Chuck Becker (Director, CSUSA - Alaska)

- Chuck Becker (s)
- Chuck Becker, U.S. Department of Commerce (s)
- U.S. Department of Commerce - Chuck Becker (n)

Government agency / other

- Thomas Register, Alaska Center for International Business (s)
- World Trade Center, Office of International Trade (s)
- U.S. State Department, U.S. Department of Commerce, Small Business Administration - UAS or UAF (s)
- U.S. Department of Commerce (s)
- Office of International Trade - especially Tokyo office (s)
- International Trade Center, UAA, Expats (s)
- Office of International Trade - they have been very helpful in the past (s)
- World Trade Center (s)
- Not sure. Would depend upon the lead and type or project(s) involved. I am aware we have some ties with Japan and Korea but am unsure as to what assistance these would provide (s)
- Unknown - need help here (s)
- International Trade Commission or area legislature representative (s)
- Economic Development Corporation (s)
- UAA Alaska Center for International Business or the U.S. Department of Commerce (Foreign Commercial Service) (s)
- University of Alaska Trade Center (s)
- American Russian Center, Anchorage Center for International Business, UAA (s)
- Embassy of the foreign country and their information institute (s)
- World Trade Center (s)
- State Office of International Trade (s)
- UAA (s)
- U.S. Department of Commerce, American Petroleum Institute, potential clients in the international location. (s)
- World Trade Center and UAA (s)
- World Trade Center (s)
- State of Alaska - Department of Commerce and Economic Development, federal government mission or foreign offices (s)
- Department of Commerce (s)
- Alaska Division of Economic Development (s)
- State of Alaska - Department of Commerce (s)
- Customer, Parent company resource, World Trade Center, U.S. Department of Commerce International Trade Administration, private research (s)
- University of Alaska, Fairbanks (s)
- Back to that book - Exporting for Dummies (s)
- Local international trade organization, MOA, AEDC (s)
- Governor's Office and L.I.O. (s)
- Commerce Department (U.S. government), Alaska Department of Foreign Relations (o)
- Alaska Office of International Trade (o)
- UAA (n)
- State legislative personnel (n)
- Office of International Trade, U.S. Department of Commerce and World Trade Center (n)
- State of Alaska agencies, UAF Business School, other businesses conducting import-export operations in that country (n)

Survey results VII. continued (Part III, question 21)
Use of government assistance for international trade

Why haven't exporters used government assistance for international trade?

Government not capable

- These various agencies are not specifically established or motivated to dedicate adequate time into developing relations between a local and foreign company. Poor at best! Typical of government involvement - civil servants on yearly salaries with little or no motivation to excel! (s)
- Our company is the living embodiment of a business which has become very expert in a very specialized area of international trade over many years - only to see various politicians and political appointees travel to Asia on behalf of the state without so much as a briefing on the project - LESSON: get informed BEFORE going! (s)
- We have found most programs to be well meaning but ineffective. As experts in our field we have developed in-house capabilities. We do appreciate foreign market reports for bench marking. Also, we have found that government is inconsistent - advocating trade but restricting access to raw materials (n)
- Fully capable of dealing with these issues without government help (s)
- State can use all of the above, but not its present mode (s)
- In the real (non-government) world, I found the state department to be the only agency with reliable and up-to-date information which was available immediately (s)

Use intermediaries / in-house expertise

- Our main office is in Seattle as are virtually all seafood companies - sales are generated there. We receive no help whatsoever in marketing seafood internationally except for ASMI and an occasional trade lead which has never materialized into a sale. (s)
- Our company is an international company so most functions are already well established. Trade leads are the most important need we have (s)
- Very specialized business - but well known export procedures (s)
- International trade is handled through our Seattle office so far - not our Alaskan office (s)
- We have a branch firm in Canada handling Canadian business. Our product is too heavy to complete and needs to be manufactured in the country of use. Russia has the market but we have not located adequate partners (s)
- Another company bought the timber, I logged it, and they sold it to the foreign market (n)
- We deal with people we know personally or by reputation (both ways). Alaska Department of Natural Resources, Division of Lands is NOT supportive. Division of Agriculture and Plant Materials is an exception. They are very good (s)
- I deal with a very small group of companies and clients and they and they are very sensitive to sharing information with competitors. Many of these organizations have foreign nationals as members and far too often, one finds them attempting to be "middlemen" in the operation or passing information and leads to those companies they are associated with. I do not want to give the impression that I am dissatisfied with the groups or agencies listed on these forms - I just have very little need for them although I have given many of them information when they asked (s)
- We have established our own contacts, struggled through learning the procedures and have dealt with the Russian embassy ourselves. We did receive assistance from the U.S. State Department and the U.S. DOT during the beginning (s)

No need

- We have not had a need for any of the available assistance (s)
- No need to (s)
- I take care of myself and do not need any nosy bureaucrats (n)
- No need to (n)
- At this time - no need. I only did one job in a foreign market - they contacted me to do the work for them (s)
- Have not found it necessary (s)
- Not needed (o)

Not aware of agencies

- I am currently unaware of programs / services available from these sources that would be beneficial to my business (s)
- Don't know what they offer! (s)
- Don't know how to go about obtaining various government assistance (o)
- Not aware of many of the programs (o)
- I am an one man logging outfit. I only exported a certain amount last year because I could get a better price for higher grade logs. I do not actively seek to export - I would rather see something done with the logs locally (s)

Other

- We are in the fundamental stage and have not yet exported. We obtained information from OIT regarding the background of a company that solicited our products (o)

Why haven't potential exporters used government assistance for international trade?

Not aware of agencies

- These services are not readily known - small businesses have been ignored. As a small sole proprietor consulting engineer, I have not been provided any information. I think this is an area that needs improvement (s)
- Most small businesses are unaware of the services provided by the agencies listed above. More outreach by these agencies to small businesses would be helpful (o)
- I didn't know that these services were available. I'm interested in many of these services (n)
- Government services are not advertised in professional industry bulletins / periodicals I receive (s)
- Don't know what they are (n)
- Did not know any of these things were available to my business (n)
- Generally unaware of their (agency's) existence or use as a resource (s)
- Did not know these services were available (s)
- Was unaware that these services were available (s)
- Not aware that they were available and not aware of how to obtain them (s)
- Did not know what was available (s)
- Unaware of where to get the help (s)
- Have not investigated to know that such assistance was available (s)
- I did not know that these agencies were available and not familiar with the types of services they provide (s)
- Did not know any existed (s)
- They were never offered to us! (o)

Not focused on international trade

- Not focused on international trade (s)
- Looking at Russian opportunities, but waiting for better conditions, - stability (in Russia) (s)
- We are busy establishing our local and national ties (s)
- I spend 100 % of time on professional mechanical engineering in U.S.A. (s)
- We have not considered international trade, although with improved telecommunications we might be able to do so in the future (computer technical support and desktop publishing - computer publishing) (s)
- This is our first year of business - international trade is our long term business plan - 5 year (n)
- We have just been contacted from a foreign market regarding export out of Alaska. At some point we will use the above services if necessary (s)
- Not interested (s)
- Export of pipe prepared in Fairbanks is not encouraged (s)
- Sole proprietorship - too busy (n)
- Have not exported services yet (s)
- We have seen enough opportunity here, but we have not had the incentive to divert energy elsewhere - but we have given it thought and not ruled it out (s)
- I am a small sole proprietor of a company that is less than two years old and have all the business I can handle within the state without looking to outside markets (s)
- Just have not taken this step yet - need to resolve internal questions before getting into the international market (s)
- My product is engineering design, evaluation, investigation or reports. I am a sole proprietor - independent consulting engineer. Export could be worth investigating, but I have just not looked into - except in response to another company's inquiry (s)
- Have not done international work - I have used several of these agencies for Alaskan business information (s)
- No specific situation has required these services (s)
- No government assistance required (s)
- No need for any of the services (n)
- I am a legitimate (but small time) mineral resource developer. If my mining operation gets off the ground, then possibilities for international trade exist (n)

Company / product not suited for international trade

- Exporting sand / gravel / crushed stone is not a feasible venture (s)
- I have not seen a great demand for engineering services in other countries applicable to my firm (s)
- We have not used the services listed above in the last five years, but we have recently become aware of potential high Arctic latitude projects which may be within our potential market area (s)
- Our own contacts showed that the particular international venture was not feasible (s)
- My company is too small and localized (s)
- There is very limited opportunity for our services abroad and in the Pacific Rim. Because we are a small business, we would work as a sub-contractor to large U.S. companies or agencies with contacts abroad (s)
- Have not yet ventured into international trade but want to. Need help please (s)
- The above (agencies and services) are fine if you have the time or resources to devote. Generally with small businesses, this isn't the case (s)
- I'm too small at present (moderate capital) (s)

Other

- Because I believe that the role of business is to do business and the role of government is to stay out of business as much as possible (s)

- Currently, mineral processing (i.e., zinc) is not done in North America because environmental requirements make it cost prohibitive when compared to other parts of the world. We ship raw materials out, they are processed and then we have to pay import duties to bring them back in for use (s)
- Our (international business) attempts have been through projects of U.S. companies involved in overseas resource development. Our company president did attend the Department of Energy Seminar for the Russian ministers held at Alyeska Resort) (s)
- We have been working on our own contacts (s)
- Why does Alaska:
 - 1) duplicate federal agency services
 - 2) try to have a foreign policy - we are a state (s)
- We receive BISNIS which rates as 3 (s)
- So much for reduced government waste (s)
- A proposal I sent to the American Russian Center was rejected because I am a private company. Allow individuals to compete for federal funds allocated to the American Russian Center in Anchorage - I have requested and been denied funds (s)

Survey results VII. continued (results to Part I, question 8b and Part II, question 4b)

A company is suddenly given an international trade lead. Where does the company go for more information?

Table VII-E, exporters

	NATURAL RESOURCES	SERVICES	RETAIL/MFG.	ALL GROUPS
<i>Assistance source</i>	Total citing response	Total citing response	Total citing response	Total citing response
Private source	5	20	4	29
World Trade Center Alaska	1	11	4	16
Commercial Service of the U.S.A.	1	8	2	11
Division of Trade and Tourism (OIT)	1	4	2	7
University of Alaska Anchorage	0	4	0	4
SBA / SBDC	0	0	1	1

Table VII-F, potential exporters

	NATURAL RESOURCES	SERVICES	RETAIL/MFG.	ALL GROUPS
<i>Assistance source</i>	Total citing response	Total citing response	Total citing response	Total citing response
Private source	1	15	1	17
Commercial Service of the U.S.A.	2	9	1	12
*Chuck Becker (by name) - CSUSA	1	2	0	3
Division of Trade and Tourism (OIT)	2	7	1	10
World Trade Center Alaska	1	8	0	9
University of Alaska Anchorage	1	4	0	5
Alaska Center for Int'l Business	0	3	0	3
University of Alaska Fairbanks	1	2	0	3
Alaska State Legislature	1	2	0	3
University of Alaska Southeast	0	1	0	1
SBA / SBDC	0	1	0	1

Survey results VII, continued (Part III)

Government agency use / service rating (exporters)

Table VII-C

General Information (including seminars, publications, etc.)

1. Information on exporting fundamentals
2. Background information on a foreign market (culture, language, etc.)
3. Information on markets for your company's product or service
4. Personalized export counseling session (question and answer)
5. Referrals to other sources of assistance (public or private)

**UAF, School of
Management**

Used	1s	2s	3s

**UAF Arctic
Research**

Used	1s	2s	3s

**UAA, School of
Business**

Used	1s	2s	3s
1\64			1
1\64			1

Business Contacts

6. Assistance finding partners for joint ventures
7. Trade leads
8. Assistance finding a foreign representative, distributor, or agent
9. Assistance with foreign relations
10. Opportunity to attend a trade mission / show
11. Overseas advertising assistance
12. Customized trade missions
13. Background information on foreign businesses

Used	1s	2s	3s
1\64			1
1\64			1

Used	1s	2s	3s
1\64			1
1\64			1

Used	1s	2s	3s
3\64		1	2
1\64		1	

Running the export operation

14. Assistance with export documentation
15. Export financing (export loans, etc.)
16. Assistance altering a product or service to foreign market specifications
17. Logistics, shipping, or distribution assistance
18. Assistance establishing credit / payment terms
19. Other international services

Used	1s	2s	3s

Used	1s	2s	3s

Used	1s	2s	3s

Overall agency satisfaction:

1s	2s	3s

1s	2s	3s

1s	2s	3s
	1	

Agencies not marked: Division of Investments, Division of Banking, Kenai Peninsula Borough, Fairbanks North Star Borough, Fairbanks Airport, Southwest ARDOR, Southeast ARDOR, Prince William Sound ARDOR, Bering Straits ARDOR, Arctic ARDOR, Alaska Fisheries Development

General Information (including seminars, publications, etc.)

1. Information on exporting fundamentals
2. Background information on a foreign market (culture, language, etc.)
3. Information on markets for your company's product or service
4. Personalized export counseling session (question and answer)
5. Referrals to other sources of assistance (public or private)

Business Contacts

6. Assistance finding partners for joint ventures
7. Trade leads
8. Assistance finding a foreign representative, distributor, or agent
9. Assistance with foreign relations
10. Opportunity to attend a trade mission / show
11. Overseas advertising assistance
12. Customized trade missions
13. Background information on foreign businesses

Running the export operation

14. Assistance with export documentation
15. Export financing (export loans, etc.)
16. Assistance altering a product or service to foreign market specifications
17. Logistics, shipping, or distribution assistance
18. Assistance establishing credit / payment terms
19. Other international services

Overall agency satisfaction:

**World Trade Center
Alaska**

Used	1s	2s	3s
16\64	10	3	1
18\64	5	10	1
18\64	9	4	4
14\64	8	3	2
17\64	9	5	1

Used	1s	2s	3s
10\64	6	1	3
16\64	7	4	3
12\64	6	1	4
12\64	7	3	1
11\64	5	3	2
9\64	5	1	1
7\64	1		3
12\64	5	2	4

Used	1s	2s	3s
7\64	4		3
4\64	2		2
4\64	2		2
4\64	1	1	2
3\64	1		2

1s	2s	3s
8	3	1

**Alaska Center for
Int'l Business**

Used	1s	2s	3s
5\64	1	4	
4\64		4	
4\64		3	1
5\64	2	1	2
3\64		2	1

Used	1s	2s	3s
1\64		1	
1\64			1
2\64		2	
2\64		2	
3\64		1	2

Used	1s	2s	3s
1\64	1		

1s	2s	3s
3	1	1

**American Russian
Center**

Used	1s	2s	3s
3\64	1	2	
2\64		2	
3\64		2	1
3\64		2	1
2\64	1	2	

Used	1s	2s	3s
1\64		2	
1\64		2	
2\64		1	1
3\64	2	1	
2\64		2	
2\64		1	1

Used	1s	2s	3s
1\64		1	

1s	2s	3s
1	1	1

General Information (including seminars, publications, etc.)

1. Information on exporting fundamentals
2. Background information on a foreign market (culture, language, etc.)
3. Information on markets for your company's product or service
4. Personalized export counseling session (question and answer)
5. Referrals to other sources of assistance (public or private)

**Small Business
Development Cntr.**

Used 1s 2s 3s

1\64	1		

**Circumpolar
Health Studies**

Used 1s 2s 3s

Kenai College

Used 1s 2s 3s

Business Contacts

6. Assistance finding partners for joint ventures
7. Trade leads
8. Assistance finding a foreign representative, distributor, or agent
9. Assistance with foreign relations
10. Opportunity to attend a trade mission / show
11. Overseas advertising assistance
12. Customized trade missions
13. Background information on foreign businesses

Used 1s 2s 3s

1\64	1		
1\64			1
1\64			1

Used 1s 2s 3s

1\64			1
1\64			1

Used 1s 2s 3s

1\64			1
1\64			1

Running the export operation

14. Assistance with export documentation
15. Export financing (export loans, etc.)
16. Assistance altering a product or service to foreign market specifications
17. Logistics, shipping, or distribution assistance
18. Assistance establishing credit / payment terms
19. Other international services

Used 1s 2s 3s

Used 1s 2s 3s

Used 1s 2s 3s

Overall agency satisfaction:

1s 2s 3s

1		
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1s 2s 3s

	1	
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1s 2s 3s

	1	
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General Information (including seminars, publications, etc.)

1. Information on exporting fundamentals
2. Background information on a foreign market (culture, language, etc.)
3. Information on markets for your company's product or service
4. Personalized export counseling session (question and answer)
5. Referrals to other sources of assistance (public or private)

Business Contacts

6. Assistance finding partners for joint ventures
7. Trade leads
8. Assistance finding a foreign representative, distributor, or agent
9. Assistance with foreign relations
10. Opportunity to attend a trade mission / show
11. Overseas advertising assistance
12. Customized trade missions
13. Background information on foreign businesses

Running the export operation

14. Assistance with export documentation
15. Export financing (export loans, etc.)
16. Assistance altering a product or service to foreign market specifications
17. Logistics, shipping, or distribution assistance
18. Assistance establishing credit / payment terms
19. Other international services

Overall agency satisfaction:

**Alaska Science and
Tech. Foundation****Alaska Industrial
and Export Auth.****Alaska State
Legislature**

Used 1s 2s 3s

Used 1s 2s 3s

Used 1s 2s 3s

Used 1s 2s 3s

1\64			1
1\64			1

Used 1s 2s 3s

1\64			1
1\64			1

Used 1s 2s 3s

1\64			1
1\64			1

Used 1s 2s 3s

Used 1s 2s 3s

Used 1s 2s 3s

1s 2s 3s

		1
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1s 2s 3s

		1
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1s 2s 3s

		1
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General Information (including seminars, publications, etc.)

1. Information on exporting fundamentals
2. Background information on a foreign market (culture, language, etc.)
3. Information on markets for your company's product or service
4. Personalized export counseling session (question and answer)
5. Referrals to other sources of assistance (public or private)

**Alaska Seafood
Marketing Inst.**

Used 1s 2s 3s

**(AK) Dept. of
Commerce**

Used 1s 2s 3s

**Office of Int'l
Trade**

Used 1s 2s 3s

5\64	4	1	
7\64	3	3	1
9\64	4	4	1
7\64	4	1	2
8\64	3	5	

Business Contacts

6. Assistance finding partners for joint ventures
7. Trade leads
8. Assistance finding a foreign representative, distributor, or agent
9. Assistance with foreign relations
10. Opportunity to attend a trade mission / show
11. Overseas advertising assistance
12. Customized trade missions
13. Background information on foreign businesses

Used 1s 2s 3s

1\64			1
1\64		1	

Used 1s 2s 3s

1\64			1
1\64			1

Used 1s 2s 3s

4\64	3		1
8\64	3	3	2
5\64	3		3
6\64	4	2	
8\64	3	4	1
4\64	1	1	2
2\64	2		
7\64	3	2	1

Running the export operation

14. Assistance with export documentation
15. Export financing (export loans, etc.)
16. Assistance altering a product or service to foreign market specifications
17. Logistics, shipping, or distribution assistance
18. Assistance establishing credit / payment terms
19. Other international services

Used 1s 2s 3s

Used 1s 2s 3s

Used 1s 2s 3s

2\64	1	1	
2\64	1	1	
1\64		1	
1\64	1		
1\64	1		
1\64		1	

Overall agency satisfaction:

1s 2s 3s

	1	
--	---	--

1s 2s 3s

	1	
--	---	--

1s 2s 3s

3	1	1
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General Information (including seminars, publications, etc.)

1. Information on exporting fundamentals
2. Background information on a foreign market (culture, language, etc.)
3. Information on markets for your company's product or service
4. Personalized export counseling session (question and answer)
5. Referrals to other sources of assistance (public or private)

Business Contacts

6. Assistance finding partners for joint ventures
7. Trade leads
8. Assistance finding a foreign representative, distributor, or agent
9. Assistance with foreign relations
10. Opportunity to attend a trade mission / show
11. Overseas advertising assistance
12. Customized trade missions
13. Background information on foreign businesses

Running the export operation

14. Assistance with export documentation
15. Export financing (export loans, etc.)
16. Assistance altering a product or service to foreign market specifications
17. Logistics, shipping, or distribution assistance
18. Assistance establishing credit / payment terms
19. Other international services

Overall agency satisfaction:**Northern Forum**

Used 1s 2s 3s

Used 1s 2s 3s

1\64		1	
1\64			1
1\64			1
1\64			1
1\64			1
1\64			1

Used 1s 2s 3s

1\64			1

1s 2s 3s

	1	
--	---	--

**(AK) Div. of
Nat. Resources**

Used 1s 2s 3s

Used 1s 2s 3s

1\64			1

Used 1s 2s 3s

1s 2s 3s

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**(AK) Div. of
Tourism**

Used 1s 2s 3s

1\64		1	
1\64		1	
1\64			1

Used 1s 2s 3s

1\64		1	

Used 1s 2s 3s

1s 2s 3s

	1	
--	---	--

General Information (including seminars, publications, etc.)

1. Information on exporting fundamentals
2. Background information on a foreign market (culture, language, etc.)
3. Information on markets for your company's product or service
4. Personalized export counseling session (question and answer)
5. Referrals to other sources of assistance (public or private)

**U.S. Commercial
Service (US & FCS)**

Used	1s	2s	3s
11\64	7	1	2
11\64	4	3	2
10\64	5		3
10\64	6	1	2
10\64	5	3	1

**National Marine
Fisheries Service**

Used	1s	2s	3s

**Small Business
Administration**

Used	1s	2s	3s

Business Contacts

6. Assistance finding partners for joint ventures
7. Trade leads
8. Assistance finding a foreign representative, distributor, or agent
9. Assistance with foreign relations
10. Opportunity to attend a trade mission / show
11. Overseas advertising assistance
12. Customized trade missions
13. Background information on foreign businesses

Used	1s	2s	3s
5\64	1	2	2
8\64	4	2	1
7\64	1	2	2
7\64	6		1
5\64	3	1	
5\64	2	2	
4\64	3	1	
5\64	2	1	1

Used	1s	2s	3s

Used	1s	2s	3s

Running the export operation

14. Assistance with export documentation
15. Export financing (export loans, etc.)
16. Assistance altering a product or service to foreign market specifications
17. Logistics, shipping, or distribution assistance
18. Assistance establishing credit / payment terms
19. Other international services

Used	1s	2s	3s
6\64	3	2	1
3\64	1	1	1
2\64		1	1
4\64	3	1	
2\64	2		
1\64	1		

Used	1s	2s	3s

Used	1s	2s	3s
2\64			2
4\64	1		3
1\64			1
1\64			1
4\64	1		3
1\64			1

1s	2s	3s
5	3	

1s	2s	3s
	1	

1s	2s	3s
1	1	2

Overall agency satisfaction:

General Information (including seminars, publications, etc.)

1. Information on exporting fundamentals
2. Background information on a foreign market (culture, language, etc.)
3. Information on markets for your company's product or service
4. Personalized export counseling session (question and answer)
5. Referrals to other sources of assistance (public or private)

**U.S. Congressional
Delegation**

Used 1s 2s 3s

1\64	1		
3\64	1	2	
3\64	3		
2\64	2		
2\64		2	

**Muni. of
Anchorage**

Used 1s 2s 3s

			1

**Anchorage Int'l
Airport**

Used 1s 2s 3s

1\64	1		
1\64		1	

Business Contacts

6. Assistance finding partners for joint ventures
7. Trade leads
8. Assistance finding a foreign representative, distributor, or agent
9. Assistance with foreign relations
10. Opportunity to attend a trade mission / show
11. Overseas advertising assistance
12. Customized trade missions
13. Background information on foreign businesses

Used 1s 2s 3s

1\64		1	
2\64	1	1	
1\64		1	
2\64	1	1	
1\64	1		
1\64		1	
1\64		1	
1\64	1		

Used 1s 2s 3s

			1
		1	
		1	

Used 1s 2s 3s

Running the export operation

14. Assistance with export documentation
15. Export financing (export loans, etc.)
16. Assistance altering a product or service to foreign market specifications
17. Logistics, shipping, or distribution assistance
18. Assistance establishing credit / payment terms
19. Other international services

Used 1s 2s 3s

1\64	1		
1\64	1		
2\64	1	2	

Used 1s 2s 3s

Used 1s 2s 3s

1\64		1	
1\64		1	

Overall agency satisfaction:

1s 2s 3s

3		1
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1s 2s 3s

		1
--	--	---

1s 2s 3s

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**Anchorage
APDOR**

**Anch. Convention
and Visitors Bur.**

**Foreign trade
agency**

General Information (including seminars, publications, etc.)

1. Information on exporting fundamentals
2. Background information on a foreign market (culture, language, etc.)
3. Information on markets for your company's product or service
4. Personalized export counseling session (question and answer)
5. Referrals to other sources of assistance (public or private)

Used 1s 2s 3s

1\64	1		
1\64	1		
2\64	2		
2\64	2		
1\64		1	

Used 1s 2s 3s

Used 1s 2s 3s

2\64	1		1
3\64	2		1
3\64	2		1
1\64	2		
1\64	1		

Business Contacts

6. Assistance finding partners for joint ventures
7. Trade leads
8. Assistance finding a foreign representative, distributor, or agent
9. Assistance with foreign relations
10. Opportunity to attend a trade mission / show
11. Overseas advertising assistance
12. Customized trade missions
13. Background information on foreign businesses

Used 1s 2s 3s

2\64	1	1	
2\64	1	1	
1\64		1	
1\64		1	
1\64	1		
1\64		1	
2\64	1	1	
1\64		1	

Used 1s 2s 3s

			1

Used 1s 2s 3s

1\64	1		
2\64	1		1
2\64	1		1
2\64	1		1
2\64			2
2\64		1	1
2\64	1		1
1\64	2		

Running the export operation

14. Assistance with export documentation
15. Export financing (export loans, etc.)
16. Assistance altering a product or service to foreign market specifications
17. Logistics, shipping, or distribution assistance
18. Assistance establishing credit / payment terms
19. Other international services

Used 1s 2s 3s

Used 1s 2s 3s

Used 1s 2s 3s

2\64	1		1
2\64	1		1
2\64	1		1
2\64	1		1
2\64	1		1
2\64	1		1
2\64	1		1

Overall agency satisfaction:

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2		
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Survey results VII, continued (results Part III)

Government agency use / service rating (potential exporters)

Table VII-D

General Information (including seminars, publications, etc.)

1. Information on exporting fundamentals
2. Background information on a foreign market (culture, language, etc.)
3. Information on markets for your company's product or service
4. Personalized export counseling session (question and answer)
5. Referrals to other sources of assistance (public or private)

Business Contacts

6. Assistance finding partners for joint ventures
7. Trade leads
8. Assistance finding a foreign representative, distributor, or agent
9. Assistance with foreign relations
10. Opportunity to attend a trade mission / show
11. Overseas advertising assistance
12. Customized trade missions
13. Background information on foreign businesses

Running the export operation

14. Assistance with export documentation
15. Export financing (export loans, etc.)
16. Assistance altering a product or service to foreign market specifications
17. Logistics, shipping, or distribution assistance
18. Assistance establishing credit / payment terms
19. Other international services

**World Trade Center
Alaska**

Used 1s 2s 3s

3\182		1	
1\182			1
1\182		1	
1\182			1

**Alaska Center for
Int'l Business**

Used 1s 2s 3s

2\182			2
1\182		1	
1\182		1	

**American Russian
Center**

Used 1s 2s 3s

1\182			
2\182	1		
1\182	1		

1\182			1
1\182		2	
2\182		1	1
3\182		2	1
3\182		2	1
2\182		1	1
2\182			2
2\182		1	1

2\182		1	1
1\182	1		
2\182	1		1
1\182		1	
1\182	1		

1\182	1		
2\182	1		
1\182			

1\182			1
1\182			1
1\182			1
1\182			1
1\182			1

1\182			1
1\182		1	

1\182	1		

Overall agency satisfaction:

	1	
--	---	--

	1	
--	---	--

2		
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Agencies not marked: UAF School of Management, UAF Arctic Research, UAA School of Business, Circumpolar Health Studies, Kenai College, Division of Tourism, Division of Investments, Division of Banking, Anchorage, Kenai Peninsula Borough, Fairbanks North Star Borough, Fairbanks Int'l Airport, Anchorage Int'l Airport, Fairbanks ARDOR, Anchorage ARDOR, Southwest ARDOR, Southeast ARDOR, Kenai ARDOR, Prince William Sound ARDOR, Bering Straits ARDOR, Arctic ARDOR

General Information (including seminars, publications, etc.)

1. Information on exporting fundamentals
2. Background information on a foreign market (culture, language, etc.)
3. Information on markets for your company's product or service
4. Personalized export counseling session (question and answer)
5. Referrals to other sources of assistance (public or private)

Business Contacts

6. Assistance finding partners for joint ventures
7. Trade leads
8. Assistance finding a foreign representative, distributor, or agent
9. Assistance with foreign relations
10. Opportunity to attend a trade mission / show
11. Overseas advertising assistance
12. Customized trade missions
13. Background information on foreign businesses

Running the export operation

14. Assistance with export documentation
15. Export financing (export loans, etc.)
16. Assistance altering a product or service to foreign market specifications
17. Logistics, shipping, or distribution assistance
18. Assistance establishing credit / payment terms
19. Other international services

Overall agency satisfaction:

**Small Business
Development Cntr.**
Used 1s 2s 3s

1\182			1
1\182			1
1\182		1	

**Alaska Science and
Tech. Foundation**
Used 1s 2s 3s

1\182			1
1\182		1	

**Alaska Industrial
and Export Auth.**
Used 1s 2s 3s

1\182		1	
1\182		1	
1\182		1	
1\182		1	
1\182		1	

1\182		1	
1\182		1	

1\182		1	
1\182	1		

1\182			1

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General Information (Including seminars, publications, etc.)

1. Information on exporting fundamentals
2. Background information on a foreign market (culture, language, etc.)
3. Information on markets for your company's product or service
4. Personalized export counseling session (question and answer)
5. Referrals to other sources of assistance (public or private)

**Alaska State
Legislature**
Used 1s 2s 3s

1\182			1
1\182			1
1\182		1	
1\182			1

**Alaska Seafood
Marketing Institute**
Used 1s 2s 3s

1\182	1		
1\182		1	
1\182	1		
1\182	1		

**(AK) Dept. of
Commerce**
Used 1s 2s 3s

2\182	1		1
2\182	1		1
1\182	1		
1\182	1		

Business Contacts

6. Assistance finding partners for joint ventures
7. Trade leads
8. Assistance finding a foreign representative, distributor, or agent
9. Assistance with foreign relations
10. Opportunity to attend a trade mission / show
11. Overseas advertising assistance
12. Customized trade missions
13. Background information on foreign businesses

1\182			1
1\182		1	
1\182		1	
1\182			1
1\182		1	
1\182			1
1\182			1
1\182			1

1\182	1		
1\182	1		
1\182	1		
1\182		1	
1\182		1	
1\182		1	
1\182	1		
1\182		1	

1\182	1		
1\182	1		
1\182	1		
1\182		1	
1\182		1	
1\182			1
1\182			1
1\182		1	

Running the export operation

14. Assistance with export documentation
15. Export financing (export loans, etc.)
16. Assistance altering a product or service to foreign market specifications
17. Logistics, shipping, or distribution assistance
18. Assistance establishing credit / payment terms
19. Other international services

Overall agency satisfaction:

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General Information (Including seminars, publications, etc.)

1. Information on exporting fundamentals
2. Background information on a foreign market (culture, language, etc.)
3. Information on markets for your company's product or service
4. Personalized export counseling session (question and answer)
5. Referrals to other sources of assistance (public or private)

Office of Int'l
Trade
Used 1s 2s 3s

3\182		1	1
5\182	1	2	2
4\182	1	2	1
3\182	2	1	
1\182	2	1	

Northern Forum
Used 1s 2s 3s

1\182	1		
1\182	1		
1\182	1		
1\182	1		

(AK) Div. of
Natural Resources
Used 1s 2s 3s

Business Contacts

6. Assistance finding partners for joint ventures
7. Trade leads
8. Assistance finding a foreign representative, distributor, or agent
9. Assistance with foreign relations
10. Opportunity to attend a trade mission / show
11. Overseas advertising assistance
12. Customized trade missions
13. Background information on foreign businesses

4\182	1	2	1
4\182	2	1	1
3\182	2		1
3\182	1	1	1
2\182		1	1
3\182	1		2
3\182	1		2
4\182	1	2	1

1\182	1		
1\182			

Running the export operation

14. Assistance with export documentation
15. Export financing (export loans, etc.)
16. Assistance altering a product or service to foreign market specifications
17. Logistics, shipping, or distribution assistance
18. Assistance establishing credit / payment terms
19. Other international services

1\182	1		

1\182	1		

Overall agency satisfaction:

3

2

General Information (including seminars, publications, etc.)

1. Information on exporting fundamentals
2. Background information on a foreign market (culture, language, etc.)
3. Information on markets for your company's product or service
4. Personalized export counseling session (question and answer)
5. Referrals to other sources of assistance (public or private)

**U.S. Commercial
Service (US & FCS)**
 Used 1s 2s 3s

1\182	1	3	
5\182	1	2	3
4\182	1	3	
3\182	1	2	
1\182		1	

**National Marine
Fisheries Service**
 Used 1s 2s 3s

1\182		2	
1\182	1		
1\182	1		

**Small Business
Administration**
 Used 1s 2s 3s

2\182		1	1
2\182		1	1
3\182		1	2
2\182			3
1\182			1

Business Contacts

6. Assistance finding partners for joint ventures
7. Trade leads
8. Assistance finding a foreign representative, distributor, or agent
9. Assistance with foreign relations
10. Opportunity to attend a trade mission / show
11. Overseas advertising assistance
12. Customized trade missions
13. Background information on foreign businesses

3\182		1	2
2\182	1	1	
1\182		1	
1\182		1	1
1\182		1	1
1\182			1
1\182			1
1\182			1

			1
1\182	1		1

2\182		1	1
2\182			3
2\182			3
2\182		1	1
2\182		1	1
2\182			2
2\182			2
1\182		1	1

Running the export operation

14. Assistance with export documentation
15. Export financing (export loans, etc.)
16. Assistance altering a product or service to foreign market specifications
17. Logistics, shipping, or distribution assistance
18. Assistance establishing credit / payment terms
19. Other international services

1\182	1		
1\182	1		

1\182		1	
1\182			1
1\182			1
1\182			1
1\182			1

Overall agency satisfaction:

	1	
--	---	--

	1	
--	---	--

	1	
--	---	--

General Information (including seminars, publications, etc.)

1. Information on exporting fundamentals
2. Background information on a foreign market (culture, language, etc.)
3. Information on markets for your company's product or service
4. Personalized export counseling session (question and answer)
5. Referrals to other sources of assistance (public or private)

**U.S. Congressional
Delegation**
Used 1s 2s 3s

1\182	1		
2\182	1	1	
1\182	1		
1\182	1		

**Anchorage Convention
and Visitors Bur.**
Used 1s 2s 3s

**AK Fisheries Dev.
Foundation**
Used 1s 2s 3s

1\182	1		
1\182	1		
1\182	1		

Business Contacts

6. Assistance finding partners for joint ventures
7. Trade leads
8. Assistance finding a foreign representative, distributor, or agent
9. Assistance with foreign relations
10. Opportunity to attend a trade mission / show
11. Overseas advertising assistance
12. Customized trade missions
13. Background information on foreign businesses

1\182	1		
1\182	1		
1\182		1	

1\182			1

1\182	1		
1\182	1		
1\182	1		
1\182	1		
1\182	1		

Running the export operation

14. Assistance with export documentation
15. Export financing (export loans, etc.)
16. Assistance altering a product or service to foreign market specifications
17. Logistics, shipping, or distribution assistance
18. Assistance establishing credit / payment terms
19. Other international services

Overall agency satisfaction:

--	--	--

--	--	--

--	--	--

**Foreign trade
agency**

Used 1s 2s 3s

General Information (including seminars, publications, etc.)

1. Information on exporting fundamentals
2. Background information on a foreign market (culture, language, etc.)
3. Information on markets for your company's product or service
4. Personalized export counseling session (question and answer)
5. Referrals to other sources of assistance (public or private)

2\182		1	1
2\182		1	1
1\182			1
1\182			1

Business Contacts

6. Assistance finding partners for joint ventures
7. Trade leads
8. Assistance finding a foreign representative, distributor, or agent
9. Assistance with foreign relations
10. Opportunity to attend a trade mission / show
11. Overseas advertising assistance
12. Customized trade missions
13. Background information on foreign businesses

2\182			2
2\182			2
1\182			1
1\182			1
2\182	1		1
1\182			1
2\182	1		1
1\182			1

Running the export operation

14. Assistance with export documentation
15. Export financing (export loans, etc.)
16. Assistance altering a product or service to foreign market specifications
17. Logistics, shipping, or distribution assistance
18. Assistance establishing credit / payment terms
19. Other international services

Overall agency satisfaction:

	1	
--	---	--

Survey results VIII (results to Part I, question 12 and Part II, question 6)

Suggestions Alaskan businesses have for enhancing international business activity in the state.

Exporters

Improve export assistance

- Cease lime lighting publicity relations with Far East and get into the export support business - i.e., drop the hype and get down to work - very disappointed with state effort (s)
- Work with real companies to facilitate real deals, not just get acquainted trips (s)
- Simplify! We are bewildered and confused by which state agencies are doing what (s)
- By supplementing group business development plans (s)
- Get the resources available to help people more visible. The international community in Anchorage is very small and the same people attend meetings, etc. Maybe somehow, you need to expand communication of resources (s)
- De-politicize trade issues and appointments and recognize the vital role (and complexity) of international markets in Alaska's future (s)
- Advertising directories distributed in Russia which advertise ALL companies (s)
- Maintain a database on Alaskan firms interested in international work - assist foreign inquiries to find compatible Alaskan businesses - encourage business exchanges in specific activities (forums) (s)
- Provide up-to-date information on customs (Russian) laws, provide sources of export finance (s)
- Continue to supply manufacturers / exporters with the names and addresses of people inquiring about Alaskan products. Help exporters obtain credit information regarding potential customers (o)
- A place where Alaskan businesses can publicize their want and need to other countries - a sort of classified ad system sold for subscription to other countries (s)
- Perhaps bring in foreign delegations of business and introduce suppliers for their needs (o)
- Support trade fairs, exhibitions, maintain trade office with major partners (s)
- Put together a professional services directory (s)
- Support more international trade mission to and from Alaska (s)
- Provide greater assistance to Alaskan business owners obtaining state / federal granted programs for the development of international markets (s)
- Set up an export / import service person at each port of entry who is familiar with dealing with the locals. Should be a local person who works with customs as well (s)
- Open communications and transportation connections direct to key foreign cities (s)

Address trade law issues

- Need assistance with EU restrictions to export (s)
- Get involved with:
 1. Airport fees, facilities and operating rules in the major Russian Far East cities. Obtain a workable agreement and insist that it be adhered to with no special changes or ad hoc rules.
 2. With our congressional delegation, work to remove restrictive new Russian tariffs (i.e., the 30 % tariff on food) (s)
- Due to regulatory restriction, all of the mines have closed. By sampling and assaying mineral commodities here, and thereby certifying content and value, advance partial payments (usually 70 %) could be made locally rather than at destinations weeks or months away (s)
- Eliminate EPA. Alaska is seen as an unstable, high risk place to invest (n)
- Provide steady, reliable supply of raw material such as timber (n)

Export finance

- Offer Alaskan companies a good line of purchasing ability so we can export consistently (lack of inventory) (o)
- 1. Financial support. 2. Generally, the state needs to act more interested (n)
- Financing (s)
- Canada has a program where the federal government will finance large projects (such as dams) in other countries. They require the country to use Canadian engineers and revenue from the project pays back the loan. Why couldn't we do this with permanent fund money? (s)
- Provide bona fide grants such as ASTF. Create a board who have a working knowledge and what exports are realistic. Cut out the frivolous waste of time and money (s)
- Convince local banks of state's viable export loan programs. Banks don't know or trust them now - prefer conventional or SBA (s)

Promote Alaska abroad

- Market Alaska as a good place to do business (s)
- Foreign advertising of Alaskan mystique / knowledge of Arctic (s)
- Present a positive image abroad (n)
- Domestic and international advertising and subsidies (s)

Other

- The largest perceived and / or actual barrier to both domestic and international business development is Alaska's high costs of shipping and travel. Any program that could defray these costs, at least during business start-up, might be helpful (s)

- There is not enough space in this section! (o)
- Continue to provide a low tax environment. Get fiscal house in order (s)
- This survey does not appear to consider the importance of Alaskan tourism destinations as an "export service". Foreign generated tourism dollars should be considered - they are an important way of easing the foreign trade deficit. Information on the fundamentals of marketing as well) (o)

Potential exporters

Foreign investment promotion

- Seek to develop markets for metals and minerals which are already being mined. Make Alaska's mineralogical potential known to foreign investors (s)
- Aggressive marketing of Alaska as a good place to invest (s)
- Promotion (n)

Improve export assistance

- Ask small businesses to participate more - so far, only big firms are involved (s)
- Help Alaskan businesses (not companies doing business in Alaska) with knowledge and advice on foreign markets. More substance and less networking (s)
- Sponsorship / attraction of international trade fairs (s)
- Provide introductions, open doors (s)
 1. Identify contacts
 2. Conduct workshops
 3. Provide financial incentives (s)
- "How to" help (s)
- Foster more dialogue between foreign governments and foreign industries with those of us in Alaska who have services or products needed in those foreign markets) (s)
- Perform a service for all comers (s)
 1. Raise the public's awareness of business opportunities and potential benefits statewide from increased import / export activities. Example: the many entrepreneurial opportunities - especially in retailing and manufacturing that are attractive to the sole proprietor / small business person
 2. Encourage the statewide media to increase coverage of business in Alaska.
 3. Rather than concentrate on the few largest products being shipped from Alaska (primarily oil and fish) develop incentive / information / assistance programs for individuals wishing to start an import / export business (n)
- Provide a central clearing house which answers questions and assists businesses to identify markets (s)
- Provide needs assessments in international countries. Provide a central document in which international bids / needs can be published for prospective service providers (s)
- Market research into foreign economies (s)
- Businesses need to know clearly whether it is feasible to export services to Russia, Japan, China. There are too many requirements for making initial investments in trips, travel, marketing, etc. (s)
- Encourage businesses to use a buddy system to move new organizations into the export market. For example, a timber exporter gets a tax credit for getting an Alaska engineering firm involved in exporting service to Russia (s)
- Publish the Alaskans willing to provide products and services to foreign countries (s)
- Interpreter services, databases with information specific to industry, contacts, newsletter updating current demands or the international marketplace (s)
- Guarantee foreign payment (s)
- Legitimate small business loans - also, legitimate exploration loans for geological and geophysical prospecting on state mineral land for the small miners (n)
- Listing of markets needing granite armor stone, rip rap, and other materials (n)
- By looking to other markets for our salmon products. India is an especially good candidate (n)
- Investigate and identify the resources / services available in Alaska. Publish the information for businesses (n)
 1. Research into business opportunities in remote locations
 2. Further trade based trips to make contacts (s)
- Give companies, with products which utilize resources unique to Alaska, special assistance to move product (n)
- Provide a comprehensive list of those services which are needed and a program on how to proceed with the marketing of those services (s)
- Interpreters, company names, import laws, finance info (n)

Support and / or develop the local economy / infrastructure

- Support international business that will require more local support (buildings, jobs, etc.) (s)
- Encourage the growth of local enterprise by not buying outside the state (s)
- Wood product value added business support (milling, composite, creations, etc.). ~~Quit selling raw material~~ to the Japanese. consider possibly utilizing native wood for construction purposes (yellow cedar, red cedar, spruce) (s)
- Establish a freeport (s)
- Possible free trade zone in Anchorage (s)
 1. Open free trade zone

2. Provide tax incentives (s)

- Cut government spending / encourage private business (s)
- Open ANWR, provide more information on foreign investment opportunities, and make loans available for competing with the international market (o)
- Improve infrastructure, especially road system and ports and harbors. Motivate Alaska railroad to negotiate reasonable rates for back hauls from interior to Seward (major blockade to bringing interior timber to market) (n)
- Fairbanks, Alaska may be the closest mobilizations point to many potential construction, mining or oil field projects in the high Arctic altitudes. As an example, Thule Air Force Base, Greenland is much closer to Fairbanks, Alaska than it is to New York (s)
- By getting a grip on competent use of tax dollars (n)
- Promote more foreign tourism and possibly a trade magazine (o)
- Alaska can never have a viable domestic industry until the state is willing to take control of our economy from the federal government - otherwise, significant export activity is a pipe dream (n)
- Create a condition in Alaska where businesses can operate successfully in Alaska - then those companies will be stable enough to accept the risks of international business (s)
- Create a supply of timber through a sale program where the successful bidder must commit to constructing and operating a value-added secondary breakdown facility within Alaska (n)
- Transportation and communication enhancements (s)
- Should the state do anything? Cut the budget! We can use the taxes not paid to fund foreign expansion (s)
- Railroad from Delta to Canada, Railroad from Delta to Fairbanks (s)
- Encourage and promote more information on air travel through Anchorage or other Alaskan locations (s)
- 24 year round maintenance for Klondike Highway (s)

Recommendations for agencies

- Have a single, thoughtful, realistic, comprehensive policy that includes the state and individual municipalities / cities - working together to promote business activity (s)
- By having an international trade center in Alaska (s)
- Don't pay ANY attention to Mulder and his boss Bob Penny. Allow the biologists to control the state's fisheries. It shouldn't be political. Try to get our product (fish) back into the European market (n)
- Should have a center for international trade in Anchorage similar to New York City's World Trade Center but on a smaller scale (s)
- Continued support of agencies like the Office of International Trade - assistance with finding foreign agents / contacts (s)
- Coat tail on federal program to promote the state, assist financially by having physical presence markets, and distribute more widely information gathered and available (s)

Listen to business

- This survey is a useful start - it stirs up ideas (s)
- Keep in touch with businesses - like this survey (s)

Education / special international activities

- Make learning / travel opportunities more available and publicize them better (s)
 - Conference / seminar similar to the Soviet development one held at Alyeska by DOE (s)
 - Perhaps hosting an international trade conference here in Alaska. After all, we are the hub (o)
 - Advertise in business journals / weeklies in the Russian Far East and Siberia (s)
 - Semi-annual meetings in Anchorage at the Office of International Trade including overseas trade representatives
- DAY 1: Presentation of overviews of foreign country situations
- DAY 2 and 3: One-on-one meetings between office trade representatives and Alaskan business people (s)
- Have a good educational system that includes foreign languages starting in the early grades including Chinese (Mandarin), Korean, Russia and Japanese (s)

Address trade law issues

- We import handicrafts from a foreign country. We bring the goods with us and have hassles in Seattle as we prefer to clear customs ("goods in bond") locally with Alaska brokers. Getting Northwest Airlines and United to fly directly from Asia to Anchorage would help increase international trade here (n)
- Get rid of processing requirements for USDA - FS logging sales - timber (n)
- Grant import-export companies tax breaks to encourage more companies to risk import-export operations (n)
- Get D.E.C. off of business' back (excessive regulation). Improve port infrastructure. Support basic industries - i.e., mining, logging, fishing (against unreasonable federal agencies - USFS, EPA, BLM, Corp Engineers, etc.) Adopt a pro-business attitude and don't apologize about it (n)
- For our business, relaxing exploration and environmental controls and standards to reasonable levels to encourage foreign investment and processing and value added in this country (s)
- I'm not sure it is the state's business to provide business opportunities (s)
- Encourage the U.S. Forest Service to adopt common mineral leases acceptable to private businesses. Present regulations do not work. The Kenai Peninsula is full of Al, K, Ca, Tin, Silicon, and other minerals. Maybe there is a problem in state lands too (o)

Other

- The market needs to become more available before we can approach it (s)

- It may not be possible to do a credible job given the diversity and far flung nature and language problems involved. We once had a very frustrating experience attempting to locate manufacturers of certain equipment in Japan (s)
- Do we really desire increased activity regardless of cost to us? We provide professional services and do not need more competition (s)

Survey results IX (results Part I, question 7)
International market activity

Table IX-A, natural resource sector exporters

	Last fiscal year				5 year projection			
	1-15%	16-50%	51-100%	Region total	1-15%	16-50%	51-100%	Region total
ASIA								
Japan	3	3	3	9	2	2	3	7
Korea	1	1	1	3	2	2	1	7
P.R.C.	2	0	0	2	1	2	0	3
R.O.C.	1	0	0	1	2	0	0	2
	7	4	4	15	7	6	4	19
NORTH AMERICA								
Canada	0	2	0	2	0	2	0	2
	0	2	0	2	0	2	0	2
EUROPE								
Germany	0	2	1	3	0	1	1	2
	0	2	1	3	0	1	1	2
NIS								
Russia	0	0	1	1	0	0	1	1
	0	0	1	1	0	0	1	1

Survey results IX, continued (results Part I, question 7)

International market activity

Table IX-C, service sector exporters

	Last fiscal year				5 year projection			
	1-15%	16-50%	51-100%	Region total	1-15%	16-50%	51-100%	Region total
ASIA								
P.R.C.	5	0	0	5	7	0	0	7
Japan	3	1	2	6	1	2	1	4
R.O.C.	1	0	1	2	4	0	0	4
Korea	2	0	0	2	3	0	0	3
India	0	0	0	0	2	0	0	2
Malaysia	0	0	1	1	0	1	0	1
Philippines	1	0	0	1	1	0	0	1
Thailand	0	0	0	0	0	1	0	1
Vietnam	0	0	0	0	0	1	0	1
ASEAN	0	0	0	0	1	0	0	1
Southeast Asia	0	0	1	1	0	0	0	0
	12	1	5	18	17	6	1	25
NIS								
Russia	7	1	7	15	9	4	6	19
Uzbekistan	1	0	0	1	1	0	0	1
	8	1	7	16	10	4	6	20
EUROPE								
Germany	1	0	1	2	2	0	1	3
Europe	2	0	0	2	2	0	0	2
Switzerland	1	0	0	1	2	0	0	2
Austria	0	0	0	0	1	0	0	1
U.K.	1	0	0	1	1	0	0	1
France	2	0	0	2	1	0	0	1
Portugal	0	0	0	0	1	0	0	1
Belgium	1	0	0	1	0	0	0	0
Holland	1	0	0	1	0	0	0	0
Iceland	1	0	1	2	0	0	0	0
	10	0	2	12	10	0	1	11
NORTH AMERICA								
Canada	4	1	0	5	4	0	0	4
United States	0	1	0	1	0	1	0	1
North America	1	0	0	1	0	0	0	0
	5	2	0	7	4	1	0	5
CENTRAL / SOUTH AMERICA								
South America	1	0	0	1	1	1	0	2
Central America	1	1	0	2	0	1	0	1
Chile	1	0	0	1	1	0	0	1
Panama	1	0	0	1	1	0	0	1
	4	1	0	5	3	2	0	5
MIDDLE EAST / AFRICA								
Middle East	1	0	0	1	2	0	0	2
West Africa	1	0	0	1	1	0	0	1
Africa	0	0	0	0	1	0	0	1
Israel	1	0	0	1	0	0	0	0
	3	0	0	3	4	0	0	4
AUSTRALIA / PACIFIC								
Australia	0	0	0	0	1	0	0	1

Survey results IX-B (results Part I, question 7)
International market activity

Table IX-A, retail / light mfg. sector exporters

	<u>Last fiscal year</u>				<u>5 year projection</u>			
	1-15%	16-50%	51-100%	Region total	1-15%	16-50%	51-100%	Region total
ASIA								
Japan	2	1	3	6	1	2	2	5
Korea	1	0	0	1	1	0	0	1
P.R.C.	0	0	0	0	1	0	0	1
India / Pakistan	0	1	0	1	1	0	0	1
Southeast Asia	1	0	0	1	0	1	0	1
	4	2	3	9	4	3	2	9
EUROPE								
Germany	3	0	0	3	2	1	0	3
Belgium	1	0	0	1	1	0	0	1
Norway	1	0	0	1	1	0	0	1
Italy	1	1	0	2	1	0	0	1
Denmark	1	0	0	1	1	0	0	1
Holland	0	0	0	0	1	0	0	1
Switzerland	1	0	0	1	0	0	0	0
	8	1	0	9	7	1	0	8
NORTH AMERICA								
Canada	2	0	1	3	1	3	0	4
	2	0	1	3	1	3	0	4
NIS								
Russia	3	0	0	3	2	1	0	3
	3	0	0	3	2	1	0	3
SOUTH AMERICA								
South America	0	1	0	1	0	0	1	1
	0	1	0	1	0	0	1	1
AFRICA								
Africa	0	1	0	1	0	1	0	1
	0	1	0	1	0	1	0	1

Survey results IX, continued (results Part I, question 7)

International market activity

Table IX-D, all sectors

	<u>Last fiscal year</u>				<u>5 year projection</u>			
	N. Resources	Retail/Mfg.	Services	Total	N. Resources	Retail/Mfg.	Services	Total
ASIA								
Japan	9	6	6	21	7	5	4	16
Korea	3	1	2	6	7	1	3	11
P.R.C.	2	0	5	7	3	1	7	11
R.O.C.	1	0	2	3	2	0	4	6
India	0	0	0	0	0	0	2	2
India / Pakistan	0	1	0	1	0	1	0	1
Malaysia	0	0	1	1	0	0	1	1
Philippines	0	0	1	1	0	0	1	1
Thailand	0	0	0	0	0	0	1	1
Vietnam	0	0	0	0	0	0	1	1
ASEAN	0	0	0	0	0	0	1	1
Southeast Asia	0	1	1	2	0	1	0	1
	15	9	18	42	19	9	25	52
NIS								
Russia	1	3	15	19	1	3	19	23
Uzbekistan	0	0	1	1	0	0	1	1
	1	3	16	20	1	3	20	24
EUROPE								
Germany	3	3	2	8	2	3	3	8
Switzerland	0	1	1	2	0	0	2	2
Europe	0	0	2	2	0	0	2	2
Belgium	0	1	1	2	0	1	0	1
Norway	0	1	0	1	0	1	0	1
Italy	0	2	0	2	0	1	0	1
Denmark	0	1	0	1	0	1	0	1
Holland	0	0	1	1	0	1	0	1
France	0	0	2	2	0	0	1	1
Austria	0	0	0	0	0	0	1	1
U.K.	0	0	1	1	0	0	1	1
Iceland	0	0	2	2	0	0	0	0
Portugal	0	0	0	0	0	0	1	1
	3	9	12	24	2	8	11	21
NORTH AMERICA								
Canada	2	3	5	10	2	4	4	10
United States	0	0	1	1	0	0	1	1
North America	0	0	1	1	0	0	0	0
	2	3	7	12	2	4	5	11
CENTRAL / SOUTH AMERICA								
South America	0	1	1	2	0	1	2	3
Central America	0	0	2	2	0	0	1	1
Chile	0	0	1	1	0	0	1	1
Panama	0	0	1	1	0	0	1	1
	0	1	5	6	0	1	5	6
MIDDLE EAST / AFRICA								
Middle East	0	0	1	1	0	0	2	2
Africa	0	1	1	2	0	1	1	2
West Africa	0	0	0	0	0	0	1	1
Israel	0	0	1	1	0	0	0	0
	0	1	3	4	0	1	4	5
AUSTRALIA / PACIFIC								
Australia	0	0	0	0	0	0	1	1
	0	0	0	0	0	0	1	1

Survey results X (results Part I, questions 6 and 2, and Part II, question 5)
Respondent profile statistics - respondent gross sales / export sales last fiscal year

Table X-A, exporters

	NATURAL RESOURCES	SERVICES	RETAIL/MFG.	ALL GROUPS	
	Total citing response	Total citing response	Total citing response	Total citing response	Percent of response total
Sales range					
a. \$0 - \$250,000	6	10	3	19	34%
b. \$250,001 - \$ 5,000,000	2	10	5	17	30%
c. \$ 5,000,001+	3	14	3	20	36%
Total (all groups)				56	

Table X-B, percent exports of total sales (exporters only)

	NATURAL RESOURCES		SERVICES		RETAIL/MFG.		ALL GROUPS	
	Total citing sales level	Percent of sector total	Total citing sales level	Percent of sector total	Total citing sales level	Percent of sector total	Total citing sales level	Percent of sector total
Percent Sales International								
a. 1-15 %	1	10%	28	74%	8	62%	37	61%
b. 16-50 %	2	20%	3	8%	4	11%	9	15%
c. 51+ %	7	70%	7	18%	1	8%	15	25%
Total by industry	10		38		13		61	

Table X-C, potential exporters

	NATURAL RESOURCES	SERVICES	RETAIL/MFG.	ALL GROUPS	
	Total citing response	Total citing response	Total citing response	Total citing response	Percent of response total
Sales range					
a. \$0 - \$250,000	23	74	7	104	60%
b. \$250,001 - \$ 5,000,000	5	42	2	49	28%
c. \$ 5,000,001+	2	19	0	21	12%
Total (all groups)				174	

Part C

Appendix

Appendix A
Project Oversight Committee

Joe Beedle
Juneau Small Business Development Center

Sherry Biggs
Kenai Economic Development District / Chamber

Steve Borrell
Alaska Miners Association

Chris Gates
Alaska Forestry Association

David Haugen
The Alliance

Carol Heyman
Anchorage Chamber of Commerce

Tom Jensen
Alaska State Chamber of Commerce

Jim Martin
Alaska Business Monthly

Chris Mitchell
Alaska Fisheries Development Foundation

Kevin Krauklis
Fairbanks Economic Corporation and Chamber of Commerce

Dale Wade
Alaska Air Cargo Association

July 10, 1995

(Oversight Committee Member)

We are pleased that you have chosen to become an active part of our state's international business future. As a member of the oversight committee for Alaska's first ever comprehensive private sector international needs assessment, you will be contributing to the long-term future of international business development in Alaska.

The private sector needs assessment is part of a larger plan to enhance Alaska's ability to assist Alaskan businesses looking to succeed in foreign markets. By assessing the real needs of Alaskan private sector businesses in terms of the services offered by state international trade assistance agencies (ITAAs), we can begin to substantially improve on Alaska's course of action for reaching customers around the world.

As an oversight committee member, you will be asked to do the following:

- **Provide advice and comments on the assessment process in general;**
- **Provide advice and comments of the private sector survey;**
- **Validate our efforts in enhancing the state's capability for responding to the international trade needs of Alaskan businesses.**

You will be asked to attend one full-quorum meeting on Monday, July 17 from 3:00 to 5:00 p.m. at the World Trade Center Alaska to discuss the process in general. You will also receive a final draft copy of the private sector survey (tentatively on August 1) to review and edit before it is distributed. Finally, you will be asked to review and comment on our final analysis information (tentatively on September 15). The analysis information will be shared with a special legislative task force whose members will make formal recommendations based on the results.

Your efforts are greatly appreciated and will certainly contribute to Alaska's international future. Thank you for your time and consideration.

(TL)

APPENDIX B
Government Agency Service Providers Listed in Part III of the Survey

UNIVERSITY OF ALASKA

UAF, School of Management: The primary business education unit of the University of Alaska Fairbanks.

UAF, Office of Arctic Research: The primary coordination office for Arctic research at the University of Alaska Fairbanks.

UAA, School of Business: The primary business education unit of the University of Alaska Anchorage.

World Trade Center Alaska & TROIKA Alaska: World Trade Center Alaska is a membership supported organization which provides international business services to its members. TROIKA Alaska is an University of Alaska program operating on a grant from the Commerce Department CABNIS program. The purpose of the program is to increase U.S. exports to the Russian Far East.

Alaska Center for International Business: An international business research and education organization located at the University of Alaska Anchorage.

American Russian Center: A Commerce Department funded program designed to train Russian business people in American management practices. Located at the University of Alaska Anchorage.

(UAA) Small Business Development Centers: Provides a range of small business assistance to Alaskan companies. Offices are located in Anchorage, Juneau, Fairbanks, and Mat-Su (a Rural Outreach Director provides services throughout rural Alaska).

Kenai Peninsula College: Provides various international activities in the Kenai Peninsula area.

Institute for Circumpolar Health Studies: An Arctic research branch of the University of Alaska Anchorage.

STATE OF ALASKA

Alaska Science and Technology Foundation: Makes public funds available for long-term investment in economic development and technological innovation within the state. Awards grants for basic and applied research.

Alaska Industrial Development and Export Authority: (AIDEA) Provides export finance assistance to Alaskan companies.

Alaska State Legislature: The Senate and House branches of the Alaska State Legislature.

Alaska Seafood Marketing Institute: (ASMI) Promotes the sale of Alaskan seafood in domestic and international markets.

Alaska Department of Commerce and Economic Development: (Alaska Division of Economic Development) Seeks to strengthen Alaska's economy through the development of the private sector.

(Governor's) Office of International Trade: Serves as a commercial liaison for the state and for private sector businesses which trade in international markets.

Northern Forum: An international organization of leaders from northern and Arctic regions of the world.

Division of Natural Resources: The branch of the Alaska Department of Commerce concerned with natural resources in the state.

Division of Tourism: The branch of the Alaska Department of Commerce concerned with tourism in the state.

Division of Investments: The branch of the Alaska Department of Commerce concerned with investments in the state.

Division of Banking: The branch of the Alaska Department of Commerce concerned with banking in the state.

UNITED STATES FEDERAL GOVERNMENT

U.S. Foreign Commercial Service: (U.S. Commercial Service) An unit of the International Trade Administration of the Department of Commerce. Provides numerous services to companies preparing to export to virtually any market in the world.

U.S. National Marine Fisheries Service: Conducts trade research and supports the development of marine life including fish.

U.S. Small Business Administration: A small business support organization which offers export assistance services.

Alaska Congressional Delegation: The Alaskan representatives to the federal legislature.

LOCAL GOVERNMENTS

Municipality of Anchorage Office of International Affairs: The international affairs office for the Municipality of Anchorage.

Kenai Peninsula Borough: The local government of the Kenai Peninsula. The Kenai Peninsula Borough has a particular interest in international commerce (particularly Russia).

Anchorage International Airport: The airport authority of the Anchorage International Airport.

Fairbanks International Airport: The airport authority of the Fairbanks International Airport.

ALASKA REGIONAL DEVELOPMENT ORGANIZATIONS (ARDORs)

ARDORs: Organizations throughout the state which promote regional economic development programs. ARDORs include:

Fairbanks Industrial Development Corporation, Anchorage Economic Development Corporation, Southwest Alaska Municipal Conference, Southeast Alaska Conference, Kenai Peninsula Economic Development District, Prince William Sound Economic Development District, Bering Strait Economic Council, and the Arctic Development Council.

OTHER ORGANIZATIONS

Anchorage Convention and Visitors Bureau: Promotes and coordinates conventions and tourism activity in Anchorage.

Alaska Fisheries Development Foundation: Established to develop new seafood related products and new markets for Alaskan seafood (e.g., surimi)

Foreign Trade Agency: Refers to any foreign government trade agency (e.g., JETRO, KOTRA, CETRA, etc.).

APPENDIX C
Total Respondents by SIC Code

Current exporter respondents (respondents to Part I of the survey)

Natural resource sector

<u>SIC Codes</u>	<u>Industry description</u>	<u>Number of responses</u>
811	Timber tracts	1
911	Commercial fishing	1
1030	Lead and zinc ore metal mining	1
1099	Miscellaneous metal ores NEC	1
1440	Sand and gravel	1
2411	Logging	3
Natural resource related total:		8

Service sector

<u>SIC Codes</u>	<u>Industry description</u>	<u>Number of responses</u>
723	Crop preparation services for market except cotton ginning	1
851	Forestry services	2
1382	Oil and gas field exploration services	1
1389	Oil and Gas Field Services NEC	1
1500	Building construction - general contractors and operative builders	1
4210	Trucking and courier services except air	1
4212	Local trucking without storage	1
4469	Water transportation of freight NEC	1
4491	Marine cargo handling	1
4512	Air transportation, scheduled	2
4581	Airports, flying fields, and airport terminal services	1
4725	Tour operators	1
4730	Arrangement of transportation of freight and cargo	1
4899	Communications services NEC	1
4920	Gas production and distribution	1
5080-5999	Wholesale trade	4
5999	Miscellaneous retail trade	2
6512	Operators of non-residential buildings	1
7311	Advertising agencies	1
7335	Commercial photography	1
7349	Building cleaning and maintenance services NEC	1
7370	Computer programming, data processing, and other computer related services	1
7381	Detective, guard, and armored car services	2
7389	Business services NEC	4
8711	Engineering services	12
8732	Commercial economic, sociological, and educational research	1
Service sector total:		47

Other sectors

<u>SIC Codes</u>	<u>Industry description</u>	<u>Number of responses</u>
2082	Malt beverages	1
2087	Flavoring extracts and flavoring syrups NEC	1
2399	Women's misses', and juniors' outerwear NEC	1
2731	Books: publishing, or publishing and printing	1
2740	Miscellaneous publishing	1
2890	Miscellaneous chemical products	1
2910-2911	Petroleum refining	2
3533	Oil and gas field machinery and equipment	1
3692	Primary batteries, dry and wet	1
3990	Miscellaneous manufacturing industries	1
5199	Nondurable goods NEC	1
5999	Miscellaneous retail stores NEC	1
<u>Other categories total</u>		<u>13</u>
Total current exporter respondents:		68

Potential Exporter Respondents (respondents to Part II of the survey)

Natural resource sector

<u>SIC Codes</u>	<u>Industry description</u>	<u>Number of responses</u>
811	Timber tracts	1
910-911	Commercial fishing	5
1040-1041	Gold ore mining	5
1099	Miscellaneous metal ores mining NEC	2
1300	Oil and gas extraction	2
1420	Crushed and broken stone	1
1440	Sand and gravel	7
1499	Miscellaneous nonmetallic minerals NEC	3
2411	Logging	9
<u>Natural resource related total</u>		<u>35</u>

Service sector

<u>SIC Codes</u>	<u>Industry description</u>	<u>Number of responses</u>
851	Forestry services	6
1081	Metal mining services	2
1381	Drilling oil and gas wells	2
1382	Oil and gas field exploration services	2
1389	Oil and gas services NEC	2
1500-1574	Building contraction - general contractors and operative builders	23
1629	Heavy construction NEC	1
1799	Special trade contractors NEC	1
4512	Air transportation, scheduled	1
4581	Airports, flying fields, and airport terminal services	1
4789	Transportation services NEC	1
4899	Communications services NEC	3
4920	Gas production and distribution	1
4941	Water supply	2
5080-5199	Wholesale trade	5
6512	Operators of non-residential buildings	1
6519	Lessors of real property NEC	2
7311	Advertising agencies	1
7335	Commercial photography	1
7379	Computer related services NEC	3
7389	Business services NEC	1
8711	Engineering services	61
8712	Architectural services	16
8713	Surveying services	2
8721	Accounting, auditing, and bookkeeping services	1
8732	Commercial economic, sociological, and educational research	2
8734	Testing laboratories	1
8741	Management services	2
<u>Service sector total</u>		<u>147</u>

Other sectors

<u>SIC Codes</u>	<u>Industry description</u>	<u>Number of responses</u>
2740	Miscellaneous publishing	4
3400	Fabricated metal products	1
3910	Jewelry, silverware, and plated ware	1
5399-5999	Miscellaneous retail trade	3
<u>Other categories total:</u>		<u>9</u>

Total potential exporter respondent total: 191

Survey totals

Total exporter respondents:	68
Total potential exporter respondents:	191
Total tabulated surveys:	259
Response rate percentage*	13%

NEC = Not elsewhere classified

* Based on initial mass mailing of 1,998 surveys. Does not include considerations for possible subsidiary duplicates, undeliverable surveys, and companies which have gone out of business.

APPENDIX D
Total number of registered Alaskan companies within targeted industries
(by SIC Code) -- service sector

<u>SIC Codes</u>	<u>Industry description</u>	<u>Number of companies</u>
0710-0723	Crop and soil preparation services	3
0850-0851	Forestry services	78
1080-1081	Metal mining services	43
1241	Coal mining services	1
1380-1381	Drilling oil and gas wells	24
1382	Oil and gas field exploration services	23
1389	Oil and gas field services not elsewhere classified	47
1500-1542	Building construction - general contractors and operative builders	1,855
1610-1629	Heavy construction other than building construction - contractors	90
1731	Electrical work (including telecommunication equipment installation)	139
1799	Special trade contractors not elsewhere classified	510
3730-3731	Ship building and repair	201
4210-4214	Local trucking without storage	1,272
4400-4412, 4449-4479	Water transportation	194
4491	Marine cargo handling	26
4500-4512	Air transportation, scheduled	100
4513	Air Courier services	18
4580-4581	Airports, flying fields, and airport terminal services	296
4725	Tour operators	266
4730-4731	Arrangement of transportation of freight	

	and cargo	43
4789	Transportation services not elsewhere classified	4
4899	Communication services, not elsewhere classified	132
4920-4925	Gas production and distribution	14
4940-4941	Water supply	29
4953	Refuse systems	70
5000-5145, 5147-5199	Miscellaneous wholesale trade	2,053
6020-6029	Commercial banks	8
6512	Operators of nonresidential buildings	599
6519	Lessors of real property not elsewhere classified	449
7300-7399	Business services (except computer services)	8,397
7371-7379	Computer related services	326
8711	Engineering	495
8712	Architectural services	106
8713	Surveying services	184
8731	Commercial, physical and, biological research	1
8732	Commercial economic, sociological, and educational research	37
8734	Testing labs	3
8740-8799	Management consulting and public relations services	2,209

APPENDIX E
Total number of registered Alaskan companies within targeted industries
(by SIC Code) -- retail / manufacturing

<u>SIC Codes</u>	<u>Industry description</u>	<u>Number of companies</u>
2082-2399, 2431-3999	Manufacturing	3,443
5200-5999	Retail Trade	14,038

APPENDIX F
Total number of registered Alaskan companies within targeted industries
(by SIC Code) -- natural resource sector

<u>SIC Codes</u>	<u>Industry description</u>	<u>Number of companies</u>
0800-0831	Forestry	48
0900-0921	Commercial fishing	301
0970-0971	Hunting and trapping, and game propagation	35
1000-1061, 1094-1099	Metal mining	104
1220-1231	Coal mining	2
1300-1321	Oil and gas extraction	15
1400-1479	Non-metallic mineral mining and quarrying (except fuels)	56
1490-1499	Miscellaneous nonmetallic minerals, except fuels	6
2400-2411	Logging	246
2421-2429	Sawmills	115
2077	Animal and marine fats / oils	4
2091-2092	Canned and cured fish seafoods, Prepared fresh or frozen fish seafoods	34
5146	Wholesale fish and seafood trade	5

APPENDIX G

Notes on survey questions

Question 1

The motivation question was inspired by a number of sources including:

1. Copy of E-mail letter from Christina Ravekes, Commercial Service of the USA, Santa Clara (forwarded July 7, 1995).
2. *Discovering Export Opportunities*, Southwestern Pennsylvania Regional Economic Development Council, p. 48-49.
3. Czinkota R. Michael and Tesar, George. *Export Management, an International Context*, Praeger: 1982, p. 6, 92.
4. Dulat, Karin B. and Wells, Fargo L. *Exporting from Start to Finance*, Liberty Hall Press: 1991, p. 4-5.

Question 2

The international sales choices were staggered to reflect three basic levels of export activity:

- 1 - 15 %, a small percentage of total sales are exports
- 16 - 50 %, a moderate percentage of total sales are exports
- 51 % +, the majority of total sales are exports

Question 3

Question three was primarily structured after a survey question included in the Kenan Institute's 1995 Report Card on Trade:

1. *Report Card on Trade - Evaluating Support Services for American Exporters*. International Business Education Center, Kenan Institute of Private Enterprise: 1995. p. A3-2.

Question 5

Question five was partially structured after a survey question in the Kenan Institute's 1995 Report Card on Trade:

1. *Report Card on Trade - Evaluating Support Services for American Exporters*. International Business Education Center, Kenan Institute of Private Enterprise: 1995. p. A3-5 (question F 31).

Question 6

As there are numerous definitions for "small business", the following sales ranges from question six were generalized - none of the sales ranges are based on Small Business Administration definitions for small business in any particular industry.

- \$ 0 - \$ 250,000, an infant business
- \$ 250,001 - \$ 5,000,000, a small business
- \$ 5,000,001 +, medium to large businesses

Question 7

In reporting the industry-specific results to question seven, international sales were categorized according to the criteria listed in question two.

Question 8

Question eight (8a) was partially structured after a survey question in the Southwestern Pennsylvania Regional Development Council's *Discovering Export Opportunities* study. Question (8b) was inspired by Mr. Steve Smirnoff, Special Assistant to the Mayor for International Affairs, Municipality of Anchorage.

Response choices to the hypothetical situation were staggered to reflect three levels of exporting interest (and / or aversions to international business risk):

- Part (a), companies which might treat an international trade lead with the same priority as a domestic trade lead (i.e., companies which recognize the immediate benefits associated with international trade.)
- Part (b), companies which recognize the benefits associated with international trade, but would prefer dealing domestically.
- Part (c), companies with little or no interest in new international trade leads. The sub-choices tried to determine why an Alaskan company would have no interest in an international trade lead.
 - Part (c2), economies of scale can reduce the costs associated with marginal production increases. Do Alaskan companies have adequate access to resources (especially financial) which would allow for business expansion and the development of economies of scale?
 - Part (c3), international business risk: company concerns over international business risk need to be met with information.
 - Part (c4), generally a poor reason for not considering international trade - few companies are immune from international competition.

1. *Discovering Export Opportunities*, Southwestern Pennsylvania Regional Economic Development Council, p. 45 (question A-13).

Question 9

The list of export considerations came from a number of sources including:

1. *Discovering Export Opportunities*, Southwestern Pennsylvania Regional Economic Development Council, p. 54 (question D-2).

2. *Report Card on Trade - Evaluating Support Services for American Exporters*. International Business Education Center, Kenan Institute of Private Enterprise: 1995. p. A3-3 (section D).

3. Czinkota R. Michael and Tesar, George. *Export Management, an International Context*, Praeger: 1982, p. 61.

4. Dulat, Karin B. and Wells, Fargo L. *Exporting from Start to Finish*, Liberty Hall Press: 1991, p. 8-9.

5. Renner, Sandra L. and Winget, Gary W. *Fast Track Exporting - How Your Company Can Succeed in the Global Market*, American Management Association: 1991, p. 49-52.

Question 10

Question ten was copied from a survey question in the Southwestern Pennsylvania Regional Development Council's *Discovering Export Opportunities* study.

1. *Discovering Export Opportunities*, Southwestern Pennsylvania Regional Economic Development Council, p. 50 (question B-12).

PART II

Question 1

It was assumed that companies which had never considered international trade would have comparatively little to say about exporting. Consequently, "no" respondents were asked to skip the majority of Part II.

Question 2

(Please see Part I, question one)

Question 3

Question three was modeled after Part I, question nine.

Question 4

(Please see Part I, question eight)

Question 5

(Please see Part I, question six)

PART III

Part 3

Part three was heavily structured around a number of other sources. Descriptions of the listed agencies can be found in Appendix C.

1. *Discovering Export Opportunities*, Southwestern Pennsylvania Regional Economic Development Council, p. 54 (question D-2).
2. *Report Card on Trade - Evaluating Support Services for American Exporters*. International Business Education Center, Kenan Institute of Private Enterprise: 1995. p. A3-3 (section D).
3. Renner, Sandra L. and Winget, Gary W. *Fast Track Exporting - How Your Company Can Succeed in the Global Market*, American Management Association: 1991, p. 24.

**Appendix H
Participating Companies -
Potential Exporters**

Adams, Morgenthaller, and Company
 AE Rogers Architects
 Al-Can Adventure Marketing
 Alaska Central Express
 Alaska Datatronics
 Alaska Environmental Control
 Alaska Extinguisher Company
 Alaska Fish Factor
 Alaska Lands and Resources
 Alaska Minerals
 Alaska National Corporation
 Alaska Native Arts and Crafts
 Alaska Pacific Powder Company
 Alaska Paper Company
 Alaska Post Cards
 Alaska Standard Mining Company
 Alaska Village Environmental
 Alcan Builders, Inc.
 Alexander Ace
 Ambler Exploration
 Anchorage Sand and Gravel
 Arctic Contractors
 Arctic Minerals Company
 Arctic Outfitters, Ltd.
 Bear Garden Fisheries
 Ben A. Thomas Incorporation
 Besse, Epps & Potts
 Bezek Durst Seiser
 Bishop and Associates
 Boehne Resource Development
 Bonanza Log and Salvage
 Brooks and Associates
 Bruce H. Mattson Electrical
 Bush Cons't Surveys Inc. / AK Rim
 C T I Alaska
 Calais Company, Inc.
 Caribou Enterprises
 Carl E. Grundberg Architect
 Carroll-Vondra
 CET Engineering Support Service
 Charles Bettisworth and Company
 Chugach Engineering
 Chugach Rock Corporation
 Circumpolar Research Associates
 Coa. Water Fuel Services
 Concrete Cutters / De Loraine
 Consultec
 Contracting Ventures, Inc.
 Cooper Consulting Engineer
 Copper River Telecom

Crowley All Terrain Corp.
 Crowther Associates
 D and E Ventures
 D L B Wellsite
 David M. Bear, R.L.S.
 David P. Williams, P.E.
 Davis Constructors and Engineers
 De Lapp Consulting
 Deborah Holmes, CPA
 Denali Drilling
 Denali Mechanical, Inc.
 Dent, Donald R. - P.E. and LS
 Dick Lowman, P.E.
 Digital Stock, Inc.
 Dollerhide Engineering
 Doyon Drilling, Inc.
 DRven Corporation
 E and R Mining Company
 E H S Alaska, Inc.
 Eagle River Engineering Services
 Earl Fullingim, AIA Architect
 Earthscape
 East Road Fish Products
 Ed's Electric, Inc.
 Edwin Stryker, P.E.
 EMCON Alaska, Inc.
 Engineering Consultants of Alaska
 Equipment Engineering
 Ernst Siemoneit, P.E.
 Ester Drilling Company
 Fairbanks Excavating and Trucking
 Fairweather Prints
 Financial Services, Inc.
 Flappin Fresh Fillets
 F M C Logging, Inc.
 Fritz Creek Fish
 Ghemm Company, Inc.
 G N McDonald and Associates
 Goentzel Builders, Inc.
 Gold Coast Builders
 Gorman Engineers
 Green Engineering
 Hall Industries
 Hansen Engineering
 Hawkinson Construction
 Herndon and Thompson, Inc.
 Humphrey Computer Graphics
 Hunz and Hunz Enterprises
 Industrial Electronics
 Interlocken Design Company
 International Aviation Service, Inc.
 Interpac Forest Corporation
 J H C
 Jeanne M. Funatake, Architect

Jensen / Douglas Architects, Inc.
 John Earl Simpson, P.E.
 Joseph A. Durrenberger
 Ke Mell Architects
 Kenneth L. Larson
 Koskovich Custom Goldsmith
 L and M Douglas Company
 Lake and Boswell Consulting
 Lawrence E. Wilkinson
 Loftus and Dailey
 Long Shot Mining Company
 Longstaff Engineers and Construction
 Lowell LP and Associates
 Mangus, Marvin D.
 MBA Consulting Engineers, Inc.
 Mendenhall Aerial Surveys
 Mills Construction and Supply
 Minch Ritter Voelckers
 Morrison Communications
 Mountain Engineering
 Murphy and Associates
 Nana Test, Inc.
 Natural Resources Conslt.
 Nelson Electrical Engineering
 Nistler Enterprises
 Northern Services
 Nugget Nevada, Inc.
 Offshore Systems - Kenai
 P and HR Processing and Refine
 Pacific General, Inc.
 Parsons and Associates, Inc.
 Paul Davis Systems of Alaska
 Peavey Salvage
 Pegasus Engineering
 Petro Star, Inc.
 Philip M. Dillon, P.E.
 Phillips Bolt Manufacturing
 Phoenix Logging Company
 Piquini Management Corporation
 Power and Control Engineering
 Pralle Aviation Services
 Quick Draw H2O Service
 R S H Company
 Rader Econometrics and Engineering
 Raj Bhargava Associates
 Regional Architects
 Remy G. Williams, P.E.
 Resource Technical Services
 RG Williams
 Robert Dawson
 Robert W. Retherford, Electrical
 Engineer
 Rodney P. Kinney Associates, Inc.
 Rooney Engineers

Rosemary E. Lebowitz, Architect
 Rozak Engineering
 S K Tech
 Sandra Ramsey Associates
 Salcha Sand and Gravel
 Scott Johnson and Associates
 Sivugaq, Inc.
 Sound Quarry, Inc.
 Southeast Alaska Resources
 Spring Alaska
 Steven R. Rowland, P.E.
 Stewart Petroleum
 Strand Hunt Corporation
 Superior Engineering
 Systech
 Technical Field Services
 Ted J. Forsi - Consulting Engineer
 Tesch Logging
 The G. Eddy Company
 Udelhoven Oilfield Systems
 Ukpeagvik Arctic Slope (UAS)
 Unitec Construction
 Vining and Associates
 W J R, Ltd.
 Walsh A / C Services
 Wellenstein Architect Consultant
 Whaletree
 White Construction Limited
 Wild Rose Timber
 William M. Sackinger Electrical Engineer
 Wintec Construction, Inc.
 Yukon Construction

Appendix I
Participating Companies -
Exporters

Aeromap U.S., Inc.
 Alaska Battery Manufacturing
 Alaska Incentive and Expedition
 Alaska Mountaintop Spirits
 Alaska Pacific Transport, Inc.
 Alaska Russia Company
 Alaska Sausage Company, Inc.
 Alaska Water Exports
 Alaska Wholesale
 Ander; Bjorn; Kane; Jac, Inc.
 Anson L. Renshaw, Jr., P.E.
 Apocalypse Design, Inc.
 Avtech-Alaska
 Bird Creek Brewery
 Brogen Services
 Cameron Company
 Cold Sea International, Inc.
 Cominco Alaska, Inc.
 D S Fuelwood and House Logs, Inc.
 David C. Lanning, P.E.
 DHL Airways
 Dowland Bach Corporation
 ERA Aviation
 Erwin L. Long, P.E.
 F.R.B., Inc.
 F/V Alexandra, Inc.
 FPE Roen Engineers
 Golder Associates, Inc.
 H.C. Price Co.
 Hasz Consulting Co.
 Husky Wood and Forestry Services
 Imlach Consulting Engineer
 Interior Timber Tramp
 Kachemak Bay Seafoods
 Lukes Mining Company
 Mapco Alaska Petroleum, Inc.
 McDonald Industries of Alaska
 Microcom Communications, Inc.
 Nip and Tuck Logging
 Nixon Fork Mining, Inc.
 Northern Air Cargo
 Northern Hemisphere, Inc.
 Oilfield Transport, Inc.
 On-Line Exploration Services
 Pacific Rim Enterprises Singapore
 Pelican Seafoods
 Prince William Sounds BK
 Purcell Services, Ltd.
 RLM, Inc.

Salvage Ocean Log
 Seeds of Alaska
 Seischk
 Software North
 Southern Air Transport
 Superior Log Products
 The Surveyor's Exchange
 Taku Smokeries
 Tesoro Alaska Petroleum
 The Mapmakers
 Timber Too, Inc.
 Turbo North Aviation
 The Ulu Factory, Inc.
 Veco, Inc.
 West Coast Stevedoring Corp.
 Western Alaska Fisheries
 Woodward-Clyde Consultants
 Yukon Pacific Company Limited

Part D
Exhibits

Alaska State Legislature:

My letter concerns the state's involvement in foreign trade and specifically trade missions.

I feel that trade missions, which seem to be ongoing, are totally worthless. The majority of these trips are vacations at the state's expense for people who don't have the knowledge required to make a business venture viable. We have followed a lot of this activity over the past years and have a good chuckle whenever we hear who is going.

The first questionable trip which I noted was back in the days of the Cowper administration. A group of state employees traveled to Finland to observe the manufacture of birch plywood. Note that someone had informed that Alaska has large quantities of birch forests which normally mature, rot, and become windfalls or fuel for fires. Nevertheless, the state group traveled to Scandinavia to look at mills. Note that included in the trip were several side trips to Norway, Sweden, and Denmark. Of course, the press specified that the state trips would be personally financed. However, we all know how that really worked. Anyway, Cowper, his wife, and a **LARGE** group made the trip.

What never did come out was the fact that various domestic locations manufacture plywood from numerous types of wood. I personally have been involved with plywood manufacture in the Upper Peninsula of Michigan. Wood types include maple, oak, spruce, and birch. One mill was making plywood in the 1930s when plywood was used for PT boats, LCM landing craft, minesweepers, and a great deal of spruce and plywood was sent to Canada where it was used in the manufacture of DeHavilland Mosquitoes.

Naturally, these same mills have been updated to state of the art, computerized, electro-hydraulic machinery. The first motor upgrade was in the 1950s with the subsequent changes taking place even today. The difference between the mills in the Upper Peninsula of Michigan and the mills in Finland -- who wants to make a trip to the Upper Peninsula of Michigan?

I hope that example is worthwhile -- I could go on about the low value of these missions. The participants are not the correct choices, but usually friends on vacation. Another example is the recent Magadan trip. There are a multitude of Alaskans who have already financed such a trip on their own and have shared their knowledge. The political trip is more individuals becoming educated at government's expense to better their own interests. I defy any one of them to convince the public that they have no intention of trying to better themselves or a relative (i.e., set their wife up as an importer, make a relative a liaison person (government expense) or some other betterment.)

In conclusion, the majority of these state or local government trips are of little or no value for the following:

1. Participants are usually not informed or inexperienced in what the mission is.
2. Usually not beneficial to **ALASKANS** -- results are more beneficial to other states or the mission location.
3. Participants are usually being educated in activities that others have already done.
4. Expenses are on the Alaskan people -- the value is questionable and the politicians should be more focused on home.
5. Most of the participants are seeking personal gain at state expense (or for their company.)
6. Many of the missions are for reasons other than benefiting the Alaska economy -- i.e., vacations, business trips, etc.
7. Most of the participants have no idea as to how their trip will create jobs here -- i.e., extol birch plywood manufacturing but vote against logging issues.

Thank you for your time and consideration.

Roger Mechon

Memo

To: Alaska State Legislature President Drue Pearce & Speaker Gail Phillips
From: Northern Hemisphere Incorporated Hilmer Johnson
Date: SEPTEMBER 28, 1995 Phone 907-258-1869
Re: International Trade (Why we lost in Alaska)

Dear Legislatures

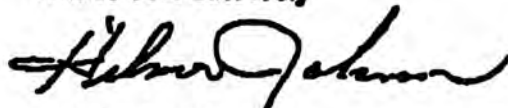
In my previous Memo I forgot to tell you one important subject that no one has notice the Russians have only used Americans Businessmen to get to America and now there are a lot of Russians in Alaska and they are the ones that have replace the American Businessman and there is no way that is going to change for Russians like doing business with Russians and trade will grow for the time being but only between Russians in Alaska and Russians in Russia not Americans and Russians

Did you ever notice that Russians are very good listeners just like the Japanese do you think that is telling you something about the future with Russia ?

Alaska Businessmen complained about money stolen from us with Russians and the felonies they committed and the laws they broken; theres was over 50 complains filed, all we wanted was the Government to just enforce the law that was all we ask nothing else, and federal Government and State did nothing there was millions of dollars lost by Alaskans but thanks to Frank Murkowski our Senator he did not care about the Alaskan Businessmen he was concern about the Russians rights in Alaska not the laws they broke, it was devastating to the Alaska businessmen and one by one we all quite for it was ridiculous and preposterous to go on but now the Russians are in Alaska now and they are in charge of all the Business in Alaska with Russia , and the out come, we have lost but we must go on and say we have learn from this, there is nothing we can do now it over with now.

It is extremely important that we cut our spending for all states not only Alaska and have a balance budget is the only way we will come out in world trade for Russia is getting there budget balance and there is talk of Russia Germany France Italy China and North Korea all going back to the Gold standard in the World and if this happens America will be a third class country if the budget is not balance in America

Thank You Sincerely



Hilmer Johnson

Memo

To: Alaska State Legislature President Drue Pearce & Speaker Gail Phillips
From: Northern Hemisphere Incorporated Hilmer Johnson
Date: September 21, 1995 Phone 907-258-1963
Re: International Trade (Why it turn in to a BUST in Alaska)

Dear Legislatures

This is the first time in my life time that I have sent a letter to the Legislatures and the woman are in charge and it makes me nervous as hell, as a man born in Juneau in 1937 I have a lot of intrust in Alaska but I will tell you the way it is from my point of view and I hope it will not offend you.

I first went to Russia in 1991 and with 40 years of bad talk about Russia I did not have a lot of intrust in Russia and on this tour there was Americans criticizing the Russians the way they was doing things and had the attitude that they know all and this was a mistake on the Americans part and it give the Russians a bad attitude of Americans but the longer I was in Russia the more intrusting it was to me when I got to go to there homes and find that the Russians Government did take care of the people and it was not as bad as the US Government told us it was.

As the Owner of Northern Hemisphere Trucking and intrusted in shipping I made a joint venture with Aeroflot Airlines and start Northern Hemisphere Express shipping from Anchorage to Russia I also had to make a joint venture with Aero services in Russia to deliver in Russia so I had all the expenses and had to divided the money in 3 ways so there was little profit at times. and the Russians made the most money and no expense I had 55 Offices in Russia

With owing a express company I got to know a lot of Alaska's and persons from the lower 48 from Florida California and Washington Canada shipping to Russia and there was about 80 from Alaska most of them from Anchorage and they told me a lot about there problems they had. The most common complaint they all had THE RUSSIANS WORD IS LESS THEN TRUTHFUL that is the only problem there is working in Russia and I agree.

American Businessman and the FEDERAL Government

There was a lot of small American Businessman that did not have a lot of money and went to Russia and they Also sponsored Russian to Alaska with the understanding this person would help them build there business and only to find out they just wanted to come to America and when reported to Immigrations they did nothing and Frank H. Murkowski say what about the Russians Rights in America word got back to Russia saying if American Businessman tell you they will ship you back to Russia if you misrepresent your self to them it is a lye, it makes Americans Businessman word no good in Russia, if the Federal Government will not back you up, The American Businessman can not and will not do Business in Russia it is that simple.

Local Government

In Russia they work with Cash only and if you are going to the Airport and you are STOP by the police and you have \$5,000.00 Dollars cash on you, the police will have 3 police Officers on you and a 200 pound man with his knee on your head grinding it in the blacktop it dont make a man happy to go to Russia and you can not tell a policeman you are not a drug dealer for every Policeman will say you are a drug dealer it is not worth the hassle to do Business in Russia. I am much safer in Russia then America

when it comes to Cash Money, In Yuzhno Sakhalinsk about the size of Anchorage there was 3 Killings in 1991 and in Anchorage we have 3 Month something to think about but one Russian told me we will catch up to you Americans in killings I promise you just give us time.

State of Alaska and International Business

I find that Alaska is spending to much money on International trade and a lot of it is nothing but waste money the only thing we need is the World Trade Center, All the Rest can go

Take a good look at Northern Form or American Russian Center or Office of International Trade is a joke and If you look at Alaska Center for International Business they are all a waste of tax payers money remember Alaska we have no Factories in Alaska and the small Anchorage Businessman are in trouble now with all the big stores coming in to Anchorage the small Businessman are going under and they can not compete with the big stores in Anchorage and the last thing on there mind is doing business in Russia and remember there are about 80 Businessman in Anchorage that went BUST in Russia that is alot for Anchorage and the word is out wait tell the Government will back you up and your word is good on tell that time do nothing for now , you will not find Businessman willing to invest in Russia today we drop the ball the first time around.

The State of Alaska should only Back the World Trade Center and the UAA should have a place for Alaskens to learn Russian and Japanese and Korean Language and this is the best way to go keep it on a low profile but I think this is good for now.

I think I have a good understanding of Russia and I like the country alot I have a friend that been to Russia 34 times and we have grate intrust in Russia and we plan to retire in Russia.

The World Trade Center is the most honest and they understand the Businessmar. most of all.

What Americans do not like in Russia

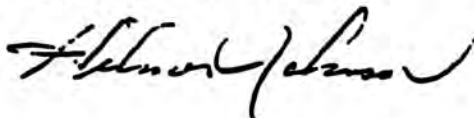
It is upsetting to Americans when Russians will not keep a Agreement also when you go to a restaurants and they charge Russians \$1.50 for a meal and charge Americans \$10.00 for the same meal it dont cost more to feed a American to charge Americans 70.00 Dollars for a Hotel and a Russian \$7.00 for the same room tell the Russians treat the Americans the same as Russians there will not be much trade with Russia

What Russians do not like about Americans and free enterprise

The Russians think money is the root of all evil and to think money is more important then your comrade is wrong to see a homeless person in Russia is devastating to them when they tell you about the senior citizens with no money food or a place to live, with tears coming down there face it can be upsetting to a American and I think this is why they charge a American so much they will tell you we let the Berlin wall come down and now Germany is all one country but you have not united Korea like you told us and never put it in writing your word is no good ether so you can not complain about the Russian word and Remember that also WW2 we won the war more then you did you only fight little boys 11 12 years old and old men over 55 years old, we made mistakes sure but we was fighting the real Germany Army if you had to fight them you would have lost you know that dont you ?

The Russians do not like Americans but remember they had 40 years of the cold war also they complained about Americans just like we complained about Russians 40 years, I do Thank you and I hope you out lot of programs and I hope my letter is not upsetting to you.

Scenically Hilmer Johnson



FPE Roen

Civil Electrical Environmental Mechanical Survey

E N G I N E E R S

560 E. 34th Ave., Suite 300, Anchorage, AK 99503

Anchorage
Fairbanks

September 6, 1995

Alaska State Legislature
Suite 500
716 West 4th Avenue
Anchorage, Alaska 99501-2133

Reference: *International Business Needs Assessment*

Attention: Ms. Drue Pearce, President of the Senate
Ms. Gail Phillips, Speaker of the House

I had a little difficulty answering the attached questionnaire. As is the case with most questionnaires, the document does not quite fit all circumstances. Let me explain:

- We have had foreign work in the past: 1981 through 1982 and 1986 through 1993;
- our work abroad during 1990 through 1993 was minor;
- we have not had contracts to work abroad over the past three years, and;
- all of our work abroad has been for U.S. clients.

While reviewing our response to the survey questions please bear in mind that, although we are one of the larger home grown engineering firms (we employ about 50 Alaskans), we are a relatively small firm. My perspective is therefore, that of "small business".

Question #1: *Please suggest any programs or services the State could provide which would motivate more Alaskan companies to export.*

Typically, Alaskan businesses are comparatively small. The owners of these businesses are focused on the day-to-day problems of running a company in a vigorously competitive environment they are familiar with. Exporting offers new risks; risks that have not typically confronted by the small Alaskan business. Unlike European business people who have a tradition of international trade, such trade is not "in our blood".

- The typical Alaskan businessman needs a lot of education before he or she could feel comfortable making the investment required of participation in international trade.

The University of Alaska's programs in this area could be of a lot of help. Particularly if such programs were structured in evening short course and seminar format.

- If the Alaska businessman sees others successfully participating in international trade, they will feel assured that they can also compete; they know something about their competition's talents. If they see their competition successfully exporting goods or services they are more likely to give it a try themselves.

An image building program would help Alaskans feel more confident in taking the time and effort required to tailor their product to the foreign marketplace (i.e. the Alaska Seafood Marketing Institute program of the quality of Alaskan fish).

- Capital is always a problem for the small business. If the State could insure a portion of an export market development loan, money might be made available.

Not a give-a-way. Rather, a program similar to the old SBA loans where the government insured 60%, 70% or 80% of the loan amount, thus reducing the bank's risk. The borrower still remains responsible for paying the debt, however, the lender's risk is mitigated.

Question #2: *Approximately what percentage of your company's annual gross sales are derived from exports or other international business activities?*

During the last fiscal year we had no export business.

Question #9: *Please rate the relative difficulty your company had with each of the following export considerations while starting its export operation. Also, please rate the operational difficulties your company is currently having.*

The problem I have answering this question is that we do not have any current export business. Thus, we are more like a start-up company than an established company. Our basic problem is finding work in the foreign marketplace.

Question #11: *Please suggest any programs or services which would ease operational export complications for Alaskan Companies:*

Our reputation as "the last frontier", peopled with rough tough simpletons, may be great for the tourist business, but its not good for exporting brains. Our potential clients harbor a stereotype of Alaskans which creates the greatest barrier to marketing cerebral services overseas. Our stereotype is that of big dumb guys

standing around next to a piece of "yellow iron", a gun on our hip and a drink in their hands. In the background we can see thousands of acres of clear cut, while in the foreground we see a big pool of oil. Right next to us is a beat up pick-up truck with the bumper sticker; "I don't give a damn how they do it outside"!

Now picture in your mind's eye the Swedish Engineer, the people who manufacture the SABB and Volvo automobiles.

Develop a program, paid for by Alaskans who export, that would develop positive images of Alaskans, their services and their products.

Question #12: *Please suggest ways the State could enhance international business activities within Alaska:*

As suggested earlier:

- *A business loan program. Not a subsidized program; only a program where loan maintenance is partially insured by public funds (like the Federal SBA program of past years).*
- *An Alaskan image building program. Not a subsidized program; a program paid for by those who export goods or services from Alaska (like the Alaska Seafood Marketing Institute Program).*
- *A "continuing education" program offered in seminar and evening short course format. The program should be offered by the University of Alaska to insure it would contain materials of real value (as contrasted with the get-rich-quick-by-exporting scams offered by flight-by-night hustlers). Not a subsidized program; rather the people who take the offerings pay for the service through tuition fees.*
- *Assist businesses by organizing trade fairs both in Alaska and in foreign countries. These activities need not be subsidized with public money. Rather, Alaskan exporters could pay for the service. The government's role would be to focus and organize the activity and provide an "official" element to the event.*
- *Assist businesses by organizing trade missions to foreign marketplaces. These activities need not be subsidized with public money. Rather, Alaskan travelers could pay for the service. The government's role would be to focus and organized the activity and provide an "official" element to the event.*

Drue Pearce & Gail Phillips

September 6, 1995

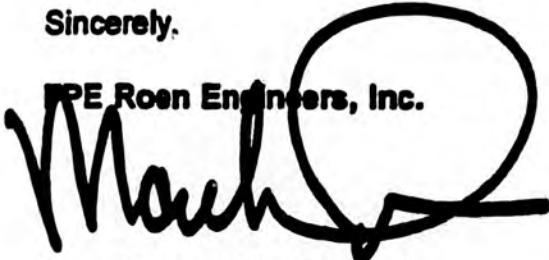
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- *Develop rules in the legislature, and policies within the Administrative branch, that would require "Officials" of the State to plan and conduct "Official" visits to foreign places in ways that recognize basic rules of protocol (i.e. Alaskan's are "professionals").*
- *Organize, through Administrative policy, University policy and funding criteria, a requirement for the elements of government (Federal and State) to cooperate, coordinate and/or combine program elements with private trade groups (i.e. the World Trade Center, Sea Food Marketing Institute, etc.).*

I hope the foregoing, as well as the attached, will be of assistance to you. If you have questions regarding information contained herein, please do not hesitate to give me a call.

Sincerely,

P.E. Roen Engineers, Inc.

A large, stylized handwritten signature in black ink, appearing to read 'Mark Fryer', is written over the typed name and company name.

Mark Fryer, P.E., Principal

TERRY BRADY

NORTH AMERICAN FOREST LANDS AT LATITUDES NORTH OF 60 DEGREES

Proceedings of a Symposium
Held at the University of Alaska, Fairbanks
September 19, 20, 21 and 22, 1977

Thank you for the opportunity to comment - attached is an eighteen
year old speech I made in Fairbanks. Nothing has changed - please
change it.





NORTHERN FOREST RESOURCES: CHALLENGE AND OPPORTUNITY

by

Terry T. Brady, Forester
Forests North, Ltd., Anchorage, Alaska

Northern latitude forests offer mankind both a challenge and an opportunity. The opportunity is to use forest resources for the social and economic benefits of northern peoples, and for making up expected deficits in future world needs of wood, water, open space, and certain wildlife habitats. The challenge is to develop and manage these forests without destroying the base from which they originate.

I have worked with and about forest and other natural resources in the Pacific Northwest and Alaska for more than 25 years, and all my instincts and intellect tell me this challenge can be met--and the opportunity changed into assets.

However, this can only happen if we go about the work at hand with a positive attitude. The challenge is not one for fainthearted individuals, corporations, or governments. Negative thinking has no place in this endeavor--and neither do preconceived notions about economic or other values of northern forest resources. I refer particularly to those notions that assign low economic values to forest resources based on little understood biologic site production ratings for forests that either have not been managed or have been mismanaged by man in the past.

Any forester knows that the site productivity of forest lands in Alaska, much of Canada, and eastern Siberia is going to be less than that of the best sites in the Pacific Northwest or California. But determining that northern forests are uneconomic to manage, based on site productivity alone, overlooks other advantages that may accrue to the northern forest manager. Species, quality, market location, lack of other competing uses of land, and many other considerations must be weighed.

Northern forest values are, and will continue to be, subject partly to the effort we in the North put into enhancing these forest resources and partly to economic demand pressures imposed by other areas of the world.

For example, using the northern forest wood resources, whether coniferous or deciduous, to make up expected shortfalls in the world supply, in both the short and long-term future, will benefit both the market and the producing regions. Softwood framing lumber from Alaska could aid in meeting the demand for single and multi-family housing units in Japan, Korea, Taiwan, or conceivably even China. Trade funds generated by such transactions would in turn aid Alaskans and Canadians in their quest for a higher standard of living.



SOCIOECONOMIC ASPECTS OF HIGH-LATITUDE FORESTRY

Yet such trade may not occur, at least on a large enough scale, in a short enough time frame, to benefit this generation of Alaskans. It will not occur until some very basic attitudes and policies emanating from some persons and agencies of our state and federal government and "citizen experts," some far removed from the actual Alaskan social and economic scene, are changed.

To be specific, I know of a 10-year effort by a major Far Eastern construction consortium to purchase, at prevailing market prices, 250 million feet board measure, per year, of rough sawn, air dried, Alaskan spruce lumber. They have received nothing from Alaska, except a governmental "run around," some private discouragement, and a few samples of 4-by-4s for testing purposes.

This buyer's problem does not stem from lack of resource. The resource is here, and research has shown it is here in volumes required to meet this market and more. With modern harvesting equipment, state-of-the-art milling techniques, imaginative transportation systems, and the seller taking advantage of marketing organizational structure and exporter tax breaks sanctioned by the U.S. Government, the project could be profitable.

However, because of land ownership and control controversies, lack of basic forestry policies, poor and monopolistic transportation systems, and most of all, negative reactions from state and federal authorities, some corporate leaders, and a vocal minority of the American public bent on keeping an interior Alaska forest products industry from becoming established, this project so far has been discouraged.

To those who state there are not markets for high-latitude Alaskan timber products, I ask: What is a market if it is not a buyer able and willing to pay the going price?

Put yourself in the buyer's position when visiting Alaska, funds in hand, to begin what he feels is a simple "buy-sell" transaction. He sees forests where natural mortality exceeds growth. He views coastal beaches and river bars piled high with deteriorating logs. He witnesses poor, wasteful harvesting operations, and antiquated sawmilling methods. He asks to discuss forest management policies for public and private land, and finds there is nothing to discuss because there are few, if any, policies.

His confusion is compounded by viewing feverish nonrenewable resource exploitation--a proliferation of new government buildings, and banks and office buildings under construction. And then he witnesses people living in village and urban hovels, people faced with the highest cost of living and the highest unemployment rate in the United States.



It is incomprehensible to the buyer to find waste, extravagance and poverty all operating side by side in Alaska. Common sense tells him that the renewable resource he wishes to purchase, on a long-term basis, could be the basis for an economic endeavor that could solve some of the problems he has witnessed.

I personally share the buyer's confusion, especially when I am aware of some of the factors that make it impossible for him to purchase the resource he seeks. These factors include the tardiness of Alaskan Native and State of Alaska land conveyances from the federal government, as provided by the Alaska Statehood Act and the Alaska Native Claims Settlement Act, and the total asininity and excessiveness of the potential of having 100 to 150 million acres, much of it forested, removed from multiple use classification. This is federal land that belongs to all the people of the nation, including the people of Alaska, who must depend on this land for their livelihood. The use of this land could aid Alaskans in "paying their own way" and lessening dependence on the federal government and other U.S. citizens.

I have described one project with which I am familiar. I would like to continue discussing the Alaskan situation a bit longer before venturing into the broader realm of world demand for wood.

In describing the potential project, I stated the buyer wished to purchase 250 million feet board measure of lumber per year. By applying conversion factors, rules of thumb, and assuming 50% of logs harvested for the project would be converted to lumber, I have determined approximately 41 million cubic feet of logs would be harvested for the project each year.

This would mean only taking approximately 12% of interior Alaska's preliminarily determined annual allowable cut of 358 million cubic feet (10.1 million cubic meters), as reported yesterday by Professor Zivnaska in his remarks opening this symposium.

This means that at least eight such projects, or others harvesting similar timber volumes, could be absorbed in Alaska's high-latitude forests before the preliminary and, in my view, conservative preliminarily determined sustained yield harvest is reached.

Allowing for realistic classification of some land as wilderness, national parks, wild and scenic rivers, and ecological study areas, it seems reasonable to expect six such projects could be in operation. At today's values, and assuming lumber was the major product, 1.5 billion feet board measure lumber could be sold, with a value exceeding \$300 million per year. Other forest products would also be involved, increasing this value.

Such income, from a now unused and by some definitions "wasted" resource, would go a long way in mellowing interior Alaska's cyclical



SOCIOECONOMIC ASPECTS OF HIGH-LATITUDE FORESTRY

"boom and bust" economy. Other product potentials from Alaska's interior forests are veneer from softwoods and hardwoods, chips and flakes for pulp and composition board, fuel, and chemicals.

I would now like to comment on future world wood needs, and this demand in relationship to high-latitude forests.

J. L. Keays of the Department of the Environment, Canadian Forestry Service, in a 1975 paper, "Projection of World Demand and Supply for Wood Fiber to the Year 2000," noted that the conservative total world demand for wood by the year 2000 will be 4,000 million cubic meters per year, compared with a total cut of 2,400 million cubic meters in 1972. (This can be further compared to Alaska's projected annual sustained cut from high-latitude forests of 10.1 million cubic meters, or .25% of the world demand projected for 2000.)

Keays further stated that of the increased requirement of 1,600 million cubic meters, some 650 million cubic meters of wood per year could come from the use of unexploited coniferous forests. It should not take a trained forester or economic geographer to determine that the only large unexploited coniferous forests in the world are predominately in mid-high and high latitudes of Siberia, Alaska, and Canada.

Keays adds nine other categories from which the increased wood yield could come. These include: closer utilization of the world's forests; additional conversion of mill wastes; increased plantations; shorter rotation cycle; improved silvicultural practices; increased use of hardwoods (which would come heavily from northern forests); development of stronger pulps; increased yields across the digester; and reduction in loss through fire, decay, alienation of forest lands, and other miscellaneous causes. The ten category sources of increased wood production, all bearing on northern forests to one degree or another, would result in a total increased harvest of 1,400 million cubic meters by the year 2000, according to Keays.

This, predicts Keays, would result in a shortfall of 200 million cubic meters of wood per year by 2000 A.D. Keays further states, "To place this [shortfall] value in perspective, it is approximately equal to Canada's present cut of industrial wood." (To put it in further perspective, it would be 1,900% of interior Alaska's projected annual sustained yield.) Keays points out in his paper that his demand estimates, taken heavily from reports of the Food and Agriculture Organization of the United Nations, are conservative.

Keays is not alone in predicting increased wood fiber demand. The study, "The Pulp, Paper and Paperboard Industry: Its Profits, Future Development and Investment Risk," compiled by Euro-Data Analysts of England and completed September 1976, made similar findings. The study concludes



that world demand for paper and board will rise by 30.6 million tons between 1975 and 1985 followed by an additional 104 million tons demand beyond 1985 to 1995.

Another key finding, quoted in the "Proceedings of the World Consultation on Wood Based Panels," held in New Delhi, India, February 1975, came up with future world demand figures similar to those published in Keays' report. This report states the world total consumption of roundwood in 1973 was 2,500 million cubic meters. This included about 1,200 million cubic meters of fuel wood and 1,300 million cubic meters of industrial roundwood, the latter being made up of 800 million cubic meters of saw and veneer logs, 300 million cubic meters of pulpwood and 200 million cubic meters of other roundwood. The growth in total wood consumption over the past 10 years (prior to 1975) was at the rate of 1.5% per annum. The report concludes, "It is estimated that total world consumption will continue to increase by 1.5% to 3,060 million cubic meters by 1985."

Another publication, "European Timber Trends and Prospects, 1950 to 2000" available from the Food and Agriculture Organization, makes an important comment concerning future prices of forest products. Though the comment is addressed to Europe, it seems appropriate to apply it to other regions, as the world forest products industry is becoming more and more intertwined. The publication states, "The evidence suggests that in the next quarter century prices for forest products, relative to prices in general, may tend to rise, marking a change from the more or less stable trend during the two decades before the violent cyclical movements in 1973-75."

Yesterday Professor Zivnуска said he and a group of associates take the view that Food and Agriculture Organization (and other) predictions of world wood demand are high. Assuming this is correct, and further assuming that demand only rises 1,000 million cubic meters per year, as opposed to Keays' prediction of 1,600 million cubic meters, it would seem logical that Alaskan and other high-latitude suppliers need not be worried about marketing products. Most of this lesser rise would still come from undeveloped coniferous forests and hardwoods, both of which are found in high latitudes.

High-latitude woods are unique. Northern slow grown softwoods, with tight annual ring structure, make superior building materials, easily worked by machines, with high nail-holding ability and excellent weight-to-strength ratios. Northern hardwoods make excellent veneers and are prized for their light colors.

Scandinavians do not domestically consume all the wood they produce. They export, because they can sell a good product. There is a lesson in this for Alaska and Canada.



SOCIOECONOMIC ASPECTS OF HIGH-LATITUDE FORESTRY

It would seem Alaska, with its favorable Pacific Rim geographic location and with a comparatively small annual cut potential, will be asked to contribute its fair share to the needs of other parts of the world that have even less forest resource.

Will Alaska be able to meet the challenge? Or will it still be wallowing in the present atmosphere of conflict over land use, whether the conflict is real or imagined? I suspect, after watching the preservationist versus developers antics of the last year, which have peaked in testimony before Congress on classification of the so-called 17(d)(2) lands, that a rational land use policy, allowing management for the sake of increasing economic return from land resources, will not be formulated without further conflict.

The great, and oftentimes righteous, public demand for protection of natural resources is nowhere felt stronger than in forested areas. To many persons forests, with green trees, fresh water, fish, and animals, epitomize all that is right with nature and all that is wrong with man and his works. This is a simplified and dangerous view of the role of forests in the scheme of things, that if carried to extremes, as it now is from some elements of society, can result in harm to both forests and mankind.

True understanding and concern for forests will result in use of the forest systems for many varied needs and desires of man, while still providing needed food and shelter for the creatures with which we share this planet.

A great deal of the conflict now springing from attempts to classify Alaskan land for various uses, many of them considered single purpose, comes from ignorance. Our Scandinavian neighbors have demonstrated at this symposium that recreation and harvesting, and basic land resource husbandry, do not have to be mutually exclusive on the same tracts of land. The principle of multiple use is still valid.

We need more education and less ignorant confrontation if we, as professional land managers and interested citizens, are to aid our northern forests in meeting our demands and expectations.

We have room for dedicated wilderness, in areas that have true wilderness values. But believe me, a small amount of wilderness can go a long way when one must really live with it. We must be careful we do not confuse desires for legitimate wilderness experiences with overreaction to real or imagined past exploitation, and use the excuse for the former to punish ourselves for the latter.

We have room for dedicated ecological study areas, as suggested today by Dr. Viereck. Such areas, in representative places, will give us baseline data material to measure our success and failures in managing forests. We have room in Alaska, and a need, for dedicated wildlife

TERRY T. BRADY



habitat, where the wildlife needs of the area are truly unique and necessary for the survival or betterment of the species.

And we certainly have room, and the need, for more land under various stages of management, where we can utilize resources in a continuing manner.

What a challenge. And if we meet it, what an opportunity.

X-E

Alaska State Legislature

Senator Drue Pearce
President of the Senate

during session
714 West 4th Avenue, Suite 500
Anchorage, AK 99501-2133
voice (907) 258-8185
fax (907) 258-0226

during session
State Capitol
Juneau, AK 99801-1182
voice (907) 465-4991
fax (907) 465-3872



Representative Gail Phillips
Speaker of the House

during session
State Capitol
Juneau, AK 99801-1182
voice (907) 465-2689
fax (907) 465-3472

during session
714 West 4th Avenue, Suite 620
Anchorage, AK 99501-2133
voice (907) 258-8184
fax (907) 258-1642

August 22, 1995

Dear Distinguished Member of Alaska's International
Business Community:

Your company has been selected to participate in Alaska's first private sector International Business Needs Assessment. We are promoting this initiative in conjunction with a strategic legislative plan to formulate a coordinated international trade policy for Alaska. State international trade support programs are funded with general fund dollars. Consequently, your response to this needs assessment is critical to the successful formulation of this strategy.

This assessment is being conducted in an effort to obtain the most accurate picture of the current and future needs of your business and industry in the international marketplace. Additionally, we are assessing the role where general fund dollars are or should be allocated to enhance our international business efforts.

We would appreciate your serious attention to the enclosed questionnaire. All responses gathered will remain absolutely confidential. Companies and/or individuals responding (approximately 600) will be listed as response participants in the final report.

This project will be presented to the Legislature, Administration and Congressional Delegation in an effort to provide a unified, effective, and comprehensive international trade initiative. Your input is essential.

We thank you, in advance, for your time and consideration.

Sincerely,

A stylized, cursive signature of Drue Pearce.

Drue Pearce
President of the Senate

Sincerely,

A stylized, cursive signature of Gail Phillips.

Gail Phillips
Speaker of the House

INSTRUCTIONS

Please identify either Part I or Part II of this questionnaire that applies to your business. Only one of these two sections will apply to your company.

Part I. Your company *has exported or is preparing to export.*

or

Part II. Your company has *never initiated an export operation..*

Complete the relevant section. It should take an estimated 10 minutes.

All companies, please complete **PART III** as well. It should take an estimated 5 minutes.

WHEN YOU ARE FINISHED

You may either *Fax* or *Mail* your completed questionnaire back to us.

- *To Mail:* Fold the questionnaire in half, secure, and mail -- all return postage is pre-paid.

- *To Fax:* (907) 278-2982

PART I: Your company *has exported or is preparing to export.*

Motivations for exporting

1. What was your company's single greatest motivation for its decision to export?

- a. ☐ Unsolicited trade leads
- b. ☐ Unsolicited foreign orders
- c. ☐ Declining domestic sales or excess inventories
- d. ☐ Part of a long-term business development plan
- e. ☐ Special knowledge of a foreign market opportunity
- f. ☐ Other, please specify:

Please suggest any programs or services the state could provide which would motivate more Alaskan companies to export.

2. Approximately what percentage of your company's annual gross sales are derived from exports or other international business activities?

- a. ☐ 1 - 15 % b. ☐ 16 - 50 % c. ☐ 51 % +

3. Do you use a private export management company or consultant to export your product or service?

- a. ☐ Yes b. ☐ No

If yes, is the private export management company or consultant based in Alaska or elsewhere?

- a. ☐ Alaskan b. ☐ non-Alaskan c. ☐ Both

What is the primary reason your company prefers to use a private export management company or consultant?

- a. ☐ Not able to divert resources to managing export operation (too busy, don't have staff, etc.)
- b. ☐ No specialized knowledge for exporting
- c. ☐ Less expensive than doing it ourselves
- d. ☐ Exporting is not a major priority, so we don't want the hassle
- e. ☐ Export company / consultant is better able to procure contracts
- f. ☐ Other, please specify:

4. Has your company ever engaged in a joint venture partnership for an international project?

- a. ☐ Yes b. ☐ No

5. Please mark if your company has used any of the following sources of external financing and / or funding for international business operations.

- a. ☐ Bank line of credit (Alaskan bank ☐ non-Alaskan bank ☐)
- b. ☐ Special export bank loan (Alaskan bank ☐ non-Alaskan bank ☐)
- c. ☐ State export finance program (Which program)
- d. ☐ Federal government export finance program (Which program)

6. Please estimate your company's gross sales last fiscal year.

- a. ☐ \$ 0 - \$ 250,000 b. ☐ \$ 250,001 - \$ 5,000,000 c. ☐ \$ 5,000,001+

Alaskan Foreign Market Activity

7. Please estimate the following. Column A: Percentage of your company's international sales last fiscal year. Column B: Percentage of your company's projected international sales for the year 2000.

**ALASKA'S
TOP TRADING
PARTNERS:**

	<u>Last Fiscal Year (A)</u>	<u>5 yr. Projection (B)</u>
Japan		
Korea		
Taiwan (R.O.C.)		
People's Republic of China		
Belgium		
Norway		
Portugal		
Russia		
Germany		
Canada		

OTHER MARKETS:

Hypothetical situation

8. Your company hears that there is a high demand in a foreign market for a product or service similar to what you provide. You also learn that no companies are currently supplying the product or service in demand.

8a. What priority would your company give to investigating the international sales opportunity?

- a. ☐ The same priority as domestic business leads
- b. ☐ Secondary priority to any domestic leads
- c. ☐ Would probably ignore the international trade lead because:
 - c1. ☐ Our intermediary handles exports
 - c2. ☐ We already have all the business we can handle
 - c3. ☐ We are concerned about international business risk
 - c4. ☐ Product or service does not lend itself to exporting
 - c5. ☐ Other (please specify):
- d. ☐ Does not apply (we only do international)

8b. Your company decides to investigate the foreign sales opportunity.

Based upon your company's current knowledge of international information providers in Alaska, where would your company go to obtain more information?

Start-up difficulties / Maximizing your current potential

9. Please rate the relative difficulty your company had with each of the following export considerations while **starting** its export operation. Also, please rate the operational difficulties your company is **currently** having.

Rating scale key:

1 = A Minor / No Difficulty

2 = A Moderate Difficulty

3 = A Major Difficulty

i = We use / used a private export management company for this

x = does not apply to our company's situation

Difficulty Getting Started	Operational (current) Level of Difficulty	
a. ____	____	Finding foreign customers
b. ____	____	Obtaining background information on foreign companies (e.g., for joint ventures, distributors, etc.)
c. ____	____	Obtaining background information on foreign markets (cultural, language, etc.)
d. ____	____	Finding information on the market for your company's particular product or service
e. ____	____	Foreign relations complications
f. ____	____	Finding companies to form joint partnerships with
g. ____	____	Shipping, coordinating, or distributing the product or service
h. ____	____	Finding and / or utilizing government trade assistance
i. ____	____	Obtaining adequate financing (e.g., export loans)
j. ____	____	Establishing payment / credit terms with foreign customers
k. ____	____	Handling foreign import laws, customs, or export documentation
l. ____	____	Lack of in-house expertise

10. Please briefly describe your company's single greatest export burden.

11. Please suggest any programs or services which would ease operational export complications for Alaskan companies.

12. Please suggest any ways the state could enhance international business activity within Alaska.

13. Please briefly list any regulatory restrictions in the state which hinder your company's export success.

Please go on to **PART III.**

Part II: Your company has *never initiated an export operation.*

1. Has your company ever considered exporting its goods or services?

- a. ☐ Yes
- b. ☐ No (please skip to question number 5)

Motivations for considering exporting

2. Please choose your company's single greatest motivation for considering exporting.

- a. ☐ Unsolicited trade leads
- b. ☐ Unsolicited foreign orders
- c. ☐ Declining domestic sales or excess inventories
- d. ☐ Part of a long-term business development plan
- e. ☐ Special knowledge of a foreign market opportunity
- f. ☐ Other, please specify:

Please suggest any programs or services which would motivate more Alaskan companies to export.

3. Please mark the three biggest obstacles which have kept your company from actually exporting.

- a. ☐ Finding foreign customers
- b. ☐ Obtaining background information on foreign companies (e.g., for joint ventures, distributors, etc.)
- c. ☐ Obtaining background information on foreign markets (cultural, language, etc.)
- d. ☐ Finding information on the market for your company's particular product or service
- e. ☐ Foreign relations complications
- f. ☐ Finding companies to form joint partnerships with
- g. ☐ Shipping, coordinating, or distributing the product or service
- h. ☐ Finding and / or utilizing government trade assistance
- i. ☐ Obtaining adequate financing (e.g., export loans)
- j. ☐ Establishing payment / credit terms with foreign customers
- k. ☐ Handling foreign import laws, customs, or export documentation
- l. ☐ Lack of in-house expertise
- m. ☐ Other significant obstacles (please specify):
- n. ☐ Other significant obstacles (please specify):
- o. ☐ Other significant obstacles (please specify):

Please suggest any programs or services which would ease the complications associated with starting an export operation.

Hypothetical situation

4. Your company hears that there is a high demand in a foreign market for a product or service similar to what you provide. You also learn that no companies are currently supplying the product or service in demand.

4a. What priority would your company give to investigating the international sales opportunity?

- a. ☐ The same priority as domestic business leads
- b. ☐ Secondary priority to any domestic leads
- c. ☐ Would probably ignore the international trade lead because:
 - c1. ☐ Our intermediary handles exports
 - c2. ☐ We already have all the business we can handle
 - c3. ☐ We are concerned about international business risk
 - c4. ☐ Product or service does not lend itself to exporting
 - c5. ☐ Other (please specify):
- d. ☐ Does not apply (we only do international)

4b. Your company decides to investigate the foreign sales opportunity.

Based upon your company's current knowledge of international information providers in Alaska, where would your company go to obtain more information?

5. Please estimate your company's total gross sales for the last completed fiscal year.

- a. ☐ \$ 0 - \$ 250,000 b. ☐ \$ 250,001 - \$ 5,000,000 c. ☐ \$ 5,000,001+

6. Please suggest any ways the state could enhance international business activity within Alaska.

If your company answered No to question number 1. (has your company ever considered exporting?), STOP. You are done. Please return your questionnaire by fax or mail to us today! Otherwise, please go on to **PART III.**

Has your company ever received any type of government service assistance for international trade? Yes ☐ If yes, please complete this section No ☐ If no, complete #21

1 = very beneficial, a major contributor to export sales success
2 = moderately beneficial, a moderate contributor to export sales
3 = not beneficial, did little to contribute to export sales

EXAMPLE

1. Information on exporting fundamentals
2. Background information on a foreign market (economy, culture, language, etc.)
3. Information on markets for your company's product or service
4. Personalized export counseling session (question and answer)
5. Referrals to other sources of assistance (public or private)

6. Assistance finding partners for joint ventures
7. Trade leads
8. Assistance finding a foreign representative, distributor, or agent
9. Assistance with foreign relations
10. Opportunity to attend a trade mission / show
11. Overseas advertising assistance / product promotion
12. Customized trade missions
13. Background information on foreign businesses

14. Assistance with export documentation, customs, or foreign laws
15. Export financing (export loans, etc.)
16. Assistance altering a product or service to foreign market specifications
17. Logistics, shipping, or distribution assistance
18. Assistance establishing credit / payment terms
19. Other international services (please specify) _____
20. *Please rate your overall satisfaction with each agency.
(Leave blank those you have not used.)*
21. If you have not used any of the services listed above, please explain why _____

[illegible]

Part III, Continued

If you have used any of the following services from a government agency, rate the service provided, by agency as follows:

- 1 = very beneficial, a major contributor to export sales success
2 = moderately beneficial, a moderate contributor to export sales
3 = not beneficial, did little to contribute to export sales

GENERAL INFORMATION (includes seminars, publications, etc.)

EXAMPLE

1. Information on exporting fundamentals
2. Background information on a foreign market (economy, culture, language, etc.)
3. Information on markets for your company's product or service
4. Personalized export counseling session (question and answer)
5. Referrals to other sources of assistance (public or private)

BUSINESS CONTACTS

6. Assistance finding partners for joint ventures
7. Trade leads
8. Assistance finding a foreign representative, distributor, or agent
9. Assistance with foreign relations
10. Opportunity to attend a trade mission / show
11. Overseas advertising assistance / product promotion
12. Customized trade missions
13. Background information on foreign businesses

RUNNING THE EXPORT OPERATION (LOGISTICS HELP)

14. Assistance with export documentation, customs, or foreign laws
15. Export financing (export loans, etc.)
16. Assistance altering a product or service to foreign market specifications
17. Logistics, shipping, or distribution assistance
18. Assistance establishing credit / payment terms
19. Other international services (please specify) _____
20. *Please rate your overall satisfaction with each of the agencies.
(Leave blank those you have not used.)*

[illegible]