

02/06/14  
Presenta-  
tion: World  
Trade  
Center  
Alaska

<TARGET><BILL></BILL><SUBJECT>02-06-14 Presentation World  
Trade Center Alaska</SUBJECT><COMM>HEDT28</COMM></TARGET>

## Ginger Blaisdell

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**From:** Apache <apache@wwwjnu04.akleg.gov>  
**Sent:** Wednesday, February 05, 2014 4:14 PM  
**To:** LIO Juneau; Ginger Blaisdell  
**Subject:** Teleconference Order Form

**Meeting:** new

**Sponsor and/or Committee Name:** Economic Development Trade and Tourism

**Date of Teleconference:** February 6, 2014

**Start Time:** 11:15am

**End Time:** 12:45pm

**Chairing Site:** capitol

**Juneau Room:** 124

**Bill Information:**

**Streamed to akl.tv:** yes

**Executive Session:** no

**Contact Person:** Ginger Blaisdell

**Telephone Number:** 465-5265

**Email Address:** [ginger.blaisdell@akleg.gov](mailto:ginger.blaisdell@akleg.gov)

**LIO Sites:**

**May other LIO's add:** yes

**Offnet Name(s):**

Greg Wolf, Executive Director  
World Trade Center Alaska

**Other Information:**

no other callers anticipated

# Alaska State Legislature

Representative Shelley Hughes, Chair

Session Address:  
Alaska State Capitol, Room 409  
Juneau, Alaska 99801-1182  
Phone: (907) 465-3743  
Fax: (907) 465-2381  
House District 8



Representative Lynn Gattis  
Representative Bob Herron  
Representative Pete Higgins  
Representative Craig Johnson  
Representative Kurt Olson  
Representative Lance Pruitt  
Representative Harriet Drummond  
Representative Geran Tarr

## *House Special Committee on Economic Development, Trade and Tourism*

### AGENDA

February 6, 2014

#### 1. Call to Order

~Gavel~ Welcome members of the Economic Development, Trade and Tourism Committee.

#### 2. Roll Call

- For the record, in attendance are: (representative xx, representative xx,... and representative xx)
- I would like to introduce Debbie Tillinghast, the committee recording secretary
- Info services person *Shane*
- Ginger Blaisdell, my staff will operate the slides for our speaker today

#### 3. Presentation

- Introduce today's speaker: Greg Wolf, Executive Director of World Trade Center Alaska
  - "All The Right Stuff"
  - Four ways Alaska is primed for export success

#### 4. Adjourn

- Next week's schedule will include an update from the DCCED Division of Economic Development on Tuesday and an update from Alaska Seafood Marketing Institute on Thursday. Watch the Friday paper "tomorrow" for special flyers from the American Heart Association regarding eating fish a minimum of twice a week for heart health.

We are ADJOURNED." ~gavel~

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## *House Special Committee on Economic Development, Trade and Tourism*

To: House Economic Development, Trade and Tourism Committee Members

From: Representative Shelley Hughes, Chair

Date: February 6, 2014

Re: Committee Schedule for the Week Beginning February 10, 2014

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The House Special Committee on Economic Development, Trade and Tourism (EDT) meets in the Barnes Room 124, on Tuesdays and Thursdays from 11:15am to 12:45pm.

**Tuesday, February 11, 2014** 11:15am in Room 124

- + Department of Commerce Community and Economic Development  
Division of Economic Development Overview and New Programs

**Thursday, February 13, 2014** 11:15am in Room 124

- + Alaska Seafood Marketing Institute  
Mike Cerne, Executive Director  
Alexa Tonkovich, International Program Director  
Jack Schultheis, Kwik' Pak Fisheries, ASMI Board of Directors

- May change*
- \* First Hearing in First Committee of Referral
  - + Teleconferenced
  - = Bill was Previously Heard/Scheduled



**All the Right Stuff**

Four ways Alaska is primed for export success

**BY GREG WOLF**  
Executive Director, World Trade Center Alaska  
Presented to the House Special Committee on Economic Dev., Trade & Tourism  
Representative Shelley Hughes, Chair  
February 6, 2014

## International Trade is Big Business for Alaska

- Overseas Exports estimated \$4.5 - \$4.6 billion in 2013
- This represents nearly 10% of the Alaska's Gross State Product (GSP)
- New Money into Economy
- Thousands of Direct and Indirect Jobs
- Results in stronger, more diversified economy

## Why Trade Matters?

- Substantial component of Alaska's economy. Exports typically account for approximately 10% of the GSP. Export total does not include the export of services from Alaska — such as construction, engineering and oil & gas services.
- Exports now bring between \$4 and \$5 billion of new money into our economy. New money, not recycled money. Also, exports account for nearly \$2 billion in induced and indirect economic benefits, according to a study by Northern Economics.
- Exports allow companies to become larger through expanded markets and customer base.
- For some Alaska companies, their best bet for growth is overseas markets.

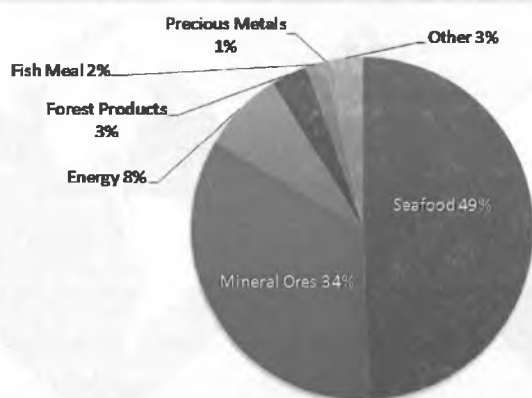
## Exports = Jobs

- Exports support nearly 15,000 direct and 10,000 indirect and induced jobs in Alaska
- Export jobs are high paying jobs. Export-related jobs typically pay 13-16% more than jobs tied solely to domestic economy

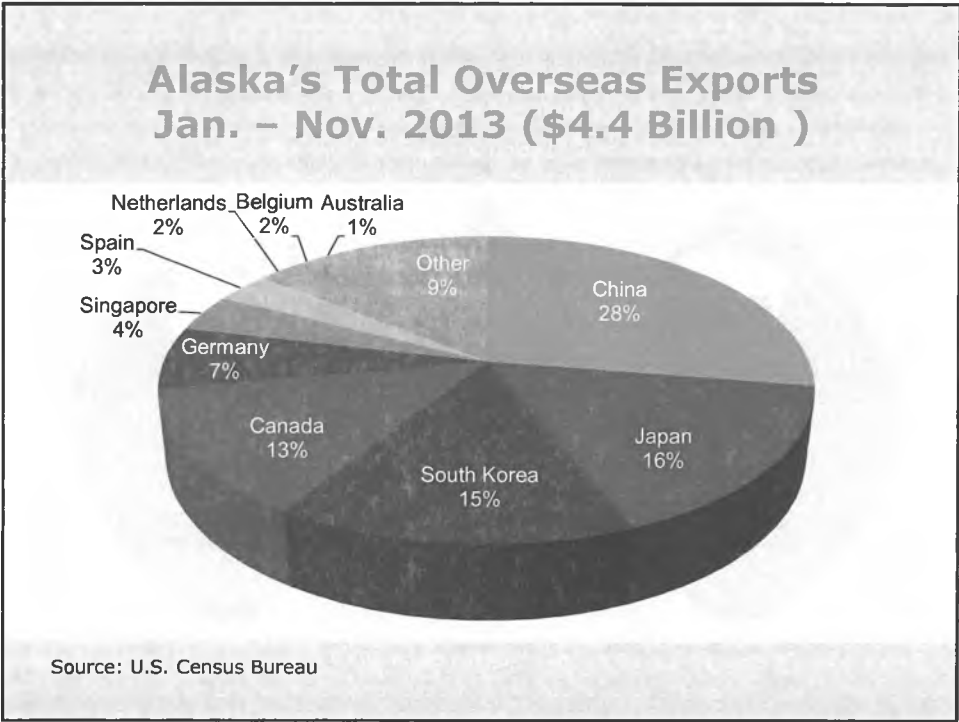
## How Do We Rank?

- Alaska ranks 40<sup>th</sup> among all states by the value of exports
- As a percent of GSP, Alaska ranks 14<sup>th</sup>
- On a per capita basis, Alaska ranks 4<sup>th</sup>
- According to the U.S. Department of Commerce, there are approximately 300 companies that export from locations in Alaska. 75% are considered SMEs

## Alaska's Top Export Commodities (Jan. – Nov. 2013)



Source: U.S. Census Bureau



### Alaska's Total Overseas Exports Jan. – Nov. 2013 (\$4.4 Billion )

| Ranking | Country     | Amount (USD Millions) |
|---------|-------------|-----------------------|
| 1.      | China       | \$1,208               |
| 2.      | Japan       | \$719                 |
| 3.      | South Korea | \$661                 |
| 4.      | Canada      | \$583                 |
| 5.      | Germany     | \$286                 |
| 6.      | Singapore   | \$173                 |
| 7.      | Spain       | \$140                 |
| 8.      | Netherlands | \$108                 |
| 9.      | Belgium     | \$65                  |
| 10.     | Australia   | \$62                  |
| 11.     | Others      | \$390                 |
| Total:  |             | \$4,395               |

Source: U.S. Census Bureau

## Alaska's China Era Continues (2000 - 2013 Comparison, USD Million)



Source: U.S. Census Bureau

## Where We've Been (in USD Billion)



Source: U.S. Census Bureau

## Current Trends: The Three "Rights"

- Right Place
  - Alaska's geographic location on the Pacific Rim. Fast growing economies and populations
- Right Time
  - Economic liberalization and modernization. Migration to the cities and growth of the middle class
- Right Commodities
  - Alaska has world-class reserves of natural resources. The building blocks of economic development. What people need versus what they want.

## The Fourth "Right"

- Right Direction:
  - Alaska and the world are heading North
    - Access to natural resources
    - Transportation infrastructure
    - Maritime shipping opportunities
  - Flowing from commercial development of the Arctic

## Why am I optimistic?

- We have what the world needs
- We have fast-growing economies and populations in our backyard
- Commercial development of the Arctic presents significant opportunities for Alaska

## Why am I optimistic? (cont.)

- Many resources remain untapped – for example, minerals & metals:
    - Coal – 17% of the world's coal; 2nd most in the world
    - Copper – 6% of the world's copper; 3rd most in the world
    - Lead – 2% of the world's lead; 6th most in the world
    - Gold – 3% of the world's gold; 7th most in the world
    - Zinc – 3% of the world's zinc; 8th most in the world
    - Silver – 2% of the world's silver; 8th most in the world
- (Source: Commonwealth North – Assets Review)
- North Slope natural gas; Rare Earth Elements; Service Sector Exports

## Towards a New Business Model

- Increasing number of Alaskan companies adopting new business model for growth & success
- Traditional model: 700,000 potential customers
- New model: 3 billion potential customers
- This new mindset creates greater feasibility for Alaskan companies & projects

## Members Spotlight

**ADS-B Technologies**

**Dowland-Bach**

**db**

[www.dowlandbach.com](http://www.dowlandbach.com)

**UCM**

**USIBELLI COAL MINE, INC.**

## Members Spotlight (cont.)



## WTCAK Trade Development Programs

**Japan Focus**  
ジャパン フォーカス  
Japan Focus is a trade development program of World Trade Center Alaska. The program provides information and services to Alaskans seeking to do business in Japan.

**CHINA CALLING**  
中国  
China Calling is a trade development program of World Trade Center Alaska. The program is designed to assist Alaskans to identify and pursue business opportunities in China.

**CANADA: Opportunities Next Door**  
Canada: Opportunities Next Door is a trade development program of World Trade Center Alaska. The program helps Alaskans to pursue business opportunities in Canada.

**KOREA Connection**  
Korea Connection is a trade development program of World Trade Center Alaska. The program offers information and assistance to Alaskans seeking to do business in Korea.

**New Markets - New Customers**  
New Markets - New Customers is a trade development program of World Trade Center Alaska. The program aims to identify new export markets for Alaskans and assist them to pursue opportunities in these markets.

**Thank You!**



**Phone: (907) 27-TRADE  
web: [www.wtcak.org](http://www.wtcak.org)**

**a proud partner of the following organizations:**



**UAA**  
**UNIVERSITY of ALASKA  
ANCHORAGE**

