

HOUSE BILL REPORT

HB 1852

As Reported by House Committee On:
Trade & Economic Development

Title: An act relating to international marketing of Washington's goods and services.

Brief Description: Increasing international marketing of Washington's goods and services.

Sponsors: Representatives Morris, Schoesler, Anderson, Eickmeyer, Conway, Fromhold, Van Luven, Kenney, Dunn, Santos, Ogden, Jackley, O'Brien, Lovick and Linville.

Brief History:

Committee Activity:

Trade & Economic Development: 2/5/02 [DP].

Brief Summary of Bill

- Authorizes the Washington state director of the Department of Agriculture (WSDA) to enter into contracts with members of the Pacific Northwest Economic Region (PNWER), port districts, or commodity commissions to promote the export of Washington's agricultural products.
- Directs the DOA and the Department of Community, Trade, and Economic Development (DCTED) to co-locate, where feasible, state trade offices or offices of foreign representative contractors with comparable offices of states or Canadian provinces that are members of the PNWER.

HOUSE COMMITTEE ON TRADE & ECONOMIC DEVELOPMENT

Majority Report: Do pass. Signed by 8 members: Representatives Veloria, Chair; Eickmeyer, Vice Chair; Ahern, Chase, Dunn, Fromhold, Gombosky and Mulliken.

Staff: Kenny Pittman (786-7392).

Background:

The WSDA is the designated state agency for the administration and implementation of state agricultural marketing development programs and activities. These marketing programs and activities are designed to promote the sale of Washington's agricultural

products in domestic and foreign markets.

The WSDA is authorized to assist in the promotion of Washington's agricultural products by: (a) acting as an effective intermediary between foreign nations and Washington's traders; (b) encouraging and promoting the movement of foreign and domestic agricultural goods through Washington's ports; (c) conducting an active program by sending representatives to foreign countries, or engaging representatives in foreign countries to promote the state's agricultural commodities and products; (d) encouraging the production of those commodities that will have high export potential and appeal; (e) coordinating the trade promotional activities of appropriate federal, state, and local public agencies, as well as civic organizations; and (f) developing a coordinated marketing program with the DCTED using existing trade offices and participating in mutual trade missions and activities.

The DCTED is the primary state agency charged with the establishment and operation of foreign offices designed to promote the sale of goods and services produced by Washington's businesses in foreign markets.

The PNWER is a membership organization that brings together legislative, government and private sector leaders to work toward the development of public policies that promote the economies of the Pacific Northwest region and respond to the challenges of the global marketplace. The objective of PNWER is to build the necessary critical mass for the region to become a major player in the new global economy, while reducing barriers to trade.

The PNWER currently consists of the American states of Alaska, Idaho, Montana, Oregon and Washington plus the Canadian provinces of Alberta, British Columbia and Yukon Territory, as well as numerous private sector members.

Summary of Bill:

The director of the WSDA is authorized to enter into contracts with members of the PNWER, port districts, or commodity commissions for promotion of Washington's agricultural products. The purposes of the contracts are: (a) to establish foreign trade offices that are designed to promote the export of Washington's agricultural products; or (b) to contract with overseas contractors that will promote the export of Washington's agricultural products. The WSDA must report to the appropriate committees of the Legislature on the results of the contracts entered into for export promotion and make recommendations for program improvements.

The DCTED must co-locate, where feasible, their state trade offices or offices of foreign representative contractors with comparable offices of states or Canadian provinces that are members of the PNWER.

Appropriation: None.

Fiscal Note: Available.

Effective Date: Ninety days after adjournment of session in which bill is passed.

Testimony For: The importance of trade to Washington's economy can't be overstated. This bill allows the WSDA and the DCTED to co-locate their offices with other states and Canadian provinces that are members of the PNWER. We will gain greater exposure and cost-efficiencies by co-locating our trade offices with other states and Canadian provinces.

Testimony Against: None.

Testified: Representative Morris, prime sponsor.