

ment; lack of international and European location and marine trade Southern California; reduced for trade and tourism pro-

state's advantages and the international trade sector: modal infrastructure; providing state-of-the-art educated work force; competitive export industries; complex network of trade or-

odded educational structure skills training at all levels ent community college re-

more

is a veteran of the trade field. He has been a vice Transportation and Burlington, executive vice president and director of North for its parent, American



in 1992. He is a Seattle

within your company or or- sible for overseeing the tions of the Port; promoting onal gateway."

international trade? "To that encourage free and Seattle to compete fairly for rist other American and relationships with interna- s to develop markets for and encourage import of ateway; assure efficient air for the movement of goods

er to be the major issues Puget Sound area? "The y at Sea-Tac Airport is criti- Puget Sound trade; expansion- onal air routes; continued marine cargo facilities to re- nance customers; modifica- tional gateway."

international trade? "To s that encourage free and Seattle to compete fairly for gainst other American and relationships with interna- s to develop markets for s and encourage import of ateway; assure efficient air for the movement of goods

er to be the major issues Puget Sound area? "The y at Sea-Tac Airport is criti- Puget Sound trade; expansion- onal air routes; continued marine cargo facilities to re- pping customers; modifica- maintenance tax which cur- at a competitive disadvan- ports."

state's advantages and/ e international trade sec- oser sailing to Asian ports ; equidistant between Asia bor productivity in marine ng partnerships between t and labor organizations in al trade.

capacity constraints; short- onal air routes; smaller lo- and market for international

goods; impending constraints on surface trans- port for cargo movement."

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What is in your ganiza

ble for the management of seven organizations representing diverse programs ranging from the eds to education, urban renewal to transporta-

East Broadcast Services; publisher, *Current Event* (quarterly newspaper for an commu-



Walid B. Farhoud President/CEO

Middle East International

Biography: Farhoud, 43, received a B.A. in Middle Eastern studies from the American University of Jerusalem and an M.A. in Near Eastern studies from the University of Washington. Work experience includes: radio correspondence, Middle

East Broadcast Services; publisher, *Current Event* (quarterly newspaper for Arab-American community about news from the Middle East); political consultant for local media regarding Middle East issues. In 1980, he started Middle East International, a consulting firm and export management company that specializes in doing business in the Middle East. He is a Seattle resident.



What is your role within your company or organization? Heads a business consultation and export management firm specializing in U.S. trade to the Middle East. Company also offers complete translation and interpretation services for seven Middle Eastern dialects.

What is your role in international trade? Sets up channels for marketing and product distribution of U.S. products to Middle East countries.

What do you consider to be the major issues facing trade in the Puget Sound area? "Lack of knowledge or education as to the business opportunities available in the Middle East; negative stereotypes of Arabs as people; limited diversity in the Puget Sound; conservative attitudes toward the Middle East."

What are Washington state's advantages and/or drawbacks for the international trade sector? "Advantages: renewable technologies and services to export. Disadvantages: limited diversity."

role within your company or or- Heads a business consultation and gement firm specializing in U.S. Middle East. Company also offers nslation and interpretation services die Eastern dialects.

role in international trade? Sets for marketing and product distribu- products to Middle East countries.

consider to be the major issues in the Puget Sound area? "Lack or education as to the business op- available in the Middle East; negative of Arabs as people; limited diversity Sound; conservative attitudes to- die East."

ashington state's advantages and/ s for the international trade sec- ages: renewable technologies and port. Disadvantages: limited diver-

J. Fraser

Corridor Enterprise (PACE)

Peter J. Fraser graduated from St. University in Halifax, Nova Scotia, with a and journalism. A former journalist oadcaster, he came to Seattle in e commissioner at the Canadian eral for the Northwest He worked utive inter- ogram of eign service o 1991. He CE, the first -driven ncil for free 90. He is a nt.



role within your company or or- Executive director.

role in international trade? "Lead rograms and trade missions from aja (Mexico) for U.S.-Canada FTA

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in the Puget Sound area? "Lack ding between small business and between private and public sector." ashington state's advantages and/ ks for the international trade sec- ity to Vancouver, B.C., is advantage k. Needs to be ironed out rapidly. his case."

S. Gordon

Decisions Inc.

Gordon, 50, holds business and egress from the University of Wash- ington and attended the Pacific Coast Banking School. He has worked for Bank of America, Rainier Bank, First Bank Minneapolis and Peoples Bank, where he was vice president and manager of multinational banking (1980-85). Vice president and general manager at Ingham International (1986). Started international con-

In light of today's business climate, you need a partner that will work long

State University. He is a Wenatchee resident. What is your role with- In your company or organization? Manages international promotion and advertising of Wash- ington state apples. What is your role in international trade?

