

OREGON & CANADA

An integrated economy



Photo: Portland Winterhawks

Canada's national pastime finds new leadership in Portland

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

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



253 Canadian-owned companies employ 6,150 workers in Oregon

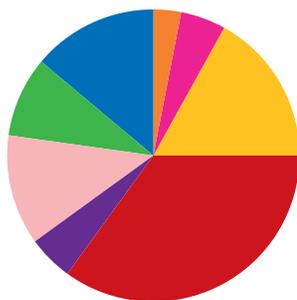


Canada is the #4 export market for Oregon

Oregon exports \$3.3 billion in goods to Canada annually

Oregon exports \$804 million in services to Canada, including

Travel (including for education).....	\$348 million
Business services.....	\$185 million
Charges for the use of intellectual property.....	\$114 million
Telecommunications & information services.....	\$61 million
Transport.....	\$27 million



Goods exports by industry

- Agriculture (17%)
- Chemicals (5%)
- Energy (3%)
- Equipment & machinery (14%)
- Forest products (9%)
- Minerals & metals (12%)
- Plastics & rubbers (5%)
- Transportation (35%)
- Other (0%)

Top Oregon goods exports to Canada

■ Tractors.....	\$496 million
■ Trucks.....	\$487 million
■ Wood & semi-finished wood products.....	\$205 million
■ Fruits & nuts.....	\$133 million
■ Optical, medical & precision instruments.....	\$113 million
■ Plastics & plastic articles.....	\$89 million
■ Stone & cement products, abrasives.....	\$86 million
■ Fuel oil.....	\$86 million
■ Pharmaceutical products.....	\$80 million
■ Iron & steel alloys & semi-finished products....	\$69 million



Wetzel's Pretzels signage. Photo: 10net

Canada creates digital connections in Oregon

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

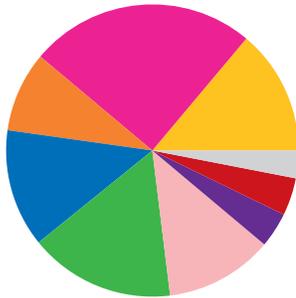


Canada invests in Oregon

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

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

Oregon imports \$3.8 billion in goods from Canada annually



- Agriculture (14%)
- Chemicals (25%)
- Energy (9%)
- Equipment & machinery (13%)
- Forest products (16%)
- Minerals & metals (12%)
- Plastics & rubbers (4%)
- Transportation (4%)
- Other (3%)

Top Oregon goods imports from Canada

Fertilizers	\$742 million
Wood & semi-finished wood products	\$401 million
Fuel oil	\$272 million
Iron & steel alloys & semi-finished products	\$265 million
Softwood lumber	\$143 million
Animal meats	\$111 million
Plastics & plastic articles	\$111 million
Heating, cooling & refrigeration equipment	\$80 million
Animal or vegetable fats, oils & waxes	\$69 million
Flour & grains for milling	\$69 million

March 2025

Sources: All figures are in U.S. dollars. Unless otherwise specified, all figures are based on 2024 data. **U.S. Census Bureau**: goods trade, Canada's export ranking (2/2025 release). **Trade Partnership**: 2023 services trade (12/2024 release). **Dun & Bradstreet**: Canadian-owned businesses operating in the U.S. (2/2025 release). **Business Roundtable**: state jobs from Canada-U.S. trade (2018, 10/2020 release). Figures may not add up due to rounding. Produced by the Embassy of Canada in Washington, D.C.

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