





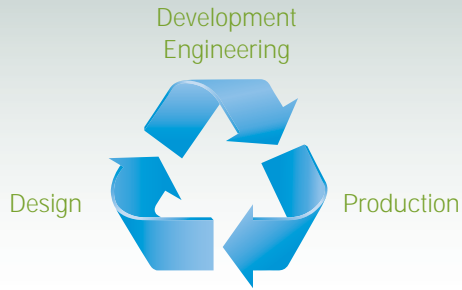
## Businesses without a global perspective on selling and sourcing

will be at a distinct disadvantage in the new \$65 trillion global economy. Portland Oregon, with its deep creative culture and extensive talent pool, is an emerging hotbed for innovation in the \$209 billion health and sustainability industry. The nation's "Most Sustainable City" is also quickly becoming an epicenter for the \$50 billion sports footwear and apparel industry. Leveraging this talent and fueling its global growth is what the Center of Excellence is all about.



The Center of Excellence for Global Business Development provides a comprehensive suite of resources and tools, including research and development, outsourced manufacturing, marketing, sales, finance and operational expertise, required to jumpstart early stage companies in the global arena. Benefits provided include:

- Industrial design and innovative fabric technology skills
- Access to materials resource library
- Foreign production and manufacturing partnerships
- Customs processes navigation
- Government policy and regulation
- Access to capital
- Visibility for the sector and firms



*“The COE team has been a tremendous resource for Speedo as we are developing new and innovative products. Their team has a wealth of expertise in the areas of product development, materials and process management which is enabling Speedo to introduce more compelling footwear to the market.”*

Brad Gebhard, Senior Vice President  
Speedo Hardgoods and Footwear

The Center's full suite of services address every aspect of the product engine development process, from concept design to development engineering and production. The material toolkit provides resource access to facilitate commercialization, and is complemented by extensive business network services.

## Product Engine Development

- Design Services - Market research through prototyping
- Development Engineering - Product development and testing with Best Known Methods
- Production Services - Sourcing, commercialization, packaging and quality control

## Toolkit Components

- Materials Library - Supports existing footwear and apparel clusters
- Inspirational showroom - Includes design stations and internships
- Innovation and Accelerator Unit - Attracts and fuels emerging businesses
- Materials Research Unit - Creates strategic partnerships with institutes of higher learning

## Network Services

- Strategic Planning - Business model, planning and design
- Marketing Strategy - Segmentation, positioning and communications
- Financial Consulting - Planning, funding and accounting
- Business Management - Sourcing, logistics and operations

The COE works with clients from the initial concept stage through product delivery, developing customized programs based on client needs and requirements.





*“Innovation and Entrepreneurship are cornerstones of a successful economy. The collaboration that the COE brings to our community will support innovators and entrepreneurs who will further build economic opportunity in Oregon.”*

Senator Bruce Starr  
State of Oregon



*“The Art Institute of Portland is the professional training ground for apparel and footwear design, apparel product development, and fashion marketing.. Through the internship programs provided by the COE, our students get the hands-on experience required to enter the market with confidence.”*

Sue Bonde  
Director of Apparel Design  
The Art Institute of Portland



## What people are saying about the COE:

*“The COE is a much needed solution for Oregon's Entrepreneurs to gain credibility - a launching pad for those seeking professional advice and direction in the sports footwear and apparel / design industry,”*

Brad Christiansen, Vice President, Colliers International



*“One of the most crucial aspects of entrepreneurial ideas becoming reality is the presence of sound advice, access to must have information, and a platform for execution. The Center of Excellence located in the epicenter of the athletic / outdoor footwear, apparel and accessory industry will serve as an ideal platform facilitating the transformation of product concept and business ambition into reality,”*

Gary Peck, President  
The S Group, Inc

*“The COE is uniquely positioned to capitalize on a "perfect storm" brewing for the worldwide sports footwear and apparel industry. The COE is not ahead of its time — it is in exactly the right place at exactly the right time and will become a magnet for venture capital from across the United States and abroad.”*

Don Prohaska, Venture Capital Consultant  
Boston, MA

*“The COE is an extremely versatile resource center with a range of business skills and industry resources unique to the Northwest. As an Industrial designer who works with a wide variety of brands around the world I have only scratched the surface of the COE's capabilities and I look forward to years of collaboration with the COE team,”*

Charles Roth, 360 DESIGN

