



PORT TALK

—PORT OF LONGVIEW NEWSLETTER—



Christian and his team market the Port here and abroad.

Q&A With Director of Business Development CHRISTIAN CLAY

BACKGROUND: Christian joined the Port earlier this year as the Director of Business Development. In addition to developing long-range business plans aligning Port infrastructure and assets, he also manages the Port's commercial property portfolio and tenant relations. Christian possesses more than 20 years of rail experience and has strong experience in supply chain management, market research and customer relations.

Q: What is one of the best ways the Port chooses to market itself?

A: "Trade shows are an incredibly valuable tool and each year we attend one of the largest in the maritime industry, the Breakbulk Americas Conference in Houston, Texas. It might be hard to believe, but old fashioned, face-to-face marketing is still one of the best ways to engage with industry partners and potential customers."

Q: How does the Port maintain relationships with its customers abroad?

"Each year, members of our marketing team plan a trip to visit select customers in other countries. For example, this November we're traveling to Seoul, South Korea, to meet with freight carriers and forwarders. We'll also be pursuing heavy lift cargo opportunities including wind energy, electrical transformers and special project cargo."



Your local Port exports cargo all around the world, particularly to Asian countries like China, Japan, Korea, Vietnam and the Philippines.

YOUR HOMETOWN PORT IS A MAJOR PLAYER ON THE WORLD STAGE

On a recent tour of the Port of Longview, one visitor commented, "I never realized just how BIG the Port of Longview is!" With over 830 acres of facilities, plus Willow Grove Park, the Port enjoys a large local footprint. What may be more surprising to people, though, is our geographic reach. The Port handles cargo to and from six of the world's seven continents, making it a global enterprise right here in Cowlitz County.

Last year the Port of Longview traded with more than 30 countries, leading to an all-time record of more than 10 million metric tons of cargo handled. Aside from countries around the Pacific Rim, the Port also handled cargoes from Norway, Belgium and South Africa. The Port's global success has led to some impressive milestones, including being named as one of America's 50 Power Ports by *Global Trade Magazine*.

The Port's prime location on the Columbia River is one reason customers choose us to move their cargo, but we must also market our strengths and capabilities to stay competitive. To make this happen, we advertise in numerous trade publications, attend and exhibit at high profile trade shows and travel the globe to meet with potential customers. All of this exposure results in millions of dollars in global business for our local community.

While many of us may never have the chance to physically visit our trading partners, like Mozambique or South Africa, you can rest assured the Port and its Business Development team are representing you and your interests well on the global stage. From the boundaries of Cowlitz County to the Pacific Ocean and the Far East, you will always be connected to the rest of the world via your hometown Port of Longview.

EXPLORE THE PORT'S TOP FIVE TRADING PARTNERS FROM 2018

- 01 SOUTH KOREA**
Over 2.25 million metric tons (MT) of exports and imports featuring bulk minerals, wheat, corn and more
- 02 CHINA**
At a close second was China, with over 1.7 million MT of agricultural exports and bulk minerals
- 03 JAPAN**
Coming in third place is Japan, with over 1.25 million MT of cargo exports
- 04 VIETNAM**
Moving down one notch from last year, export cargoes to Vietnam totaled 1.2 million MT
- 05 PHILIPPINES**
Rounding out the top five are exports to the Philippines, which totaled 944,000 MT



TOP 5 COMMODITIES EXPORTED BY THE PORT OF LONGVIEW LAST YEAR

CORN
Over 4.5 million metric tons (MT) of corn was exported to our top five trading partners last year.

WHEAT
1.9 million MT of Washington's number one crop was exported around the world in 2018.

SOYBEANS
Soybean exports totaled over 1.5 million MT and were bound for primarily Asian markets.

PET COKE
Calcined Petroleum Coke, a truly global commodity, had exports totaling 750,000 MT.

LOGS
Logs exports to China, Japan and Korea last year totaled 500,000 board feet.

COMMISSION MEETINGS

Regular meetings are held on the 2nd and 4th Wednesday of every month at 10:00 am and are open to the public. Meeting times are subject to change.

For more information, visit portoflongview.com