

Washington State.



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Table of Contents.

1. Overview.
2. Benefits of Washington State.
3. What to Import to Washington State.
4. What to Export to Washington State.
5. To Manufacturers.
6. Export Agriculture.
7. Ubinodes Target.
8. Free Trade Agreement.
9. Contact Us.
10. Sources.

1. Overview.

Washington State, with its robust economy, is ranked as the 10th largest in the United States, and boasts a striking GDP of 613 billion dollars annually. It is home to 7.615 million residents, according to sources 3 and 4. This state presents an ideal environment for both exportation and importation activities.

Over twenty percent of jobs in Washington are tied to international trade, emphasizing the state's significant focus on importing and exporting. This economic structure not only welcomes but also robustly supports other manufacturers seeking to integrate into its dynamic market.

Consequently, exporting to Washington State is an excellent strategy as it not only nurtures manufacturing jobs but also plays a pivotal role in maintaining the competitiveness and growth of the local economy.

2. Benefits of Washington State.

Washington State stands as a prominent trade hub in the United States, with trade, imports, and exports directly influencing one in every five jobs there. Remarkably, around 90% of exporters in Washington are small to medium-sized enterprises, each with fewer than 500 employees.

This prevalence of smaller companies creates a conducive environment for international businesses of similar scale to engage in trade within the state (as per Source 1 and 7). In terms of trade volume, Washington exported goods worth 69.9 billion dollars and services valued at 28.8 billion dollars in 2018, according to the same sources. International exports account for nearly 20% of Washington State's economy, illustrating the state's heavy reliance on global trade.

3. Examples of top Imports to Washington State.

1. Mid-sized automobiles (piston engine): \$4.2 billion (8.5% of Washington's total imports).
2. Crude petroleum oils: \$3.5 billion (7.2%).
3. Natural gas (gaseous state): \$2.1 billion (4.3%).
4. Video game consoles, machinery: \$2 billion (4%).
5. Wheeled toys (tricycles, scooters, pedal cars, doll carriages): \$1.5 billion (3%).
6. Solid-state semiconductor storage devices: \$1,241 million (2.5%).
7. Modems, similar reception/transmission devices: \$761 million (1.6%).
8. Boiled or steamed crabs: \$645 million (1.3%).
9. Miscellaneous sawn or chipped coniferous wood: \$564 million (1.2%).
10. Miscellaneous textile articles: \$561 million (1.1%).

(Source 8)

4. Examples of top Exports to Washington State.

1. Aircraft including engines, parts: US\$8 billion (19.4% of Washington's total exports).
2. Soya beans: \$5.4 billion (13%).
3. Wheat (excluding durum): \$2.6 billion (6.4%).
4. Corn: \$1.7 billion (4.1%).
5. Miscellaneous petroleum oils: \$0.9 billion (2.2%).
6. Soya bean flours, meals: \$885 million (2.1%).
7. Ultrasonic scanning equipment: \$866 million (2.1%).
8. Frozen potatoes: \$784 million (1.9%).
9. Fresh apples: \$637 million (1.5%).
10. Rutabagas, similar forage products: \$488 million (1.2%).

(Source 8)

5. To Manufacturers.

Manufacturers looking to import from or export to Washington State can turn to Ubinodes for expert guidance in finding the perfect trade partner. "Exporting boosts jobs by generating new business for Washington's manufacturers, service providers, and farmers, while imports sustain jobs and keep costs down, aiding Washington businesses in staying competitive and saving families significant money at the cash register" (Source 10). As of 2014, 63,700 jobs in Washington were linked to manufacturing.

Lower-cost inputs are crucial for keeping U.S. manufacturing competitive internationally. Foreign-owned companies in Washington employ 101,500 workers in various industries, with manufacturing being the foremost, accounting for 32,300 jobs in 2016. Engaging in importing and exporting with Washington State is mutually beneficial for all parties involved in the state's economy. Additionally, Washington State offers several incentive programs, including tax exemptions, for those importing and exporting from the state.

6. Export Agriculture.

TOP 10 EXPORTS:

RANK	PRODUCT	VALUE	TOP MARKETS	% CHANGE
1	Fish and Seafood	\$1 billion	Canada, Japan, China	-11.67
2	Frozen French Fries	\$784 million	Japan, South Korea, Taiwan	-11.26
3	Wheat	\$663 million	Philippines, Yemen, Japan	13.10
4	Apples	\$637 million	Canada, Mexico, Vietnam	-12.84
5	Hay	\$508 million	Japan, China, South Korea	-1.98
6	Dairy	\$498 million	Indonesia, Philippines, Vietnam	11.79
7	Fresh Sweet Cherries	\$342 million	Canada, South Korea, China	-2.15
8	Hop Cones and Extracts	\$268 million	United Kingdom, Belgium, Canada	-11.78
9	Beef	\$214 million	Japan, Hong Kong, Taiwan	2.47
10	Pulses	\$171 million	Pakistan, China, Spain	19.95

7. Ubinodes Target.

In the export landscape, a mere 3% of companies account for 80% of exports. Our focus is on the remaining 97% of manufacturers who are either not exporting at all or doing so minimally. We acknowledge the myriad of challenges these smaller companies and manufacturers face in exporting.

These barriers include limited English proficiency, lack of international marketing expertise, a focus on design and production rather than marketing, constraints in financing international staff or market research, and absence of overseas contacts, networks, or leads, among others. Addressing these issues is crucial for Ubinodes, as competing with larger manufacturers isn't feasible. Our aim is to assist smaller companies in exporting, thereby enabling them to contend with larger, high net-worth companies for a portion of a market predominantly controlled by major corporations.

Many consumers prefer a diverse range of brands and believe in supporting small businesses over large monopolies like Amazon, Apple, Facebook, and Google. Despite the clear advantages of international trade, less than 1% of America's 30 million companies are engaged in exporting.

This reluctance is often due to misconceptions and lack of information: 39% believe their goods aren't exportable and 37% are unsure of how to begin the process. However, 63% express a desire to export their products and services, indicating a significant untapped potential in this sector.

8. Free Trade Agreement.

A free trade agreement is an accord established between two or more countries aimed at reducing barriers to importing and exporting goods among them. Under such a policy, the buying and selling of goods and services across international borders are facilitated with minimal or no government-imposed tariffs, quotas, subsidies, or prohibitions that might otherwise hinder this exchange.

In recent years, Washington's congressional delegation has shown strong and bipartisan support for free trade. This is evident in the nearly unanimous backing for the North American Free Trade Agreement (NAFTA), with eight out of nine votes from the delegation favoring the agreement.

The most recent actions of Washington's congressional members have been in unanimous support of free trade, indicating a clear recognition of the crucial role international trade plays in the state's economy. Washington stands as the fourth-largest state in terms of exports, underscoring the significance of both exports and imports to its economic framework (Source 11).

9. Contact Us.

For effective entry into Washington State's market, a comprehensive understanding of its trade dynamics, economic landscape, and opportunities is essential. We provide this crucial knowledge and much more, offering a range of services tailored to ensure the success of your project.

Our services include freight forwarding, customs clearance, navigating regulations, packaging solutions, storage, and even creating and designing marketing materials such as websites and brochures. Additionally, we specialize in developing effective marketing campaigns, advertising strategies, and identifying potential points of sale.

A key part of our approach involves conducting a detailed and in-depth analysis of the industry to gauge how well your products are likely to perform in the Washington market. If you are considering exporting to or importing from Washington State, we invite you to get in touch with us for expert guidance and support tailored to your specific needs.

10. Sources.

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