



CHAMBER OF  
COMMERCE

# News Release

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**FOR IMMEDIATE RELEASE**

## **Business, civic leaders to study Portland's industry sector planning** *Delegation of 45 part of San Jose Silicon Valley Chamber's annual City to City Study Mission*

Forty-five Silicon Valley business and civic leaders head north Wednesday to study how Portland, Ore., has revitalized its economy by attracting new business sectors, in-fill development, educational collaboration and proactive entitlement coordination between driving industry and local government during the San Jose Silicon Valley Chamber annual City to City Study Mission.

Leading the three-day program, Oct. 19-21, is Steering Committee Chair Grace Davis of Intel. The Study Mission is presented by Applied Materials and Intel. Mayor Chuck Reed will be attending.

"We are visiting the Portland region because it is known for overcoming many regional challenges over the last several decades, and its economy is anchored by industry clusters that have been consciously planned," said chamber CEO & President Matthew Mahood.

Among the topics to be studied include tech and green sector industry clusters, urban and mixed use planning, workforce education collaboration, land use planning and its impacts on economic development success and how arts, culture and sports drive the economy.

Over the last 30 years, Oregon and the Portland region economy have hit hard times—weathering three collapses and then rebuilding by attracting new industries and supporting emerging sectors.

"Understanding how the Portland business community and civic leaders have reinvented their economy—how private and public partnerships have developed and succeeded will help Silicon Valley leaders create best practices for our region," Mahood said. "Although our economy is strong, we need to keep competitive—especially as other regions across the globe step up their game."

Previous Study Missions have visited Austin, Boston, Chicago, Seattle and New Orleans. Among those companies sending representatives are Applied Materials, Intel, PG&E, ANI Consultants, E.F. Foley & Co.

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*The SJSV Chamber of Commerce is a nonprofit business association representing nearly 1,500 employers and nearly 250,000 employees throughout the greater Silicon Valley. Its mission is to create a strong local economy, provide premier business connections and visibility, represent the interests of business to government, promote the community and initiate political and community action. For more chamber information, visit [sjchamber.com](http://sjchamber.com).*