

Themes that emerged from the *Key Industries Session*

- Understand and fully support the entire chain from R&D (idea) to successful commercial products.
- Increase available sites:
 - Develop policies to re-develop Brownfield sites to increase land supply for emerging and growing business. Financial incentives need to be part of this review so re-use of land is financially feasible.
 - Talk about UGB with both sides at the table – honest discussion needs to occur.
- Arts and Culture should be listed as a regional industry/opportunity for growth
- Regional/Metro Identity needs created to draw interest to our region to benefit all industries. Publicize our Region through a coordinated plan.
 - Marketing Identity will help draw in businesses, ideas, and talent, and capital will follow.
 - Need to show creativity in region
 - University needs to play a role in our identity
- Bolster local connections and networks for business owners/managers (ie. Software association started in Eugene but moved to Portland).
 - Region lacks networks for information-sharing, mentoring
 - Network of investors could be strengthened by holding regular events, not just one Summit.—Sustained process of vetting opportunities.
 - Increase visibility of networks. Opportunity for capital isn't visible
- Education and formal training is key to keeping and attracting business

Three Industries Discussed Throughout table discussions:

- Health-Care Industry Opportunities & Challenges:
 - Nursing capacity – critical to increase. Support LCC in helping to expand their training program
 - Opportunities exist in transitional industries, but challenge is global competition
- Transportation Industry Opportunities & Challenges:
 - Improve rail infrastructure
 - Air travel is more expensive locally, creates a barrier
 - Improve transition points from truck to rail
- Food Industry Opportunities and Challenges:
 - Supporting infrastructure needs investments (ie. Canneries)
 - Increase marketplace for fresh foods (ie, year-round Farmer's Market)