

PORTLAND OREGON

WETHINK
OUTSIDE



business
oregon






PDC | PORTLAND
DEVELOPMENT
COMMISSION

Greater Portland, Inc., greaterportlandinc.com
Portland Development Commission, pdc.us
Business Oregon, oregon4biz.com

*We Think Outside is a project of the Portland Development Commission in partnership
with Business Oregon, and the City of Portland.*

WeThinkOutside.com


WELCOME TO THE  EPICENTER OF THE WORLD'S ATHLETIC & OUTDOOR INDUSTRY, A PLACE WHERE INDUSTRY PLAYERS TRULY LIKE TO  PLAY. OUR COMPANIES HAVE A PURE DEDICATION TO CRAFT, AND OUR ETHOS IS BUILT AROUND A RELENTLESS PURSUIT FOR ADVENTURE. WE DO THIS WORK HERE FOR THE BENEFIT  OF PEOPLE EVERYWHERE.

PORTLAND: WE THINK OUTSIDE.



WE THINK OUTSIDE: ENTREPRENEURIAL TALENT
CEOs, ENTREPRENEURS, TECHNOLOGISTS,
DESIGNERS, CREATIVES, MARKETERS, ATHLETES

WE ARE HOME
TO THE WORLD'S
MOST DIVERSE
SET OF ATHLETIC
& OUTDOOR
ENTREPRENEURS.

 **17K** Many of our 17,000 industry employees are world-class athletes and explorers.



WE THINK OUTSIDE: DESIGN & TECHNOLOGY
PRODUCT & TECH DEVELOPMENT, WORLD-CLASS
DESIGN, MATERIALS, SUSTAINABILITY

WE SHARE THE
BEAUTY OF THIS
PLACE THROUGH
THE DESIGN OF
OUR PRODUCTS.



700+

Our designs emerge from
America's highest concentration
of athletic & outdoor firms.



WE THINK OUTSIDE: LIVING LABORATORY
CASCADE MOUNTAINS, PACIFIC OCEAN,
COLUMBIA RIVER GORGE, WILLAMETTE VALLEY,
CENTRAL OREGON'S HIGH DESERT

ONCE WE TEST
OUR GEAR HERE,
IT WILL WORK
ANYWHERE.



ONE

Our world-class outdoor test lab
is found one hour in any direction
from Portland.



WE THINK OUTSIDE: MANUFACTURING
FOOTWEAR, APPAREL, EQUIPMENT, GEAR

PORTLAND'S
GREEN
MANUFACTURING
FACILITIES SAVE
RESOURCES &
LOWER COSTS.

➔ **26%** We've grown manufacturing
while lowering carbon 26 percent
per capita.

WE'VE PIONEERED THE OUTDOORS FOR OVER
150 YEARS. WE EVEN INVENTED JOGGING.
THIS LED US TO PIONEER BOTH THE ATHLETIC
AND OUTDOOR INDUSTRIES. LET'S WORK AND
PLAY TOGETHER: WeThinkOutside.com.

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PORTLAND OUTSIDE