



Greater Ohio Policy Center

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Report Calls for Increased Exporting in Ohio

State's goods exports as a share of total exports above national average; service exports lag

While exports in Ohio have been on the rise in recent years, a recent report by the Brookings Institution reveals more exporting is necessary in Ohio's largest metropolitan areas, as well as the country as a whole, for the state and the nation to be highly competitive in the next economy.

The report, *Export Nation: How U.S. Metros Lead National Export Growth and Boost Competitiveness*, is the first comprehensive analysis of U.S. exports of goods and services produced in America's 100 largest metropolitan areas. Seven of Ohio's metros are included in the report: Akron, Cincinnati, Cleveland, Columbus, Dayton, Toledo and Youngstown.

Export Nation's findings are consistent with a report issued earlier this year by the Greater Ohio Policy Center and Brookings, called *Restoring Prosperity: Transforming Ohio's Communities for the Next Economy*, which called upon Ohio's regions to build upon their strength in manufacturing and exporting goods, while also strategically adapting to new demands in the next economy.

Both reports call for policies that promote increasing educational attainment, workforce training based on industry demand, and greater investment in innovation. Greater Ohio's *Restoring Prosperity* report emphasized the need for Ohio's state policy efforts to promote exports and encourage growth in Ohio's cities and metropolitan areas. Release of this recent Brookings analysis of national exports reinforces the urgency of the state role to align and keep pace with national export efforts, Greater Ohio noted.

Strong, export-focused policy will help make Ohio more globally competitive and broaden the marketplace for Ohio-made products, according to Greater Ohio. Ohio's rich manufacturing, innovation and exporting history provide the state with the foundation necessary to compete internationally. And Ohio already trades extensively with Brazil and China, which *Export Nation* identifies as the greatest potential for export growth in the future, along with India. Brazil

and China are the state's third- and fourth-largest trading partners, and exports to Brazil increased 47 percent from 2007 to 2008.

Exports to Brazil, India and China

Metro	Percentage of exports sold to Brazil, India and China	Rank among 100 Largest Metros
Akron	8.8	35
Cincinnati	8.6	54
Cleveland	8.6	55
Columbus	8.5	60
Dayton	8.5	59
Toledo	8.2	82
Youngstown	8.4	71

According to *Export Nation*, service exports make up a lower percent of total exports in Ohio metros than the nation's other large metros, which likely correlates to below average college attainment. With regards to goods exports, all of Ohio's metros surpass the national average. However, the recent Brookings report also found that Ohio's major metros are comparatively weak in innovation as shown by patent rates compared with their national peers, despite the high levels of manufacturing employment and generally high export intensity. Nationally, metros that are manufacturing oriented or export intensive typically tend to have higher patents rates.

Goods vs. Service Exports

Metro	Service Exports as Share of Total Exports	Goods Exports as Share of Total Exports
Akron	23.1%	76.9%
Cincinnati	24.1%	75.9%
Cleveland	23.5%	76.5%
Columbus	35.8%	64.2%
Dayton	22.3%	77.7%
Toledo	17.5%	82.5%
Youngstown	15.0%	85.0%
U.S. 100 Metro Average	37.5%	62.5%

Greater Ohio believes reliable export data can inform state and local leaders about the untapped export potential of Ohio’s metropolitan areas, and assist them as they reorient the state and its metros to the global trade environment to remain competitive in the 21st century global economy.

Below is additional Ohio export data from the *Export Nation* report.

Annual Export Production

Metro	Total Exports Annually	Rank among 100 Largest Metros
Akron	\$3.6 billion	69
Cincinnati	\$11.8 billion	22
Cleveland	\$12.7 billion	21
Columbus	\$8.7 billion	32
Dayton	\$4.7 billion	56
Toledo	\$4.3 billion	60
Youngstown	\$3.6 billion	70
7 Metro Totals	\$49.4 billion	

Number of Export Jobs

Metro	Export Jobs	Rank among 100 Largest Metros	Export Jobs as Share of Employment	Rank among 100 Largest Metros
Akron	32,654	61	9.5%	29
Cincinnati	103,546	21	9.7%	24
Cleveland	110,747	20	10.3%	20
Columbus	76,282	27	8.0%	56
Dayton	44,133	47	10.8%	14
Toledo	34,597	58	10.6%	17
Youngstown	30,097	68	12.5%	6

Largest Export Industry

Metro	Largest Export Industry	Industry's Share of Exports
Akron	Transportation Equipment Manufacturing	17.2%
Cincinnati	Transportation Equipment Manufacturing	23.5%
Cleveland	Transportation Equipment Manufacturing	14.9%
Columbus	Transportation Equipment Manufacturing	26.2%
Dayton	Transportation Equipment Manufacturing	28.5%
Toledo	Transportation Equipment Manufacturing	33.8%
Youngstown	Primary Metal Manufacturing	37.4%

Export Share of Metropolitan Economy

Metro	Export Share of Gross Metropolitan Product	Rank among 100 Largest Metros
Akron	12.5%	28
Cincinnati	12.9%	24
Cleveland	13.1%	21
Columbus	10.3%	53
Dayton	13.8%	16
Toledo	15.8%	8
Youngstown	18.0%	6

All data comes from *Export Nation: How U.S. Metros Lead National Export Growth and Boost Competitiveness*. Brookings Institution, 2010. For data on all 100 metros, visit http://www.brookings.edu/metro/metro_exports_profiles.aspx.

About Greater Ohio Policy Center

Greater Ohio, the state's "smart growth" organization, promotes – through research, public education and grassroots advocacy – public policy to grow Ohio's economy and improve the state's quality of life through intelligent land use. Toward this end, Greater Ohio advances policies and programs that revitalize urban and metropolitan areas, strengthen regional cooperation, and protect Ohio's open space, natural resources and farmland. Based in Columbus, Greater Ohio is non-partisan, non-profit, and foundation-funded. For more information, please go to www.greaterohio.org.

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