



To: Joint Committee on Ways & Means Subcommittee on Transportation and Economic Development
Co-Chair Gomberg and Co-Chair Beyer

From: Joshua Owens, CEO, Genteel LLC

Date: March 2, 2021

RE: HB 5023 Public Testimony

At [Genteel LLC](#) we have been working with Business Oregon for a few years now. We manufacture and sell a painless lancing device for blood glucose monitoring. As we continue to bring this innovation to international markets, the Global Trade Team is, and has been, instrumental in their support, whether it be export knowledge or funding support for international trade shows. In 2019 we were able to attend a medical trade show MEDICA, in Dusseldorf, Germany, with the support of the STEP export matching grant. That grant allowed us access to buyers and companies around the globe. We not only increased our international presence and sales at that show, it also allowed us to connect with an international company and develop a partnership that fundamentally changed our business. Genteel is always grateful for the knowledge, programs and team at Business Oregon.

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