

LOUISIANA INTERNATIONAL TRADE BULLETIN

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February 2007

LOUISIANA TRADE MISSION TO PANAMA APRIL 15-19

The State of Louisiana and the Louisiana District Export Council invite Louisiana companies to participate in a **Louisiana Trade Mission to Panama scheduled for April 15-19**. Following up on a 2005 mission, the purpose of this year's mission is to **promote Louisiana's trade, services, transportation, and other reciprocal interests with Panama**. Representatives from local port construction companies, management and engineering design firms, Panama Canal Authority purchasing officials, banking and insurance, investors and import management firms are encouraged to attend.

A **Gulf Opportunity Zone Act (GO Zone) seminar** will be conducted by state officials to promote Louisiana as a destination for international investments.

Panama's vibrant economy offers numerous opportunities for Louisiana companies in many sectors. Also, with the U.S. concluding most negotiations with Panama in December 2006, Panama's predominantly service-based economy is a growing market for U.S. products and services. **The \$5.25 billion expansion plan for the Panama Canal offers many new economic opportunities** for U.S. providers of goods and services. Specifically, a Panama FTA will provide expanded economic opportunities for U.S. manufacturers, workers, and farmers such as increased access to Panama's entire services market, including financial services.

For details on the mission, contact the Louisiana District Export Council at (504) 589-6703 or email marisol.canedo@mail.doc.gov.

2007 LOUISIANA INTERNATIONAL TRADE DIRECTORY

The WTC is in the process of updating the Louisiana International Trade Directory, the official import-export directory of Louisiana. The directory is published by Louisiana Economic Development, the New Orleans U.S. Export Assistance Center, and the World Trade Center. **It contains over 1,700 detailed listings of Louisiana exporters, trade services, trade organizations, and other valuable information**. The directory is available in hard copy annually, on a disk that is updated monthly, and as a searchable database on the WTC's website at www.wtcno.org/webdata/litd-search.html. **If you are engaged in international trade and are not currently listed in the directory and would like to be, please fill out an online form** at www.wtcno.org/litd/litd-form.htm, or contact the WTC at (504) 529-1601, ext. 254.

"BANKING ON DEVELOPMENT" CONFERENCE ON MARCH 16

On Friday, March 16 the World Trade Center, in conjunction with the U.S. Commercial Service, will present the **Third Annual "Banking on Development" Conference** at the WTC's Plimsoll Club. **This year's focus is financial risk mitigation by leveraging Multilateral Development Bank (MDB) financial products.**

Each year, the World Bank, the Inter-American Development Bank, the Asian Development Bank, the African Development Bank, and the European Bank for Reconstruction and Development extend a combined total of almost **\$50 billion in loans, grants, and investments** to the public and private sectors for economic and social development in developing markets. The March 16 conference provides a forum for participants to get in on the ground floor of these international project and procurement opportunities.

More than 30 speakers and panelists will address Conference topics, including: identifying potential business opportunities that one can pursue through the MDBs; discovering opportunities in key sectors; new Bank initiatives, developing policies, and political issues that impact U.S. companies seeking Bank contracts and financial assistance; and strategies that winning companies have used to construct their bids.

For further information or to register for the March 16 Conference, visit www.wtcno.org/programs or call the WTC at (504) 529-1601, x222.

TRADE MISSION TO SESAME EXCHANGE IN QUEBEC

A delegation led by Lafayette Consolidated Government and the International Center of Lafayette will travel to **Victoriaville, Quebec, Canada** for the **International SESAME Exchange (ISE) on June 26-29** (www.sesamevictoriaville2007.ca). Louisiana companies are invited to participate in the ISE that will include business matchmaking in the following sectors: **Recycling and Product Reclamation; Agri-Food; Furniture and Milled Wood; Machinery Manufacturing; and Specialized Transportation Equipment.**

The ISE is an annual event held by the International Network, SESAME. **Lafayette, Louisiana is a founding**

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CZECH EXHIBIT AT UNO AND NEW ORLEANS GLASSWORKS

The University of New Orleans Library will feature an exhibition on **“Take a Walk through History: A Larger-Than-Life Version of the Pop-Up Book *The History of the Brave Czech Nation*”** from January 25 to February 28. From March 3-31, the exhibit will be shown at the New Orleans GlassWorks & Printmaking Studio on 727 Magazine Street, where demonstrations and workshops in paper engineering and bookbinding will also be offered.

The Embassy of the Czech Republic in Washington, D.C. has chosen New Orleans as one of the few locations for their unique exhibit on Czech History. Visitors can literally walk through the larger-than-life English version of the successful, award-winning pop-up book **by Czech artist Lucy Seifert.** Czech history is depicted in full-sized cartoons on 230-foot long and 7-foot high panels. This exhibition has broken the existing world record for the longest fold-out book and for the world’s biggest book ever. On its U.S. tour, the display premiered in Washington, followed to New York and Birmingham, and will visit Houston after New Orleans.

The exhibit at UNO was made possible by the generous support of the UNO Library, the Fine Arts Department, the Chancellor’s Office, WWNO, and the Consulate of the Czech Republic in New Orleans. **For more information visit <http://inst.uno.edu> or call (504) 280-7318.**

LEAN SIX SIGMA ASSISTS NEW ORLEANS COMPANIES

Imagine you have challenges in front of your business or organization that you could never foresee in your wildest dreams or nightmares! Staff shortages, impossible demands, late deliveries, and a system of conducting business that was invented in the 70’s. And staff that are entrenched in that system. Sound impossible to move towards a success? This is just where the Lean Six Sigma Black Belt professionals are in their glory.

Lean Six Sigma is a business performance change methodology evolved from the quality field. See www.irun.com/users/568/downloads/01-Jul-2003-05.htm. General Electric has used this to save billions, DuPont has advanced their chemical production technology, and Toyota is poised to become #1 in the automaking world. Lean Six Sigma is in use in selected New Orleans organizations and the professional association ISSSP has offered to help others. **ISSSP is the International Society of Six Sigma Professionals (see www.issp.com).**

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2007 WORLD TRADE & TRANSPORT CONFERENCE

The Mississippi Valley Trade & Transport Council (MVTTC) marks its 25th anniversary this month by hosting a **three-day conference on world trade and commerce.** Last year, MVTTC was one of the first organizations to bring their annual convention back to New Orleans after Hurricane Katrina.

This year’s World Trade and Transport Conference **will take place at the Canal Place – Wyndham Hotel on February 14-16.** Once again, the conference will focus mainly on the importance of commerce through the Port of New Orleans and extended waterways of the Mississippi River region.

Founded 25 years ago by a group of concerned shippers and key transportation companies, **the then-called Mississippi Valley Coal Exporters Council’s main goal was to combat the problems related to the handling of “hot coal.”** “This became a serious matter” recalls Vince Mazzone of the SGS Group, “especially for captains inexperienced with transporting/handling coal because they perceived the heating up of the coal as a potential life-threatening condition. Sometimes the actions that these captains took actually exacerbated the situation.” Therefore, the mission of the Mississippi Valley Coal Exporters Council became focused around dealing with the “hot coal” issue and educating everyone on how to safely load and transport any type of coal.

Although the hot coal problems are now a thing of the past, moving millions of tons of commodities annually through the Mississippi Valley continually provides new challenges. Therefore, the MVTTC remains both vital and relevant, today, with **60 member companies which now include: major grain exporters, steel producers, carbon and energy fuel concerns,** along with transportation service providers.

To learn more about becoming a member of the Council or details about the upcoming World Trade and Transport Conference, **visit www.mvttc.com or call (504) 566-1001 or toll free (866) 782-6882.**

Trade Mission continued from page 1

member of the SESAME network established in 1991. The network has grown to 15 member cities. One of the network objectives is to assist small and medium-size companies in their global market outreach. The ISE was developed as a forum to conduct business matchmaking and development, and to forge stronger ties between regions and their universities.

The International Center of Lafayette will organize the Louisiana company component traveling to Quebec for the June 2007 International SESAME Exchange. The travel package includes conference registration, matchmaking, ground transportation, most meals, facility tours and receptions.

Call to discuss your company’s matching opportunities with participating firms at the 2007 ISE. Links to companies currently registered are listed on the ISE website mentioned above. For information regarding business matchmaking, contact Christine Duhon, (337) 658-3414. **For additional information, contact Ann Morgan at the International Center (337) 291-5474.**

U.S. DEPARTMENT OF COMMERCE EVENTS AND TRADE LEADS

Catalog Shows:

• **Promote Your Products or Equipment in Libya**

Libya holds an increasing potential for farsighted U.S. exporters. **The most active U.S.-to-Libya export categories for 2007** are expected to be **franchising, machinery, vehicles, pharmaceuticals, oil and gas service equipment, and medical equipment.** The U.S. Commercial Service will showcase American companies' literature at the **Tripoli International Fair** (the oldest trade fair in Libya) from April 2-12. The participation fee is \$300; the deadline to register is February 28. For more information, contact the New Orleans Export Assistance Center at (504) 589-6546 or via e-mail to new.orleans.office.box@mail.doc.gov

• **Test the U.K. Market at ALL ENERGY '07**

The U.S. Commercial Service will host a product literature center at All-Energy '07, **the UK's largest renewable energy trade show in Aberdeen, Scotland, May 23-24.** All-Energy '07 offers U.S. renewable energy firms the best opportunity to cost-effectively raise their international market profile, test market interest, collect live trade leads and identify potential partners. For more information, contact the New Orleans Export Assistance Center at (504) 589-6546 or via e-mail to new.orleans.office.box@mail.doc.gov

Educational Forum:

• **POWER EXPORTING™**

Prepare now for 2007 trade shows. **Lunch & Learn in Lafayette on February 13 at the Petroleum Club.** Two million foreign visitors attend U.S. domestic trade shows annually and generate over \$100 billion of business. Learn how to identify and attract Qualified Foreign Visitors to your booth! **.Don't have a booth? You can still meet the right Foreign Visitor or consult with a Commercial Specialist from overseas about opportunities.** These visitors are potential buyers, representatives, joint venture partners, licensees, and suppliers. **Contact Delilah DeSouza, New Orleans Export Assistance Center at (504) 915-3301, e-mail Delilah.desouza@mail.doc.gov or Le Centre International de Lafayette at (337) 291-5474.**

Trade Missions:

• **Louisiana Trade Mission to "BRASIL OFFSHORE 2007" Petroleum Show**

Oil & Gas industry companies located or working in Louisiana are invited to join the Louisiana Trade Mission to participate in the **"Brasil Offshore 2007" Petroleum Show scheduled for June 19-22 in Macaé, Brazil.** Macaé is the major operational base for the exploration, drilling and extraction of over 80% of Brazil's offshore oil. The region is dotted with more than 500 of the total 800+ offshore exploration and production wells in Brazil. The city of Macaé houses several Petrobras operation units, including the large Campos Basin Unit. In addition, over 3,500 oil and gas equipment and service suppliers have facilities in Macaé. **For additional information, please contact Delilah DeSouza, New Orleans Export Assistance Center at (504) 915-3301 or e-mail Delilah.desouza@mail.doc.gov**

Trade Leads:

1. **Upcoming tenders for Chernobyl Shelter project in Ukraine:**

For procurement of goods, works and service contracts in

the following areas over the next twelve months: • Civil Engineering and Construction • Operations and Monitoring • Emergency Systems • Fuel Containing Material • Industrial Safety and Radiation Protection and Monitoring Equipment and Services • Support Facilities and Utilities

2. **Pipe for Saudi Arabia:**

FMQ is one of the major contractors for Saudi Aramco (largest oil company in the world). FMQ has two big pipeline contracts with Saudi Aramco. FMQ would like to purchase seamless carbon and steel pipes required for these projects directly from the end users in the U.S., especially from the companies that have already been approved by Saudi Aramco.

Interested companies should **contact Delilah DeSouza (504-915-3301) or Cliff Gaston (504-589-6546) at the New Orleans Export Assistance Center for more information.**

MARCH 2 COFFEE BRIEFING ON BELGIUM IN LAFAYETTE

Le Centre International of Lafayette is hosting a Coffee Briefing at 9:00 a.m. on Friday, March 2 for U.S. Commercial Service Officers from Belgium, who will present the best export opportunities for Louisiana Companies in Belgium and the Benelux (the Belgium, Netherlands, and Luxembourg region). The officers also will be available afterwards to meet privately with interested participants.

Why Belgium?

- **Belgium is the Gateway to Europe;** 70% of European Union purchasing power is within a 400-mile radius of Brussels;

- **All European markets can be served within 24 hours;** once in the Benelux, goods may transit freely throughout the entire EU;

- **Excellent infrastructure** specifically geared to re-export and transportation of goods, people, and electronic data;

- **Highly-qualified and educated, multilingual workforce;**

- **The port of Antwerp is the second-largest port in Europe** connecting over 1,500 miles of waterways to all major industrial regions in Europe.

Contact Le Centre International at (337) 291-5474 for more information on the March 2 briefing, to reserve your seat, or to schedule an appointment with the visiting officers.

CONSULATE GENERAL OF JAPAN SEEKS EXECUTIVE SECRETARY

The Consulate General of Japan in New Orleans is seeking an Executive Secretary to support the Consul General. Suitable candidates will have excellent communication, organizational, and computer skills, including database management. Familiarity with the Japanese language is desirable. **Please submit resume via email to accounting@cgjneworleans.org or mail to Consulate General of Japan, 639 Loyola, Suite 2050, New Orleans, LA 70113.**

WORLD AFFAIRS COUNCIL OF NEW ORLEANS EVENTS

February 9 – Dining Internationally at Coyoacán Cocina Mexicana, 1432 St. Charles Avenue. Cash bar available from 5:30 p.m. and during dinner, which will be served at 6:00 p.m. The four-course menu will include a choice of entrée (beef, fish or duck). Call (504) 523-2001 for reservations.

February 27 – 1st Annual Symposium on U.S.-Muslim Relations, Tulane University, 8:30 p.m.– 5:00 p.m. Free. See www.paysonislam.com.

March 1 – PubNite from 5:30 p.m. to 7:30 p.m. at Alexander's Food & Spirit, 2604 Magazine St., Tel. (504) 895-4112.

JOB OPPORTUNITY WITH INTERNATIONAL COMPANY

Con-Tech International in New Orleans is seeking a college graduate, preferably a business major, to fill an Assistant Product Manager position. **The job involves identifying and developing new business and subsequently managing a supply chain** from Asia to the U.S. to support these new accounts. Con-Tech International supplies a diverse group of manufacturers throughout the U.S. with primarily metal components that are integral to their final products. The company is looking for an organized, motivated self-starter with good people skills. **Interested candidates should send their resumes to woberhelman@con-techinternational.com.**

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