

LOUISIANA INTERNATIONAL TRADE BULLETIN

INSIDE THIS ISSUE

- Page 2 - April 23 Meeting with Wuhan, China Trade Delegation; Export/Import Seminars in Houma and New Orleans; World Affairs Council Events; U.S. and Korean Ambassadors to Speak on April 18; 2007 Marquis de La Fayette Celebration Continues; OTC in Houston
- Page 3 - Diplomatic Mission to Washington; Trade Mission to Quebec; McMillan to Receive Lafayette Award
- Page 4 - Brasil Offshore Show; Panel Discussion on Shipping

April 2007

FORMER NEW YORK GOVERNOR PATAKI TO SPEAK AT WTC

On Friday, April 13, the World Trade Center and other organizations will sponsor a breakfast program from 8:00 a.m. to 9:30 a.m. at the WTC's 29th Floor Executive Office on "New York and New Orleans: A Tale of Two Cities in Rebuilding and Recovery" featuring former New York Governor George Pataki. Mr. Pataki served as Governor of the state of New York from 1994 to 2006. In the months and years following the September 11, 2001 attacks, Governor Pataki was the primary architect of an unprecedented effort to rebuild and revitalize Lower Manhattan that included strong pro-business policies that accelerated New York's economic recovery. To register for the April 13 breakfast, call the WTC at (504) 529-1601, ext. 222, or register on-line at www.wtcno.org/programs.

AUSTRALIAN FIRMS TO DISCUSS RECONSTRUCTION SOLUTIONS

On Monday, April 16 the World Trade Center will hold a breakfast seminar on "Australia: Solutions for Reconstruction" featuring a delegation representing seven Australian companies. The companies are focused on housing, engineering and infrastructure projects. Areas of expertise for the Australian companies include, but are not limited to: architectural design; construction management solutions; documentation management; master planning and design; modular and deployable buildings; post-disaster communication; and temporary and emergency lighting. The delegation's visit is being organized by the Australian Trade Commission (Austrade). For details about the companies and to register for the breakfast, call the WTC at (504) 529-1601, ext. 222, or register on-line at www.wtcno.org/programs.

APRIL 17 BRIEFING ON PORTS OF LOUISIANA CAPITAL PLAN

On Tuesday, April 17 the World Trade Center, Ports Association of Louisiana, and other organizations will host a luncheon briefing at the 29th-floor WTC Executive Offices on "The Ports of Louisiana Five-Year Capital Improvement Plan (2007-2011)" featuring Joe Accardo, Jr., Executive Director, Ports Association of Louisiana; Robert Scafid, Executive Director, St. Bernard Port, Harbor & Terminal District and President, Ports Association of Louisiana; and Gary LaGrange, President & CEO of the Port of New Orleans. To register for the April 17 program, call the WTC at (504) 529-1601, ext. 222, or register on-line at www.wtcno.org/programs.

WTC TO HOST GUATEMALAN TRADE MISSION ON APRIL 19

On Thursday, April 19, the World Trade Center, the Trade Capacity Building Institute New Orleans, and other organizations will hold a luncheon program in the WTC's Plimsoll Club on "Guatemala and Louisiana: Building Business Relationships" featuring a 20-member trade mission from Guatemala. The mission consists of exporters of Guatemalan products, as well as Guatemalan importers who are seeking contacts in Louisiana for the supply of products and services.

The mission members represent a wide range of industries including: painting application services, traditional Guatemalan crafts; manufacturers of wood furniture; manufacturers of cosmetics; uniform and promotional clothing makers; janitorial services; manufacturers of chemicals for the agriculture industry; telecom services; publishing material for advertising made with ultra-violet serigraphy; and importers of candy and convenience store items.

To obtain additional information on the Guatemalan companies who will be visiting Louisiana and to register on-line for the April 19 luncheon at the World Trade Center, visit www.wtcno.org/programs, or call the WTC at (504) 529-1601, ext. 222.

DR. JOSEPH GANITSKY TO RECEIVE WTC AWARD

On Wednesday, May 2 the World Trade Center and other organizations will sponsor a luncheon program at the WTC's Plimsoll Club honoring Dr. Joseph Ganitsky, a distinguished Professor of International Business at Loyola University from 1991 to 2006.

Dr. Ganitsky will receive the WTC President's Award for 2005-2006. WTC Board Chairman Charles Nelson, who served as President of the World Trade Center during those years, will present the award to Dr. Ganitsky. The President's Award is conferred upon a member of the WTC who has achieved exceptional international distinction in the cause of world peace, trade and understanding. Previous recipients of the award are Justice Revius Ortique, Amb. Lindy Boggs, Amb. Donald Ensenat, and James J. Coleman, Sr.

For more information or to register for the May 2 luncheon, visit www.wtcno.org/programs or call the WTC at (504) 529-1601, ext. 222.

EXPORT/IMPORT SEMINARS IN HOUMA AND NEW ORLEANS

The Louisiana International Trade Center /GNOR Small Business Development Center will offer a **four-part Export / Import Seminar in Houma April 16, 18, 25 and May 2** from 12:30 p.m. to 5:00 p.m. at the Houma-Terrebonne Chamber of Commerce, 6133 Hwy. 311. For registration call TEDA at (985) 873-6890 or the Chamber at (985) 876-5600. **The program also will be held in New Orleans at the World Trade Center on May 1, 3, 8 and 9** from 12:30 p.m. to 5:00 pm. For registration call the SBDC at (504)568-8222.

These intensive programs target companies and individuals interested in international trade. Topics include: Export/Import Strategies, Pricing, INCOTERMS, Quotations, Customs Entry Procedures, International Banking, Financing, Letters of Credit, Logistics & Documentation, International Marketing, and Preparing Export/Import Market Plans.

Upon completion of the program, participants are presented with a certificate. **The cost for the entire four-part series is \$160 per person** (\$120 for members of the World Trade Center, the Houma-Terrebonne Chamber of Commerce, and TEDA, as well as for full-time students). Four books to accompany the presentations are included in the registration fee.

APRIL 23 MEETING WITH WUHAN BUSINESS DELEGATION

A delegation of 12 executives from Wuhan, China construction-related companies will be visiting New Orleans on April 23. **They wish to meet with Louisiana home builders, contractors, distributors, resellers, importers, and exporters to discuss possible business opportunities and partnerships.** Interested companies are invited to participate in a meeting with the Chinese delegation at **2:00 p.m. at the World Trade Center.** Details are available at www.wtcno.org/programs or by calling (504) 529-1601, ext. 262.

UPCOMING WORLD AFFAIRS COUNCIL EVENTS

April 11 - Great Decisions: The U.S. in the Middle East, from 7:00 until 9:00 p.m. in the "Living Room" of Monroe Library, Loyola University. Facilitator: Anne Bodine, Diplomat-in-Residence at Tulane. For WAC/N.O. members only. All participants are expected to purchase the 2007 Great Decisions book to gain basic knowledge of the subject.

April 18 – Ambassador's Dialogue Program at 5:00 p.m. at the National World War II Museum, featuring **Hon. Alexander Vershbow**, U.S. Ambassador to Korea, and **Hon. Lee Tae-sik**, Ambassador of South Korea to the U.S.

May 3 - PubNite 5:30 - 7:30 p.m. at Monkey Hill Bar, 6100 Magazine Street. Tel. (504) 899-4800. On-street parking.

June 8 – World Affairs Council Annual Dinner: "After Fidel: The Inside Story of Castro's Regime and Cuba's Next Leader," Dr. Brian Latell. Details to be announced.

For additional information about WAC/N.O. and the programs listed above, call the WAC/N.O. office at (504) 523-2201 or visit the website at www.wacno.org.

U.S. AND KOREAN AMBASSADORS TO SPEAK ON APRIL 18

On Wednesday, April 18, the World Affairs Council of New Orleans and the Korea Economic Institute will host the **Honorable Alexander Vershbow**, United States Ambassador to Korea, and the **Honorable Lee Tae-sik**, Ambassador of the Republic of Korea to the U.S., who will discuss **"The U.S. and South Korea: Economic Cooperation and Regional Challenges."** The event will be held at the **National WWII Museum at 5:30 p.m. and is free and open to the public.** Light refreshments will be served at 5:00 p.m. The April 18 program is co-sponsored by the National WWII Museum, the Port of New Orleans, and the Eisenhower Center for American Studies.

2007 MARQUIS DE LA FAYETTE CELEBRATION CONTINUES

The celebration of the 250th anniversary of the birth of the Marquis de La Fayette continues in Louisiana. Inaugurated in the City of Lafayette on January 2, 2007, this yearlong celebration includes some 70 events that will take place primarily in Lafayette, but also in New Orleans and in France.

Among the upcoming major events are:

- **The landing of the French Navy frigate La Fayette**, which is expected to dock at the Port of New Orleans on June 5. A shipboard reception is planned during the frigate's visit.
- **A gala evening hosted by the French-American Chamber of Commerce in New Orleans** at the State Cabildo Museum on June 15, featuring delicacies prepared by French and American chefs, and music by members of the Louisiana Philharmonic Orchestra. Call (504) 561-0070 for additional information.
- Marie-Joseph-Paul-Yves-Roch-Gilbert du Motier, **General and Marquis de La Fayette, was born on September 6, 1757** in Chavaniac, Auvergne. On the 250th anniversary of his birth, **His Excellency Jean-David Levitte, Ambassador of France to the United States, will officiate at the opening of a major exhibition** at the Lafayette Natural History Museum and Planetarium in Lafayette, Louisiana.
- On November 2-4, **reenactments will take place at La Belle Journée Historic Festival in downtown Lafayette.**

For additional information, visit www.marquisde-lafayette2007.com, or call (337) 291-5474.

OFFSHORE TECHNOLOGY CONFERENCE IN HOUSTON

Louisiana companies are invited to meet with U.S. Department of Commerce oil and gas industry specialists from around the world, plus the U.S. Export-Import Bank (Ex-Im Bank) and Overseas Private Investment Corporation (OPIC) specialists at the **Offshore Technology Conference (OTC) 2007 in Houston April 30-May 3.**

The following countries will be represented by **Commerce Commercial Specialists:** Brazil, Canada, China, Kazakhstan, Kuwait, Mexico, Nigeria, Norway, Qatar, Russia, Saudi Arabia, Singapore, UAE, and Venezuela. Foreign delegate lists are also available. Register at: www.buyusa.gov/houston/otcshowtime2007.html

OFFICIALS CONDUCT DIPLOMATIC MISSION TO WASHINGTON

A 16-member New Orleans and State of Louisiana delegation undertook a major diplomatic initiative in Washington, D.C. on March 27-28. The delegation included New Orleans City Council Vice President **Arnie Fielkow**; Councilmember **Cynthia Willard-Lewis**; **Lisa Ponce de Leon**, Chief of Staff for Economic Development and International Affairs with the City; and **Larry Collins**, Director of International Services, Louisiana Economic Development.

The diplomatic mission to Washington was sponsored by the City of New Orleans, Louisiana Economic Development, the Louisiana Department of Culture, Recreation, and Tourism, the Port of New Orleans, the New Orleans International Airport, Greater New Orleans Inc., and the World Trade Center of New Orleans, which organized the mission.

Dividing up into two teams, the members called on 17 ambassadors and other high-level embassy officials over two days to thank their countries for the support given to New Orleans in the aftermath of Hurricane Katrina in August 2005 and to publicize the current international trade, investment, and tourism opportunities in the region. Another objective was to increase the number of consulates and trade offices in New Orleans, as well as to highlight the upcoming World Cultural Economic Forum to be held in late-August in New Orleans and the World Trade Centers Association General Assembly on October 21-24.

Meetings were held in Washington with the Ambassadors of China, Japan, Mexico, the Netherlands, Panama, and Spain, as well as senior officials at the other 11 embassies.

Also, on March 27 the Louisiana delegation hosted a VIP reception for the Washington Diplomatic Corps at the International Trade Center in the Ronald Reagan Building. U.S. Senator **Mary Landrieu of Louisiana**, one of four keynote speakers, discussed the importance of the economic recovery efforts taking place in the New Orleans area. The reception was attended by diplomats from 74 embassies, as well as State Department and U.S. Department of Commerce officials.

Commenting on the promotional trip, Councilmember **Fielkow** said that "our international partners were not all fully aware that port and airport traffic, international trade, and the economic recovery are on the upswing and they greeted our visits to their embassies with great interest and enthusiasm."

"Many of the ambassadors and others we met expressed interest in visiting New Orleans to see for themselves the progress being made and the trade and investment opportunities available to their business communities, especially in the areas of flood control technology, engineering, construction, building materials, home furnishings, environmental services, and other sectors," Councilmember **Fielkow** noted.

According to **Lisa Ponce de Leon with the City of New Orleans' Economic Development Office**, "Diplomatic officials from around the world received us positively. The world as a whole is eager to reach out to New Orleans, and we are optimistic about the prospect of gaining new consular and trade offices. In fact, Mexico's Ambassador confirmed the opening of a consulate in New Orleans in the near future."

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.sesamevic-toriaville2007.ca). Louisiana firms are invited to participate in the ISE that will include matchmaking in the following sectors: **Recycling and Product Reclamation; Agri-Food; Furniture and Milled Wood; Machinery Manufacturing; and Specialized Transportation Equipment.**

The International Center of Lafayette will organize the Louisiana company component traveling to Quebec for the International SESAME Exchange. The travel package includes conference registration, matchmaking, ground transportation, most meals, facility tours, and receptions. Call the Center to discuss matching opportunities with participating firms at the 2007 ISE. Links to companies currently registered are listed on the ISE website above. For information on matchmaking, call **Christine Duhon** at (337) 658-3414. For additional information, contact **Ann Morgan** at the International Center (337) 291-5474.

MARGARET MCMILLAN TO RECEIVE LAFAYETTE AWARD

The International Trade Development Group and the International Center of Lafayette proudly announce that **Margaret McMillan**, an internationally recognized pioneer and leader in the field of marine emergency response, will receive the **2007 International Achievement Award during a luncheon on Thursday, April 26** at the City Club at River Ranch in Lafayette.

Acutely aware of the need for personal marine safety training for the preservation of human life, **Margaret McMillan** traveled the world and acquired the skills and knowledge to confront the training needs of those who work, travel, or play over water. Established in 1998, the International Achievement Award honors an outstanding individual or company who has significantly enhanced the international reputation of Acadiana through economic development, tourism, art, music or goodwill ambassadorship.

Tickets for this event are available from the International Center in Lafayette by calling (337) 291-5474.

The *Louisiana International Trade Bulletin* is a monthly partnership publication of Louisiana Economic Development, the New Orleans U.S. Export Assistance Center, and the World Trade Center of New Orleans. The *Bulletin* is posted on the WTC's website at www.wtcno.org and is mailed or sent by e-mail at no charge to subscribers in Louisiana who have an interest in international trade. Information in the *Bulletin* is gathered from sources considered to be reliable, but the completeness and accuracy of the information cannot be guaranteed. Requests for subscriptions by mail or e-mail should be directed to:

Trade Bulletin, World Trade Center, Suite 2900
2 Canal Street, New Orleans, LA 70130
Tel: (504) 529-1601; Fax: (504) 529-1691
E-mail: pmichelini@wtcno.org

BRASIL OFFSHORE 2007 PETROLEUM SHOW

The U.S. Commercial Service and Louisiana Economic Development are organizing a trade mission for oil and gas industry companies to Macaé, Brazil to participate in the “Brasil Offshore 2007” Petroleum Show and Conference, June 19-22.

Located 2 1/2 hours northeast of Rio de Janeiro, Macaé is the major operational base for the exploration, drilling and extraction of over 80% of Brazil’s offshore oil. The city of Macaé houses several Petrobras operation units. Additionally, over 3,500 oil and gas equipment and service suppliers have facilities in Macaé. Benefits at Brasil Offshore 2007 include shared exhibit space and promotion in the Louisiana booth, one-on-one pre-screened meetings with potential agents/distributors/buyers or joint venture partners, interpreters, customs briefing, group hotel rates, and more.

For details, contact Delilah DeSouza, U.S. Commercial Service, New Orleans Export Assistance Center, at (504) 915-3301 or via email at Delilah.desouza @mail.doc.gov.

WORLD TRADE CLUB TO HOST MAY 16 SHIPPING PANEL

The World Trade Club of Greater New Orleans will host a panel discussion on Wednesday, May 16 as part of the local National Transportation Week events. The theme of the panel is “A Comparison of Containerized and Breakbulk Shipping: How the Ports and Terminals in Southeast Louisiana Best Serve Both Modes of Shipping.” The panelists will be:

- **Conrad Appel III**, Board Chairman, Port of New Orleans
- **James Farley**, Manufacturing Manager, Intralox, LLC
- **Robert Keihm**, Operations Manager, Stemcor USA, Inc.
- **Dave Morgan**, Senior Vice President, Ports America, Inc.
- **Jerry Nagel**, President & CEO, Rickmers-Line America, Inc.
- **David Wilkins**, Executive Vice President, Coastal Cargo, Inc.

The discussion will be held in Room 1830 of the World Trade Center in New Orleans starting at 9:00 a.m., followed by a luncheon at noon in the WTC’s Plimsoll Club. The event is open to the general public. Additional details can be obtained from the World Trade Club at (504) 779-5671.

PRSRRT STD
POSTAGE & FEES
PAID
ITA DOC
PERMIT No. G54

New Orleans U.S. Export Assistance Center
2 Canal Street, Suite 2710
New Orleans, LA 70130