

LOUISIANA INTERNATIONAL TRADE BULLETIN

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September 2007

LOUISIANA TRADE MISSION TO HONDURAS AND COSTA RICA

The State of Louisiana and the Louisiana District Export Council, in conjunction with the World Trade Center and other regional organizations, invite Louisiana companies to participate on a **business development trade mission to Honduras and Costa Rica November 12-17.**

The U.S. Commercial Service offices in New Orleans, Honduras and Costa Rica are supporting LADEC's effort by promoting the program and organizing events and appointments for the trade mission participants in both countries. The mission offers U.S. companies, associations, and government agencies a **timely, cost-effective way to take advantage of exceptional export and other business opportunities** in these fast-growing markets.

With Central America being the 13th largest export market for U.S. products, **exports to Honduras have grown 15% to \$3.8 billion since CAFTA/DR has taken effect**, while exports to Costa Rica have increased by 15% from 2005 to 2006. The U.S. - Central America/Dominican Republic Free Trade Agreement (CAFTA-DR) has lowered tariffs on U.S. goods destined for all but one of those markets, with a refer-

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PRESIDENT OF SHELL OIL COMPANY TO SPEAK AT WTC

On Tuesday, September 18 the World Trade Center, and other organizations will sponsor a **luncheon program** in the WTC's Plimsoll Club on **"How the U.S. Can Ensure Energy Supply for the Future"** featuring **John Hofmeister, President of Shell Oil Company.** In this position Mr. Hofmeister heads the U.S. Country Leadership Team, which includes the leaders of all Shell businesses operating in the United States.

John Hofmeister was named President of Houston-based Shell Oil Company in March 2005. He became President after serving as Group Human Resource Director of the Shell Group, based in The Hague, The Netherlands. A business leader who has observed and participated in the inner workings of general industries for more than 30 years, **Mr. Hofmeister has held key positions in General Electric, Nortel, and AlliedSignal** (now Honeywell International), in addition to Shell.

To register for the September 18 luncheon, call the WTC at (504) 529-1601, ext. 222, or register on-line at www.wtco.org/programs.

SEMINAR ON EXPORTING TO BE HELD IN BATON ROUGE

The Louisiana Association of Business and Industry (LABI), the Louisiana District Export Council (LADEC), and the U.S. Department of Commerce's Export Assistance Center (USEAC) have teamed up to host the 4th annual international trade seminar on **"Exporting the Right Way"** on Tuesday, **September 25** from 8:30 a.m. to 4:30 p.m. at the **LABI Conference Center in Baton Rouge.**

Representatives from UPS, JPMorgan Chase, the U.S. Department of Commerce/U.S. Commercial Service, the New Orleans U.S. Export Assistance Center, and the U.S. Small Business Administration will provide information on their respective programs. **Attendees will learn about various support programs available to exporters** and hear first-hand international trade experiences from business owners.

Seminar participants also will gain valuable information on how to develop successful export strategies. Three exporters will provide detailed information on the keys to successful international sales by **experiencing the Gold Key**

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WTCA GENERAL ASSEMBLY COMING TO NEW ORLEANS

WTC New Orleans will host the **World Trade Centers Association's 2007 General Assembly on October 21-24.** This prestigious global event is coming to New Orleans for the first time in the Association's 37-year history. The Association is comprised of nearly 300 WTCs in 85 countries, with WTC New Orleans being the first, having been founded in 1943.

The annual General Assembly is the Association's most important event. It is the only time each year when the entire membership is invited to come together, for an exciting four-day program of meetings, business appointments, and cultural events. In 2005 the Assembly was held in Shanghai, China, and in 2006 in Istanbul, Turkey.

Louisiana companies interested in attending the General Assembly are encouraged to promptly register for this opportunity to develop new personal and business relationships worldwide.

Full particulars about the General Assembly, the agenda, matchmaking opportunities, evening cultural events, tours, registration, and other information **are available at www.wtca2007.com.** If you have any questions about any aspect of the event, contact Eugene Schreiber at (504) 529-1601, ext. 227, or via e-mail at eschreiber@wtcno.org.

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:

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WTC PREPARING DIRECTORY OF NEW CONSTRUCTION PROJECTS

The World Trade Center is in the process of compiling a **detailed list of construction projects planned or underway throughout the state** in connection with the rebuilding and economic recovery in the aftermath of Hurricanes Katrina and Rita. **The WTC is seeking the assistance of project developers and economic development agencies in this effort.**

Student interns working with the WTC's 1st Stop for International Business Services (www.wtcno.org/1ststop), in cooperation with Louisiana Economic Development, Greater New Orleans Inc., and other organizations, are now in the process of preparing a "Directory of Louisiana Construction Projects" to include projects that are in the planning or development stage, whether they be new ones or in the rebuilding or renovation phase. **The list includes residential housing projects, apartment and condo developments, office buildings, stores and shopping malls, hotels, levees and floodwalls, roads, port facilities, schools, hospitals, churches, industrial and other projects of all types.**

If your company or any other entity you know has a project and would like to **list it free of charge** in the new Directory, **please complete and submit the brief online form at www.wtcno.org/projects/projects-form.** The Directory will be available and posted on the WTC website in late September (www.wtcno.org). Trade Bulletin readers are encouraged to access it to pursue new business opportunities in any of the areas noted above.

The Directory will include contact information for each project, estimated dollar value, the status, timing, needed inputs (such as financing), and other relevant information of interest to prospective U.S. and foreign investors, joint venture partners, contractors, engineering firms, and suppliers of building materials and other goods, services, technologies, labor, and capital.

The Directory will be widely distributed electronically, including to all of the nearly 300 World Trade Centers in 85 countries that service more than 750,000 businesses engaged in international commerce. It also will be distributed to the delegates attending the 2007 General Assembly of the World Trade Centers Association to be held in New Orleans October 21-24.

If you have any questions about the new Directory of Louisiana Projects, please contact Chad Odom, Manager of 1st Stop for International Business Services, at (504) 529-1601, ext 262 or codom@wtcno.org.

NEW CONSUL GENERAL OF SPAIN ASSUMES DUTIES IN NEW ORLEANS

Mr. Daniel Chamorro Garcia is the newly-arrived Consul General of Spain in New Orleans, with offices in the World Trade Center. Consul General Chamorro **most recently served as the Spanish Consul General in Monterrey, Mexico**, and previously held positions as Deputy Chief of Mission at the Embassy in **Montevideo, Uruguay**; Cabinet Director of the International Cooperation Institute in **Madrid**; Deputy Chief of Mission of the Spanish Embassy in **San Jose, Costa Rica**; Director of International Relations of Expo 92 in **Seville, Spain**; Economic and Commercial Affairs Counselor of the Spanish Embassy in **Quito, Ecuador**; and Economic and Commercial Counselor in **The Hague, Netherlands**.

Seminar on Exporting continued from page 1

Service, using the International Company Profile Service, and participating in trade shows. Other speakers will cover sources of export financing, **new changes to a letter of credit** for international sales, and export credit insurance as a sales and financing tool.

Commerce Department officials will outline the trade services provided by the U.S. Commercial Service abroad. Regional directors representing the East/Asia Pacific and Western Hemisphere regions will provide insights on why it is important to do business internationally. Trade specialists will discuss **new export technologies and key factors related to documentation and shipping internationally.** Attendees will also learn about UPS international services on export controls and how to minimize risk and maximize cash flow related to importing and exporting products.

UPS, JPMorgan Chase, Capital One, Louisiana Economic Development, the Port of Greater Baton Rouge and Whitney National Bank are sponsoring this year's seminar, in cooperation with the Louisiana Business and Technology Center, Louisiana Small Business Development Center, Manufacturing Extension Partnership of Louisiana (MEPOL), and the U.S. Small Business Administration (SBA).

The cost for the seminar is \$30. Pre-registration is required. **For registration information, contact Robin Adams at LABI** at (225) 928-5388, ext. 245 or via email at robina@labi.org.

Louisiana Trade Mission to Honduras continued from page 1

endum to be voted on in Costa Rica next month. **Other advantages and opportunities for Louisiana companies are the state's growing population with cultural and family ties to Central America, the proximity to the state, and the receptivity to U.S. products, services, and brand names.**

The best prospects are in the tourism and educational sectors, as well as providers of consumer goods and services including: Agricultural Chemicals, Automotive Parts and Service Equipment, Computers and Peripherals, Construction Equipment and Materials, Electric Power Generation and Distribution Equipment, Food Processing and Packaging Equipment, Hotel and Restaurant Equipment, Medical Equipment, Paper and Paper Board Materials and Supplies, Plastic Materials and Resins, Security and Safety Equipment and Services, and Telecommunication Equipment, Materials and Supplies.

Mission participants will benefit from country briefings, one-on-one appointments with prospective business **contacts**, high-level meetings with government officials, and numerous networking opportunities. **For details on the mission, please contact the Louisiana District Export Council** at (504) 589-6703 or email marisol.canedo@mail.doc.gov.

FIRST-HALF 2007 LOUISIANA EXPORTS TOP \$13 BILLION

Louisiana's worldwide merchandise exports, which set a record in 2006 after slowing in 2005 due to Hurricanes Katrina and Rita, **topped \$13.4 billion in the first six months of 2007**, an increase of 20.7 percent in value over the January-June 2006 period, according to a report issued by the World Trade Center of New Orleans. The state's exports reached \$23.5 billion for all of 2006. **Louisiana's export growth for the first six months of the year was almost double the overall U.S. rate of 10.6 percent.**

Agricultural products, chemicals, petroleum and coal, processed foods, and industrial machinery continued to rank as Louisiana's top five export sectors in the first half of 2007, four of which registered double-digit percentage gains over the same period in 2006. **The state's principal export markets were Japan, Mexico, China, Canada, and the Netherlands.**

The WTC report was generated by the World Institute of Strategic Economic Research (WISER) from U.S. Census Bureau data. It covers the exports of both Louisiana originating products and some major commingled bulk commodities (especially grain and coal) produced in other states that are shipped abroad from Louisiana's ports and recorded as Louisiana exports because of the difficulty of identifying the actual states of origin.

The value of export shipments of agricultural products through Louisiana's lower Mississippi River ports - which account for over 50 percent of U.S. grain exports - **was especially strong in the first six months of 2007**, with \$5.5 billion, a 34.5 percent increase.

"The state's first half results, coming after last year's record-breaking export performance, is a good sign, with **significant increases in dollar value in eight of the top ten categories**," said Larry Collins, Director of International Services with Louisiana Economic Development. "The global economy is doing well and we expect to see Louisiana's foreign trade keeping pace with it."

After agricultural products, Louisiana's largest exports during the January-June 2007 period were **chemicals** (\$2.5 billion, a 1.5 percent decrease), **petroleum and coal products** (\$2.3 billion, a 27 percent increase), **processed foods** (\$1.2 billion, a 13 percent increase), and **industrial machinery** (\$398.9 million, a 27.1 percent increase).

"**Many of the state's exporters are showing across-the-board increases**," said Donald van de Werken, Director of the New Orleans U.S. Export Assistance Center. "The demand worldwide for Louisiana goods and services continues, with the Central American markets offering special opportunities close to home because of the U.S./CAFTA free trade agreement."

Japan continued to be the number one market for Louisiana exports in the first half of 2007 with \$1.50 billion (a 31 percent increase over 2006), followed by **Mexico** (\$1.46 billion), **China** (\$1.05 billion), **Canada** (\$950 million), and **the Netherlands** (\$636 million).

"**The opportunities have never been better for Louisiana companies in both exporting and importing**," said Eugene Schreiber, Managing Director of the World Trade Center. "The state's export results in recent years, despite Hurricanes Karina and Rita, speak for themselves, while the potential right now for importing related to rebuilding in housing, construction, home furnishings, environmental technology, and other needed goods and services is practically unlimited."

Among all states, Louisiana ranked 11th. Texas,

Louisiana Exports by Country (US \$, NAICS Database)

Rank	Description	Q2 2006 YTD	Q2 2007 YTD	% Change
	TOTAL ALL COUNTRIES	11,069,581,286	13,361,361,654	20.7
1.	JAPAN	1,143,453,054	1,497,496,151	31.0
2.	MEXICO	1,135,843,602	1,455,697,106	28.2
3.	CHINA	1,052,733,208	1,045,980,573	-0.6
4.	CANADA	958,391,190	949,798,740	-0.9
5.	NETHERLANDS	383,741,013	635,913,318	65.7
6.	EGYPT	298,872,263	556,338,306	88.0
7.	COLOMBIA	281,413,720	399,802,253	42.1
8.	SOUTH KOREA	437,492,302	355,857,701	-18.7
9.	GUATEMALA	148,743,349	284,899,138	91.5
10.	PANAMA	108,893,222	267,964,579	146.1

Louisiana Exports by Industry (US \$, NAICS Database)

Rank	Description	Q2 2006 YTD	Q2 2007 YTD	% Change
	TOTAL ALL INDUSTRIES	11,069,581,286	13,361,361,654	20.7
1.	AGRICULTURAL PRODUCTS	4,105,823,428	5,523,154,125	34.5
2.	CHEMICALS	2,535,752,635	2,496,841,846	-1.5
3.	PETROLEUM AND COAL PRODUCTS	1,841,052,556	2,338,545,822	27.0
4.	FOOD AND KINDRED PRODUCTS	1,017,846,487	1,149,643,377	13.0
5.	MACHINERY, EXCEPT ELECTRICAL	313,812,945	398,931,987	27.1
6.	TRANSPORTATION EQUIPMENT	361,835,350	381,564,734	5.5
7.	WASTE AND SCRAP	77,827,578	183,576,472	135.9
8.	PAPER	129,371,365	173,658,828	34.2
9.	PRIMARY METAL MANUFACTURING	173,033,564	110,044,822	-36.4
10.	COMPUTER AND ELECTRONIC PROD.	74,512,061	91,664,615	23.0

U.S. Exports by State (US \$, NAICS Database)

Rank	Description	Q2 2006 YTD	Q2 2007 YTD	% Change
	TOTAL ALL STATES	506,177,169,476	559,944,643,708	10.6
1.	TEXAS	71,969,685,037	80,562,320,014	11.9
2.	CALIFORNIA	62,987,422,566	64,981,849,724	3.2
3.	NEW YORK	27,667,171,996	33,927,665,986	22.6
4.	WASHINGTON	25,155,167,221	30,269,691,865	20.3
5.	ILLINOIS	20,557,319,118	23,659,870,786	15.1
6.	MICHIGAN	20,868,484,062	22,209,956,923	6.4
7.	FLORIDA	18,545,841,514	21,602,813,976	16.5
8.	OHIO	18,239,006,945	20,135,867,000	10.4
9.	NEW JERSEY	13,061,754,780	15,179,137,654	16.2
10.	PENNSYLVANIA	123,647,569,458	14,266,494,711	12.8
11.	LOUISIANA	11,069,581,286	13,361,361,654	20.7

Data from U.S. Census Bureau, Foreign Trade Division provided by World Institute for Strategic Economic Research (WISER)
All data Origin of Movement Series

California, and New York continued to be the top three exporting states. Total U.S. exports in the first half of 2007 were \$559.9 billion, a 10.6 percent increase over the first six months of 2006.

The following three charts summarize the data reported above.

Trade reports that provide information on 32 industry categories of Louisiana exports (NAICS) and 97 commodities (HS) to more than 200 countries worldwide, as well as export totals of other U.S. states, are available on the WTC's website by clicking the links below.

- Louisiana Exports by Country (NAICS)
- Louisiana Exports by Industry (NAICS)
- Louisiana Exports by Commodity (HS)
- U.S. Exports by State (NAICS)

OCTOBER 4 PROGRAM ON NEGOTIATING TIPS FOR WOMEN

On Thursday, October 4, the WTC and other organizations will sponsor a luncheon program in the Plimsoll Club on "The Art of Negotiating: What Every Woman Should Know" conducted by Liz Tahir, a negotiations expert and consultant. Highlights of the presentation will include: the three-step approach to more successful communications; recognizing the power you have; how to be alert to tactics and ploys used against you; and the secret weapon of "Power Negotiators."

Liz Tahir is an accomplished negotiator, whose varied experience has included arranging multimillion dollar deals in corporate boardrooms to bargaining over the price of a brass bauble in an Istanbul bazaar. A former corporate executive for a regional retail group, she is now, after establishing Liz Tahir & Associates in 1990, a marketing consultant, conference speaker, and business writer. Her expertise in the international marketplace has made her keenly aware of cross-cultural negotiating in today's global economy.

To register for the October 4 program, visit www.wtcno.org/programs or call (504) 529-1601, ext. 234.

EXPORT PROMOTION MAGAZINE OFFERS \$500 AD DISCOUNTS

Commercial News USA, the official export promotion magazine of the U.S. Department of Commerce, is planning a special Gulf Opportunity (GO) Zone Global Business Guide as part of its November/December 2007 issue. Exporters in areas affected by Hurricanes Katrina and Rita can take advantage of a special \$500 discount on any size ad. **That means exporters can reach 176 markets worldwide for as little as \$395 for an ad.** Also, members of the World Trade Center of New Orleans will receive an additional \$100 off any discounted rates. (WTC members should call the WTC at (504) 529-1601, ext. 222 to receive the discount code.)

Full and half-page advertisers have the option of a discounted rate on a single page or a 2-for-1 offer that includes a free full or half-page for an advertorial write up. Rates are net. **The guide is being produced in partnership with the U.S. Commercial Service,** part of the U.S. Commerce Department, and will provide an opportunity for exporters to promote their products, services and investment opportunities to 400,000 readers worldwide. To reserve your space in Commercial News USA, please call (800) 581-8533 by September 14 or e-mail the U.S. Department of Commerce at gozone@thinkglobal.us.

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