

LOUISIANA INTERNATIONAL TRADE BULLETIN

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November 2007

LOUISIANA EXPORTS EXCEED \$20 BILLION IN FIRST NINE MONTHS

Louisiana's worldwide merchandise exports, which set a record in 2006 after slowing in 2005 due to Hurricanes Katrina and Rita, **hit \$20.4 billion in the first nine months of 2007, an increase of 22.2 percent** in value over the January-September 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 nine months of 2007 was almost double the overall U.S. rate of 11.3 percent.**

Agricultural products, chemicals, petroleum and coal, processed foods, and transportation equipment ranked as Louisiana's top five export sectors in the first three-quarters of 2007, four of which registered doubled-digit percentage gains over the same period in 2006. **The state's principal export markets were Mexico, Japan, Canada, China, and Egypt.**

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 nine months of 2007, with \$8.1 billion, a 35.9 percent increase.**

"The state's continuing excellent export results indicate a high probability of breaking last year's record-breaking performance, with five out of the top ten categories running a remarkable 30 percent or higher in value than a year ago," said Larry Collins, Director of International Services with Louisiana Economic Development. "The increases are driven in large part by rising world commodity prices and the continuing weakness in the U.S. dollar, which makes U.S. goods and services a better buy in most other countries."

After agricultural products, Louisiana's largest exports during the January-September 2007 period were chemicals (\$4.0 billion, a 2.9 percent increase), petroleum and coal products (\$3.6 billion, a 22.7 percent increase), processed foods (\$1.8 billion, a 15.1 percent increase), and transportation equipment (\$674.9 million, a 38.1 percent increase).

UKRAINE AMBASSADOR TO DISCUSS BUSINESS OPPORTUNITIES

H.E. Oleh Shamshur, the Ambassador of Ukraine to the United States, will be visiting New Orleans November 28-30 at the invitation of the City of New Orleans and the World Trade Center.

As part of his visit, Amb. Shamshur will be available to meet with interested Louisiana business representatives that are presently doing business in Ukraine and those that would like to engage in trade, investment, or other business activities there. **The meeting will be held at the WTC's Executive Offices (Suite 2900) from 11:00 a.m. to 12:00 noon on Thursday, November 29.** If you are interested in attending, please advise Eugene Schreiber via e-mail at eschreiber@wtcno.org or by phone at (504) 529-1601, ext. 227.

Amb. Shamshur holds a Ph.D. in History from Kyiv University and has previously served as Deputy Minister of Foreign Affairs of Ukraine, Head of the European Union Department in the Ministry, Minister-Counselor of the Ukraine Embassy to the Benelux countries, and other high-level international positions. He is fluent in English, French, and Russian. **Useful information about the Ukraine economy, its trade, and other business activities can be found at www.state.gov/r/pa/ei/bgn/3211.htm and www.buyusainfo.net/docs/x_2557634.pdf.**

HORNETS OWNER TO SPEAK ON GLOBAL BASKETBALL GROWTH

George Shinn, the owner of the New Orleans Hornets NBA basketball team, will be the featured speaker at a luncheon program at the World Trade Center's Plimsoll Club on Thursday, December 6 at 12:00 noon. Mr. Shinn will speak on **"Pro Basketball and Its International Growth."** To register for the luncheon, **visit the WTC's website at www.wtcno.org/programs or call (504) 529-1601, ext. 222.**

George Shinn has owned the Hornets since 1988. After 14 seasons in Charlotte, Shinn moved the Hornets to New Orleans in 2002. In the aftermath of the tragedy caused by Hurricane Katrina, he was able to work with the NBA to secure the team a temporary home in Oklahoma City for the 2005-06 season. **Under his leadership, the Hornets turned a potentially devastating situation into one of sports' most uplifting success stories** when they finished 11th in the league in attendance while playing in two cities.

LAGRANGE ELECTED CHAIRMAN OF WATERWAYS CONFERENCE

The Board of Directors of the **National Waterways Conference** has elected Port of New Orleans President and CEO **Gary P. LaGrange** as the group's new chairman.

LaGrange most recently served as chairman of the **American Association of Port Authorities**, an alliance of 350 ports in the Western Hemisphere. He also serves on the boards of the Gulf Ports Association of the Americas, Waterways Council Inc., and is past chairman and past president of the Gulf Intracoastal Canal Association. As NWC chairman, LaGrange succeeds Scott Robinson, director of the Muskogee City-County Port Authority, who held the post since 2005.

Based in Arlington, Virginia, NWC is an advocacy group dedicated to a greater understanding of the widespread public benefits of the American Waterway System. The 192-member organization, serves as the secretariat for the National Waterways Alliance, a coalition of trade and regional associations, cooperatives, businesses, industries, ports, waterways services and labor organizations that have an interest in national waterways policy issues.

Louisiana Exports continued from page 1

"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. "Impressively, five of Louisiana's top 10 export markets are countries with which the United States already has a Free Trade Agreement (Mexico and Canada) or a pending FTA in Congress (Colombia, South Korea, and Panama)."

Mexico was the number one market for Louisiana exports in the first three-quarters of 2007 with \$2.15 billion (a 27.4 percent increase over 2006), followed by Japan (\$2.14 billion), Canada (\$1.4 billion), China (\$1.33 billion, and Egypt (\$999 million).

The global economy is rapidly expanding and offers tremendous opportunities for Louisiana companies in exporting, importing, and trade-related services such as transportation and banking," said Eugene Schreiber, Managing Director of the World Trade Center. "It is essential that Louisiana make the substantial needed investments in its ports and other transportation infrastructure to keep pace and compete successfully for the future cargo movements indicated by this sustained international growth that greatly benefits Louisiana's economy."

Among all states, Louisiana ranked 11th. Texas, California, and New York continued to be the top three exporting states. Total U.S. exports in the first three-quarters of 2007 were \$851.8 billion, an 11.3 percent increase over the first nine months of 2006.

The three charts in the right-hand column 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 at www.wtcno.org/tradestats.

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

Rank	Description	Q3 2006 YTD	Q3 2007 YTD	% Change
TOTAL ALL COUNTRIES				
		16,710,991,131	20,412,285,234	22.2
1	Mexico	1,686,278,688	2,147,662,846	27.4
2	Japan	1,754,637,096	2,137,329,937	21.8
3	Canada	1,348,075,228	1,400,863,652	3.9
4	China	1,321,644,831	1,328,125,767	0.5
5	Egypt	483,246,438	999,037,582	106.7
6	Netherlands	773,835,879	897,115,289	15.9
7	Colombia	437,116,284	613,536,266	40.4
8	South Korea	614,593,507	544,153,742	-11.5
9	Panama	208,425,789	432,239,076	107.4
10	Brazil	349,801,882	417,634,165	19.4

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

Rank	Description	Q3 2006 TYT	Q3 2007 YTD	% Change
TOTAL ALL INDUSTRIES				
		16,710,991,131	20,412,285,234	22.2
1	Agricultural Products	5,938,775,474	8,070,487,411	35.9
2	Chemicals	3,879,120,246	3,992,368,701	2.9
3	Petroleum And Coal Products	2,970,187,858	3,644,451,370	22.7
4	Food And Kindred Products	1,566,701,041	1,803,733,847	15.1
5	Transportation Equipment	488,770,083	674,875,819	38.1
6	Machinery, Except Electrical	481,312,883	626,718,373	30.2
7	Paper	197,635,665	265,088,367	34.1
8	Waste And Scrap	94,712,332	207,119,067	118.7
9	Primary Metal Manufacturing	316,963,379	169,130,615	-46.6
10	Computer And Electronic Products	110,840,992	149,005,568	34.4

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

Rank	Description	Q3 2006 YTD	Q3 2007 YTD	% 2006-07
TOTAL ALL STATES				
		764,249,321,927	850,789,092,944	11.3
1	Texas	110,555,865,026	123,708,111,193	11.9
2	California	94,729,563,450	98,466,634,068	3.9
3	New York	41,749,310,073	51,115,231,260	22.4
4	Washington	37,994,546,307	46,870,194,298	23.4
5	Illinois	30,887,127,689	36,000,039,790	16.6
6	Florida	28,247,420,329	32,948,236,354	16.6
7	Michigan	30,090,859,468	32,791,537,617	9.0
8	Ohio	27,636,180,685	30,675,540,734	11.0
9	New Jersey	19,660,668,356	22,558,709,943	14.7
10	Pennsylvania	19,370,456,965	21,555,609,271	11.3
11	Louisiana	16,710,991,131	20,412,285,234	22.2

Data provided by World Institute for Strategic Economic Research (WISER) from U.S. Census Bureau, Foreign Trade Division All data Origin of Movement Series. For full reports, go to the WTC website at www.wtcno.org/tradestats

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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FIVE FREE DIRECTORIES AVAILABLE ON WTC WEBSITE

The World Trade Center of New Orleans has compiled four useful new Louisiana business directories this year, in addition to updating its annual Louisiana International Trade Directory of exporters, importers, service providers, and other trade-related information. Containing thousands of listings with complete contact information, the directories are updated weekly and are available free of charge on the WTC website at www.wtcno.org.

The new directories are related to the state's trade associations, construction, and the oil and gas industry and were compiled and are maintained by the WTC's 1st Stop for International Business Services, a post-Katrina program supported by Louisiana Economic Development and utilizing volunteer university student interns working at the WTC. The new directories are: the Louisiana Construction Projects Directory; the Louisiana Construction Services Directory; the Louisiana Oil and Gas Directory; and the Louisiana Directory of Trade Associations.

The newest publication, the Louisiana Construction Projects Directory, which was published last month, lists over 250 projects of all types that are in the planning or development stage (housing, industrial, commercial, port facilities, schools, hospitals, churches, and more) and total over \$40 billion of prospective investments. In addition, there are hundreds of additional projects linked to the directory for: the U.S. Army Corps of Engineers (including CWPRAs projects); the Louisiana Department of Transportation and Development (roads and bridges); the New Orleans Office of Recovery Management (17 target development areas in the City of New Orleans); and the Louisiana Economic Development Board of Commerce & Industry (approved projects).

To add or revise a listing at no charge on any of these directories, please call (504) 529-1601 ext. 262 or e-mail 1ststop@wtcno.org.

CCAA MIAMI CONFERENCE TO FOCUS ON RENEWABLE ENERGY

At its 31st Miami Conference at the InterContinental Hotel in Miami December 3-5, Caribbean Central American Action (CCAA) will focus on the continued high cost of energy in the Caribbean & Central America. An Energy Security panel will tackle whether a regional biofuels industry can bring economic benefits by reducing dependency on petroleum imports and by creating jobs and economic opportunity. Critical points of the discussion will be how and where biofuels investments will have the most impact; whether countries have the right production conditions, workforce capacity and ability to adopt and develop cutting edge biofuels technology. CCAA's Miami Conference remains the only forum that focuses specific attention on the smaller economies of the Caribbean and Central America. More information on the organization and the Annual Miami Conference can be found by visiting CCAA's website at www.c-caa.org/.

LED SECRETARY OLIVIER RECEIVES HALL OF FAME AWARD

Michael J. Olivier, Secretary of Louisiana Economic Development, has received the Hall of Fame Award from the Louisiana Business and Technology Center (LBTC) for his economic development achievements and professional service to the state of Louisiana. The award was presented recently during the LBTC's anniversary and award ceremony, which celebrated 19 years of service and success. In 19 years, LBTC has given only 12 Hall of Fame awards.

The Hall of Fame Award recognizes Olivier's economic development accomplishments and support of LBTC business incubation, small business assistance, technology commercialization, disaster recovery and rural entrepreneurship programs. The award will be permanently displayed in LBTC's Hall of Fame. LBTC is an integral part of the E. J. Ourso College of Business at Louisiana State University. LBTC endeavors to enhance economic development in Louisiana through the support of existing small businesses and the development of new businesses.

WORLD TRADE CENTERS MEET IN NEW ORLEANS

More than 300 delegates from 37 countries met in New Orleans October 21-24 for the World Trade Centers Association's 383th General Assembly. Hosted by the WTCA and WTC New Orleans with the theme of "Trade and All That Jazz," the Assembly kicked off with an opening reception in the WTC's Plimsoll Club.

The October 22 morning business session at the Astor Crowne Plaza Hotel opened with a welcome by WTC New Orleans President J. Dwight LeBlanc, Jr. and presentations by Louisiana Governor Kathleen Babineaux Blanco, Secretary of Economic Development Michael Olivier, New Orleans Mayor Ray Nagin, Port President Gary LaGrange, and other speakers discussing the rebuilding and economic recovery efforts underway since Hurricanes Katrina and Rita impacted the U.S. Gulf Coast two years ago.

Mr. LeBlanc also conferred a special award on Paul Fabry, who for nearly 25 years was managing director of International House, a predecessor to WTC New Orleans. WTC New Orleans operated a Louisiana Business Booth throughout the Assembly to provide information, answer questions, and otherwise assist delegates, as well as arranging one-on-one meetings for those delegates who registered for appointments with local companies.

On the final afternoon of the Assembly, the delegates toured the city by bus for three hours to see the historic areas and landmarks, the Port, and some of the multi-billion dollar activities underway to rebuild the areas impacted by the storms and stimulate the economy. The evening programs during the Assembly highlighted New Orleans' world-class cuisine and all-star entertainment. The 2008 General Assembly will be held in Dubai.

TULANE'S PUBLIC SERVICE CENTER OFFERS PART-TIME STUDENT OPPORTUNITIES

Tulane's Center for Public Service (CPS) supports the university's new student public service requirement (<http://cps.tulane.edu/>). Each Tulane student commits between 20-80 hours of service over the course of an academic semester twice during their undergraduate career. Tulane currently serves 6,449 undergraduate students. **CPS is looking for interested and motivated professionals to serve as service learning and internship student supervisors** to mentor and put students to work for the public good.

Recently, the World Trade Center's Chad Odom, Manager of the 1st Stop for International Business Services, enjoyed working with Tulane Senior, Erica Mitchell, who after completing her hours working on the *Louisiana Construction Services Directory* as an intern, was hired as a part-time employee. **Students are often asked to work on some of the following work products and services you may consider as related to your organization's needs:** Website development and management, Database development and management,

Surveying/Inventorying, Mapping, On-Site Administrative assistance, On-site physical assistance, Publicity Material Development, Training Resource Development, Business/Strategic Planning, Fundraising, Outreach Material Distribution, Outreach Event Organizing and Facilitating, Client Services, Client Interaction, Case Management, Oral Histories, Educational Tutoring and Mentoring, Instruction, Test Administration, Curriculum Development, Engaged Research, Best Practices Research and Data Collection.

Please submit your organization's profile and public service job requests to: <https://pandora.tcs.tulane.edu/cpsis/>. Call Amanda Buberger, Assistant Director for Campus-Community Partnerships with questions or for assistance at (504) 862-8058. New partners are encouraged to attend a workshop on December 5th from 9:00 a.m.-11:00 a.m. on Tulane's uptown campus. Please RSVP for the event at ccp@tulane.edu.

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