

# LOUISIANA INTERNATIONAL TRADE BULLETIN

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May 2009

## SBDC TO CONDUCT EXPORT-IMPORT SEMINARS AT WTC

The Louisiana Small Business Development Center - GNO Region will hold an intensive four-session training program on **"Getting Started in Exporting and Importing"** at the World Trade Center in New Orleans **on May 4, 6, 11, and 13**. The series is designed for individuals wishing to start their own export or import business, as well as for new employees with companies already engaged in international trade.

The series consists of four 4 1/2-hour afternoon seminars (12:30 p.m. - 5:00 p.m.). Participants will learn step-by-step the "how-to" of international market research, preparing products for export and import, pricing strategies, terms of sale and quotations, export and import documentation, export shipping, trade financing, methods of payment, and other important trade procedures and topics.

The cost for the four-part series is \$160 per registrant with books included; \$80 for individuals who reside or work in Orleans Parish; and \$120 for WTC and New Orleans Chamber of Commerce members and full-time students (with proof of enrollment) who do not reside or work in Orleans Parish. Pre-registration and pre-payment are required to reserve a place. To register, visit [www.wtcno.org/exim\\_seminar\\_may09.pdf](http://www.wtcno.org/exim_seminar_may09.pdf) or call (504) 831-3730.

## WORLD TRADE WEEK CELEBRATES IMPACT ON COMMUNITIES

"World Trade Week" is an annual event and is the third week in May (May 17-22). It includes many activities throughout the country in recognition of exporters and the importance of international trade to the U.S. economy. International trade promotes jobs, exports, foreign investment and affects all aspects of the economy while strengthening competitiveness and efficiency among industries. The importance of international trade is equally significant for the state of Louisiana. In 2008, Louisiana's export shipments of goods totaled \$41.9 billion, ranking it ninth among the states in terms of merchandise exports. The main exports were agricultural and petroleum products. The state's largest markets in 2008 were Mexico, China, Japan, the Netherlands, and Canada. Export-supported jobs linked to manufacturing account for an estimated 5.7 percent of Louisiana's total private-sector employment, and nearly 13 percent of all manufacturing workers in Louisiana depend on exports for their jobs.

## BREAKFAST BRIEFING ON DOING BUSINESS WITH SCOTLAND

On Friday, May 22, the World Trade Center, Louisiana Economic Development, and other organizations will hold a breakfast briefing in the WTC's Plimsoll Club on **"Doing Business with Scotland"** featuring **Mr. Tim Coolman, Vice President, U.S. Central Region, Scottish Development International**. A continental breakfast will be served starting at 8:00 a.m. Mr. Coolman's presentation and questions and answers will be from 8:30 a.m. to 9:30 a.m. Following the conclusion of the program, **Mr. Coolman will be available for individual consultations**. For additional information about the breakfast briefing and to register, visit [www.wtcno.org/programs](http://www.wtcno.org/programs) or call the WTC at (504) 529-1601, ext. 220.

## NEW LOUISIANA EXPORT GUIDE

The Louisiana District Export Council, in cooperation with the U.S. Export Assistance Center in New Orleans and ThinkGlobal Incorporated, is developing a new Louisiana Export Guide. This colorful, magazine-style guide will serve as an informational resource for Louisiana exporters. Companies interested in advertising can sign-up by contacting Jean Collins at the New Orleans Export Assistance Center, 504-589-6546 ([jean.collins@mail.doc.gov](mailto:jean.collins@mail.doc.gov)) or go online at [www.thinkglobal.us/neworleans](http://www.thinkglobal.us/neworleans). The deadline for reserving advertising space is May 29, 2009.

## U.S. PRODUCT LITERATURE CENTER AT CALGARY EXPO

The U.S. Commercial Service is organizing a product literature center (catalog show) at **GO-EXPO 2009 in Calgary, Canada on June 9-11**. GO-EXPO is Canada's premier Oil and Gas Industry Exposition with more than 20,000 visitors. It is one of the best ways for small and medium-size firms to gain valuable market exposure in Canada which is the number one energy supplier to the United States, the world's third largest natural gas producer, and the seventh largest oil producer. Participation in the catalog show is US\$250. The deadline is May 29. For more information, contact **Crystal Roberts**, Commercial Specialist, U.S. Consulate General Calgary, Canada at [Crystal.roberts@mail.doc.gov](mailto:Crystal.roberts@mail.doc.gov) Tel. (403) 265-2116.

## FORWARDER/BROKER ANNUAL CONFERENCE MAY 28-31

The International Freight Forwarders and Custom Brokers Association of New Orleans is holding its 31st annual conference on **May 28-31 at the Marriott Grand Hotel in Point Clear, Alabama.**

As in the past, an array of outstanding of speakers will address port, trade and transportation issues in the Gulf South region. **Jon Kent**, a prominent Washington-based international trade consultant, will lead off the first morning session on May 29 covering the “hot” button issues challenging today’s industry, including the priorities of the Obama Administration and the 111th Congress; changes in Congressional committees and the administration; the 2009 trade agenda.

**Heather Litman**, customs attorney, will discuss the technical aspects of ISF Security Filing – the current situation and the latest developments on the Consumer Products Safety Improvement Act affecting the importation of many varieties of consumer goods.

The Saturday morning session will open with a presentation by **John Vickerman**, Advisor to the Louisiana International Deep Water Transfer Terminal Authority which envisions building an offshore deep water transfer terminal near the east bank of Southwest Pass in 70 feet of water.

**Facility updates at both the Port of Mobile** (Smitty Throne of Alabama State Docks); and **Gulfport-Biloxi International Airport** (Bruce Frallic-Executive Director) will demonstrate the post-Katrina resurgence of regional trade and transportation infrastructure. The Conference closes with a review of port needs and the **findings of the 20/20 Commission and the Ports Association of Louisiana (PAL) recommendations** by former Chairman of the Port of New Orleans, Danny Hughes.

**To register on line** for the Conference and for hotel reservations at the Marriott Grand, go to [www.iffcbano.org](http://www.iffcbano.org) and click on Conference 2009.

## CONNOR JOINS PORT STAFF AS MANAGER OF NORTHEAST SALES

**Bill Connor**, a shipping industry veteran with 30 years of experience, recently **joined the Port of New Orleans staff as Manager of Northeast Sales.** In addition to handling customer service requests for shippers based in the Northeast Region, the Northeast office helps the Port maintain relations with shipping lines that call New Orleans and have U.S. operations offices in the New York area.

Connor replaces Mr. Bob Bambino who recently retired as Manager of Northeast Sales after managing the Port’s growth plan in the Northeast for the past 18 years. **The Port also announced that the location of its Northeast Sales Office has changed. The new address is:**

Port of New Orleans  
Mack-Cali Centre 3, Suite 415/4ST  
140 E. Ridgewood Avenue  
Paramus NJ 07652  
Phone: (201) 940-7256  
Fax: (201) 940-7101  
email:connorb@portno.com

## LOUISIANA TAX FREE SHOPPING CELEBRATES 20 YEARS

The Louisiana Tax Free Shopping Program (LTFS) is celebrating its 20th anniversary in 2009. **Louisiana was the first state to initiate a program of this type**, offering international visitors tax-free shopping while traveling within the state.

**The LTFS Program gives international visitors the opportunity to make tax-free purchases at more than 900 participating retailers** throughout Louisiana. Visitors enjoy the convenience of applying for the sales tax refund in cash at four locations in the state.

Since 1989, **more than 600,000 international customers have taken advantage of Louisiana Tax Free Shopping and recorded over \$500 million in international tax-free sales.** Hotel, restaurant, and service sales taxes are not refundable. In February 2008 the University of New Orleans conducted a study to determine the economic impact of LTFS on Louisiana’s economy. UNO determined that LTFS generated \$1.4 million in new state sales tax revenue in 2007. In addition, the program’s total economic impact on the State of Louisiana was \$45.1 million. The figure includes both direct and indirect spending by international visitors.

**“There is no doubt that Louisiana Tax Free Shopping has been a boon for our state’s economy,”** says **Cynthia Bridges**, Secretary of the Louisiana Department of Revenue. “The program’s 20-year record of success speaks for itself.”

**The Louisiana Tax Free Shopping Program was created by Act 535 of 1988**, introduced by state senators **Hank Lauricella, Ben Bagert, and Ken Hollis**, and by state representatives **Jim Donelon, Woody Jenkins and Charles Lancaster**. Lt. Gov. **Paul Hardy** also played a major leadership role in its passage. LTFS Refund Centers processed the first sales tax refunds for international visitors in November 1989.

“This groundbreaking program promotes both tourism and retail trade globally for the state and **has become one more reason for international travelers to visit Louisiana,**” said **Eugene Schreiber**, Managing Director of the World Trade Center of New Orleans and chairman of the Louisiana Tax Free Shopping Commission since its inception.

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](http://www.wtcno.org) and sent by e-mail at no charge to subscribers 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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Tel: (504) 529-1601; Fax: (504) 529-1691  
E-mail: [rwilbanks@wtcno.org](mailto:rwilbanks@wtcno.org)

## LOUISIANA EXPORTS DECLINE 29 PERCENT IN JANUARY-FEBRUARY

The global recession and falling agriculture and oil prices caused a sharp decline in Louisiana's worldwide merchandise exports in January and February, according to a report issued by the World Trade Center of New Orleans. This follows a record-breaking year in 2008 with the value of Louisiana's exports hitting \$41.9 billion.

Louisiana's total export shipments for January-February 2009 fell 29 percent to \$5.3 billion compared to the same period last year, while nationwide exports dropped 22.5 percent, according to the WTC report. However, even with its lower exports so far this year, Louisiana moved up to 7th in the state rankings from 10th place for all of 2008, ahead of Ohio, Pennsylvania, and Michigan.

"The state enjoyed record-breaking export growth last year, but the lag effect in what was taking place globally towards the end of the year is now reflected in these early-2009 results," said Larry Collins, Director of International Services with Louisiana Economic Development. "We will be watching the trends closely in the months ahead."

A decline in the volume of export shipments from Louisiana accompanied the dollar value drop for the first two months. The total vessel weight for Louisiana's exports decreased 18 percent, while overall U.S. exports measured in tonnage registered a 17.5 percent decline. Louisiana's top exports for the January-February 2009 period were oil seeds and miscellaneous grains (exports of \$1.8 billion, a drop of 4.3 percent); mineral fuels (\$887 million, a 43.5 percent decline); cereals (\$811 million; a 49 percent decline); and organic chemicals (\$292 million, a 26.6 percent decline).

"Many of Louisiana's exporters continue to do well in their overseas sales while others are looking ahead to the eventual global recovery," said Donald van de Werken, Director of the New Orleans U.S. Export Assistance Center. "For example, 18 large foreign delegations are traveling to Houston next month for the Offshore Technology Conference and are seeking relationships with U.S. suppliers of oilfield services, equipment, and technology." The state's principal export markets for the first two months of 2009 were China, Japan and Mexico.

"Despite the overall global slowdown, there are still target opportunities for Louisiana companies in both exporting and importing with countries such as China, India, Turkey, South Africa, Brazil, and Central America," said Eugene Schreiber, Managing Director of the World Trade Center.

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) that are produced in other states, shipped abroad from Louisiana's ports, and recorded as Louisiana exports because of the difficulty of identifying the actual states of origin.

The accompanying three charts summarize the data reported above.

## Louisiana Exports by Country

Description	FEB 2008 YTD	FEB 2009 YTD	% 2008-2009
TOTAL ALL COUNTRIES	\$7,473,005,704	\$5,305,457,962	-29.01
1 China	\$780,092,200	\$1,277,187,096	63.72
2 Japan	\$483,113,149	\$398,756,572	-17.46
3 Mexico	\$411,607,815	\$305,133,367	-25.87
4 Netherlands	\$430,361,496	\$281,210,035	-34.66
5 Canada	\$388,353,841	\$271,720,689	-30.03
6 South Korea	\$307,003,887	\$171,516,999	-44.13
7 Egypt	\$319,938,411	\$160,696,799	-49.77
8 Germany	\$286,654,760	\$153,476,183	-46.46
9 Taiwan	\$28,365,967	\$129,536,492	356.66
10 India	\$68,286,112	\$115,694,941	69.43

## Louisiana Exports by Commodity

Description	FEB 2008 YTD	FEB 2009 YTD	% 2008-2009
TOTAL ALL COMMODITIES	\$7,473,005,704	\$5,305,457,962	-29.01
1 Oil Seeds Etc.; Misc Grain, Seed Etc.	\$1,912,403,223	\$1,831,118,279	-4.25
2 Mineral Fuel, Oil Etc.	\$1,570,259,375	\$887,199,784	-43.5
3 Cereals	\$1,593,214,605	\$811,103,074	-49.09
4 Organic Chemicals	\$397,640,203	\$291,748,063	-26.63
5 Food Industry Residues & Waste	\$331,079,778	\$217,339,553	-34.35
6 Industrial Machinery	\$176,500,382	\$180,373,963	2.19
7 Plastics And Articles Thereof	\$331,012,320	\$163,080,776	-50.73
8 Miscellaneous Chemical Products	\$215,846,496	\$149,800,898	-30.6
9 Animal Or Vegetable Fats, Oils Etc.	\$326,573,351	\$112,811,364	-65.46
10 Fertilizers	\$39,930	\$87,821,859	219,839.54

## U.S. Exports by State

Description	FEB 2008 YTD	FEB 2009 YTD	% 2008-2009
TOTAL ALL STATES	\$205,321,341,513	\$159,074,885,963	-22.52
1 Texas	\$30,717,646,030	\$23,340,781,184	-24.02
2 California	\$22,366,373,491	\$17,790,780,110	-20.46
3 New York	\$13,256,475,674	\$8,793,020,114	-33.67
4 Washington	\$11,920,128,109	\$7,984,207,259	-33.02
5 Florida	\$7,753,046,794	\$7,344,754,918	-5.27
6 Illinois	\$8,120,610,496	\$6,744,242,301	-16.95
7 LOUISIANA	\$7,473,005,704	\$5,305,457,962	-29.01
8 Ohio	\$6,743,935,314	\$4,791,628,755	-28.95
9 Pennsylvania	\$5,093,616,402	\$4,400,389,021	-13.61
10 Michigan	\$7,011,407,577	\$4,320,340,802	-38.38

Data provided by World Institute for Strategic Economic Research (WISER) from U.S. Census Bureau, Foreign Trade Division. All data Origin of Movement Series. HS databased. For full reports, visit the WTC website at [www.wtcano.org/tradestats](http://www.wtcano.org/tradestats)

## LOUISIANA EXPORTERS RESOURCE GUIDE

The Louisiana District Export Council is developing a "Louisiana Exporter Resource Guide," a 20-page printed booklet that will outline the basics of exporting, as well as local and federal resources for companies doing international business. Advertising sponsorships are still available, but the deadline is fast approaching. Don't miss your chance to be seen by companies in need of your international business services and products. For more information, contact Erin Butler-Mueller of the New Orleans US Export Assistance Center at [erin.butler-mueller@mail.doc.gov](mailto:erin.butler-mueller@mail.doc.gov) or 504-589-6546.

## COMMERCE DEPARTMENT OFFERS GOLD KEY SERVICE

Interested in meeting prequalified international buyers, distributors, and partners? Then consider **the Department of Commerce's customized Gold Key Service**, available via U.S. Commercial Service offices in U.S. embassies around the world. Before you arrive in-country, **Commerce Department industry specialists will identify and screen potential agents**, distributors, sales representatives, or other business partners, depending on your needs. They will schedule meetings with the best prospects and offer support with interpretation, transportation, and other support services, so you can concentrate on the number one task at hand, business. You will also receive customized market and industry briefings with U.S. Commercial Service staff, as well as assistance with follow up if needed. **To learn more**, the U.S. Commercial Service representatives at the New Orleans U.S. Export Assistance Center at (504) 589-6546 or by email: new.orleans.office.box@mail.doc.gov.

## USDA COUNTRY DATA TO AID EXPORTERS

The U.S. Department of Agriculture's Foreign Agricultural Service has announced on April 13 the addition of **new information on foreign countries** to its Web site in an effort to expand the information available to U.S. exporters. **Go to: [www.fas.usda.gov/countryinfo.asp](http://www.fas.usda.gov/countryinfo.asp)**. The country pages are grouped into four regions – Western Hemisphere, Europe, Africa and the Middle East, and Asia and Oceania – and provide essential demographic, economic and political information. This includes import requirements, travel and market information, the status of trade negotiations, trade development and important contacts. The FAS notes that its Web site also continues to offer **searchable databases providing export, import, production, supply and distribution data** as well as export sales reports and market reports from U.S. agricultural trade experts stationed in 97 offices around the world. **The databases are located at [www.fas.usda.gov/fassearch.asp](http://www.fas.usda.gov/fassearch.asp)**.

## NEW BASIC GUIDE TO EXPORTING NOW AVAILABLE AT THE WTC

For many years, businesses have turned to **“A Basic Guide to Exporting”** for answers on how to establish and grow overseas markets for their products and services. Now the 2009 version is available for purchase, with updated information and an easy-to-read format. **Topics covered include:** Identifying markets for your company's products; Financing your export transactions; The best methods of handling orders and shipments; Sources of free or low-cost export counseling; and Sample forms needed to export. **“A Basic Guide to**

**Exporting. 10th Edition,” can be purchased at the WTC Executive Offices**, Suite 2900, 2 Canal St. in New Orleans, for \$25.00 The Guide is also available via the WTC's online store at [www.wtcno.org](http://www.wtcno.org) with a \$5.00 shipping and handling charge. WTC members receive free shipping. For information on exporting, Louisiana firms should **contact the New Orleans U.S. Export Assistance Center** at (504) 589-6546 or via e-mail at [new.orleans.office.box@mail.doc.gov](mailto:new.orleans.office.box@mail.doc.gov), or at Suite 2710, WTC, New Orleans, LA 70130.