



World Trade Center of New Orleans

The First World Trade Center – Dedicated To World Peace, Trade and Understanding

SUMMARY OF PRINCIPAL WTC INTERNATIONAL TRADE PROGRAMS 2004



World Trade Center
of New Orleans

WTC MISSION STATEMENT

The mission of the WTC is to manage its resources to add wealth and jobs in New Orleans and Louisiana through international trade, port development and allied activities.

WTC INTERNATIONAL BUSINESS COMMITTEE

Corrado Giacona II, Chairman	Jessica Lemos
George Fowler III, Vice Chairman	Carolyn McLellan
James Ake	Dr. Gordon H. Mueller
Mark Amoss	Gina Nadas
Alan C. Arnold	Charles Nelson
Ed Bee	Dorothy Duval Nelson
Maria Bonilla	Sharon Perlis
Hon. Gonzalo Calderon	Maurice J. Picheloup
Marisol Canedo	Kevin Pollard
Robert Chamberlin	Lisa Ponce de Leon
Ruperto Chavarri	Dr. Dwight Ramsey
Lawrence Collins	Damien Regnard
L.V. Cooley, IV	Francis C. Schaffer
William Bruce Crawford	Miriam Schulingkamp
James Dartez	Marcia Sergent
Patrick DePriest	Maria O'Byrne Stephenson
Robert G. Evans, Jr.	W. David Siegel
Arnold Fielkow	Glenn Stoudt
Arnie Frankel	Elizabeth Tahir
Mark Fullmer	Jan Tanner
Dr. Joseph Ganitsky	Bob Topel
Philippe Gustin	Maria Redmann Treffinger
Loel Hoffman	Juan Valadez
Roy Holleman	Donald van de Werken
Edwin G. Jewett, Jr.	Robbert Vorhoff
Larry Johnson	John J. Weiler
Richard Katz	Nancy Weir
John Kazour	

MISSION: To recommend policy positions and programs to strengthen Louisiana's development of foreign trade, investment and international services.

2004 Trade Programs:

On January 5, 2004, the WTC, the Honorary Consulate of Finland, and other organizations sponsored a luncheon program for 80 participants on “**Finland: Knowledge and Innovation As A National Strategy**” featuring **H.E. Jukka Valtasaari**, Ambassador of Finland to the U.S., and **Mr. Kari-Pekka Wilska**, President of Nokia Inc. for the Americas Region.

On January 15, the WTC hosted a special three-hour briefing in the Plimsoll Club for the 30 members of the U.S. Department of State's Senior Seminar, a 41-week program for senior foreign service officers and military officers who are being groomed to be ambassadors, flag rank military officers, and other foreign policy leaders. The briefing on the region's economic development and international trade picture was conducted by representatives of the WTC, City

of New Orleans, Port of New Orleans, Greater New Orleans Inc., the Export Assistance Center and the Southern U.S. Trade Association.

On January 16 the WTC and other organizations sponsored a breakfast briefing in the Plimsoll Club for 25 participants on **“The Outlook in Congress for International Trade, Transportation, and Tourism”** featuring the **Honorable James L. Oberstar, U.S. Congressman from Minnesota.**

On January 21 the WTC held a luncheon workshop in the 29th floor Board Room for 22 participants on **“Going Global: Getting Started in Exporting and Importing”** conducted by **Ruperto Chavarri**, Program Director of the Louisiana International Trade Center, and WTC Managing Director **Eugene Schreiber.**

On January 23 the WTC and other organizations sponsored a luncheon program for 39 participants in the Plimsoll Club on **“The U.S. Agenda for Latin America: Promoting Trade and Economic Development”** featuring **James M. Derham**, Deputy Assistant Secretary of State, Western Hemisphere Affairs, U.S. Department of State.

On February 2 the **WTC Spring language classes commenced.** This semester French, Italian, and Spanish are offered. A total of **47 students are enrolled for the 11-week session, 24 of whom are WTC members.**

On February 17 the WTC hosted a breakfast meeting for 15 participants in the 29th floor Board Room on **“Peace Corps Partnership Program.”** The meeting featured remarks by Program Specialists **Karen Fjeld** and **April Szuchyt**, who discussed private sector sponsorship of Peace Corps projects in Africa, Asia, Europe, Latin America, the Middle East, and the Pacific.

On February 18 the WTC and other organizations sponsored a luncheon workshop for 13 participants in the 29th floor Board Room on **“Selling Abroad Through Agents and Distributors”** featuring **Glenn Stoudt**, President of the International Division of Rochester Midland Corporation.

On March 2 the WTC and 10 other organizations sponsored the annual **C. Alvin Bertel Award luncheon program** for 146 participants in the Plimsoll Club **honoring David P. Schulingkamp** for his contributions to the Greater New Orleans port area.

On March 5 the WTC, the New Orleans U.S. Export Assistance Center, and other organizations sponsored a luncheon forum for 63 participants in the Plimsoll Club on **“Doing Business in Southeast Asia: Indonesia, Malaysia, and Thailand”** featuring three U.S. Commercial Counselors: **Margaret Keshishian**, U.S. Embassy Jakarta; **William Zarit**, U.S. Embassy Kuala Lumpur; and **Judy R. Reinke**, U.S. Embassy Bangkok.

On March 8 the World Trade Center and other organizations sponsored a luncheon program for 76 participants in the Plimsoll Club on **“Saudi Arabia and Louisiana: Why Business Cooperation is Key”** featuring **Adel Al-Jubeir**, Foreign Affairs Advisor to the Crown Prince of Saudi Arabia.

On March 18 the WTC and other organizations hosted a morning seminar, luncheon, and afternoon matchmaking session for 77 participants in the Plimsoll Club on **“Doing Business in China”** conducted by key members of a **high-level 23-member trade mission of Chinese officials** led by **Mr. Zhang Wei**, Vice Chairman of the China Council for the Promotion of International Trade (CCPIT), and Vice Chairman of the China Chamber of International Commerce. The seminar also featured a Louisiana panel of five corporate executives describing their China business experience: **Mark L. Amoss**, Amoss Trading Services; **Tom Griffin**, Transoceanic Shipping Company; **Richard B. Kelly, Jr.**, Pellerin Milnor Corporation; **Blaine Kern**, Kern Studios; and **Harold Summers**, Summers and Associates.

On March 24 the WTC, New Orleans U.S. Export Assistance Center, and other organizations sponsored a luncheon forum for 101 participants in the Plimsoll Club on **“Investment and Reconstruction in Iraq,”** featuring **William Lash III**, Assistant Secretary, International Trade Administration, U.S. Department of Commerce. The program also included a perspective on the Iraqi business experiences of two Louisiana companies by **Lt. Gen. Michael P. DeLong** (Ret. Marines) Vice President, Global Operations for The Shaw Group Inc. and **Gregory R. Rusovich**, President, Transoceanic Shipping Company, Inc.

On April 1 the WTC, in conjunction with **Amb. Lindy Boggs**, former U.S. Ambassador to the Vatican, hosted a **British Historical delegation**.

On April 6 the French-American Chamber of Commerce, the WTC, and other organizations sponsored a luncheon program for 48 participants in the Plimsoll Club on **“Trade and Investment between France and the U.S.”** featuring **Mr. Denis Simonneau**, Consul General of France in Houston and Head of the French Trade and Economic Mission in Texas, Oklahoma, and Arkansas, and Louisiana.

On April 16 the WTC, the Consulate General of Honduras, and other organizations sponsored a luncheon briefing in the Plimsoll Club for 128 participants on **“Doing Business in Honduras Under CAFTA”** featuring **H.E. Mario M. Canahuati**, Ambassador of Honduras to the U.S.

On April 19 the WTC, the U.S. Chamber of Commerce, and other organizations sponsored a business forum in the Plimsoll Club for 67 participants on **“U.S.-Colombia: On the Road to Free Trade.”** The program included a corporate panel presentation by local executives who conduct business in Colombia and a keynote luncheon address by **H.E. Luis Alberto Moreno**, Ambassador of Colombia to the U.S., who was introduced by **U.S. Congressman William Jefferson**.

On May 1 the WTC, the City of New Orleans and other organizations sponsored a **“Champagne Jazz Breakfast on Doing Business in South Africa”** in the Plimsoll Club for 59 participants featuring **H.E. Barbara Masakela**, Ambassador of South Africa to the U.S.

On May 5 the WTC, the New Orleans U.S. Export Assistance Center, and other organizations sponsored an expanded luncheon program in the Plimsoll Club for 47 participants on **“Latin American Market Outlook: Brazil, Chile and Central America”** featuring **Janice Corbett**, Commercial Officer at the U.S. Embassy in Brasilia; **Rick de Lambert**, Commercial Officer at the U.S. Embassy in Santiago; and **Mitch Larsen**, Commercial Officer at the U.S. Embassy in Guatemala.

On May 7 the WTC, New Orleans U.S. Export Assistance Center, and other organizations sponsored a luncheon briefing in the Plimsoll Club for 29 participants on **“The U.S. – Australia Free Trade Agreement”** featuring **Nasir Abbasi**, Commercial Consul at the U.S. Consulate General Melbourne, and **Lincoln Parker**, Director of Development with Invest Australia.

On May 11 WTC Summer Language Classes commenced. This semester French, Italian, and Spanish were offered. A total of 33 students enrolled for the 10-week session.

On May 12 Greater New Orleans Inc., the WTC, and other organizations sponsored a luncheon briefing in the Plimsoll Club for 90 participants on **“Doing Business in Ecuador”** featuring **Hon. Jaime Nebot**, Mayor of Guayaquil, and **Dr. Joyce Ginatta**, President of the Federation of Interamerican Business Entrepreneurs. Mayor Nebot and Dr. Ginatta **and six other members of their delegation** visited New Orleans to gain knowledge and insight from a world-class port, tourist, convention, and river city that shares similarities with Guayaquil.

On May 17-28 the University of New Orleans National Ports and Waterways Institute/College of Urban and Public Affairs, the Port of New Orleans, and the World Trade Center sponsored the 20th annual **International Program for Port Planning and Management (IPPPM)** for 28 participants from 16 countries. Participants learned the latest port operation, planning and management techniques. Over the past 19 years, 565 participants from 102 countries have graduated from IPPPM.

On May 21 the WTC, CITGO, and other organizations sponsored a luncheon program in the Plimsoll Club for 118 participants on **“U.S.-Venezuela Energy Outlook”** featuring **H.E. Bernardo Alvarez**, Ambassador of Venezuela to the United States; **Fady Kabboul**, Minister-Counselor, Embassy of Venezuela; and **Luis Marín**, President and CEO of CITGO Petroleum Corporation. **Hon. Kathleen Blanco**, Governor of Louisiana, also attended the program and welcomed the visitors and highlighted the business opportunities for petroleum companies in Louisiana.

On June 8 the WTC held a luncheon seminar for 22 participants in the WTC’s Executive Offices on **“The ABC’s of International Commercial Mediation,”** conducted by **Daniel Posin**, Professor of Law at Tulane Law School.

On June 22 the WTC held a luncheon seminar for 21 participants in the Plimsoll Club on **“International Travel Medicine: What You or Your Employees Need to Know Before Going Abroad,”** conducted by **Susan McLellan**, M.D., MPH, Infectious Diseases Section, School of Medicine/Department of Tropical Medicine, Tulane University Health Sciences Center.

From June 11-25 the WTC assisted the Public Law Center’s Tenth **International Legislative Drafting Institute**, as it had in past years. Thirty-two participants from 13 countries attended the two-week Institute. The graduation ceremony and reception at the conclusion of the course was held at the WTC’s Plimsoll Club.

On June 30 the WTC, in cooperation with the City of New Orleans, Port of New Orleans, Louisiana Economic Development, the U.S. Chamber of Commerce and other organizations sponsored a **Business Forum** for 86 participants in the Plimsoll Club **on the Free Trade Agreement with Central America and the Dominican Republic**. The keynote luncheon speakers were: **H.E. Hugo Guiliani Cury** of the Dominican Republic, **H.E. Rene Antonio Leon**

of El Salvador, **H.E. Guillermo Castillo** of Guatemala, **H.E. Mario Canahuati** of Honduras, **H.E. Salvador Stadthagen** of Nicaragua, and **Jose Carlos Quirce**, Costa Rica's Special Envoy for CAFTA in Washington, D.C.

On July 7 the WTC held a luncheon program for 84 participants in the Plimsoll Club on **"Canada and Louisiana: Expanding Trade and Cultural Ties"** featuring **Hon. Jean-Michel Roy**, Consul General of Canada in Dallas; **Hon. Mitch Landrieu**, Lieutenant Governor of Louisiana; and **Patricia C. Denechaud**, the new Honorary Consul of Canada in Louisiana.

On July 15 the WTC and other organizations held an all-day **"Seminar on the Import Process"** for 41 participants in the WTC's Executive Offices conducted by **Donna L. Bade**, an attorney in the Chicago office of Sandler, Travis & Rosenberg. The morning session covered **"Clearing Your Imports Through Customs – A Step-by-Step Approach"** the afternoon session was on **"Improving your Customs Compliance – A Step-by-Step Review."** Attorneys who attended the program received 3 CLE credit hours for each session.

On July 20 the WTC and other organizations sponsored a breakfast briefing for 32 participants in the Plimsoll Club on **"Update on Business Conditions and Opportunities in Mexico"** featuring **Jay van Heuven**, Principal of the North American Trade and Investment Group.

On July 23 the WTC, the U.S. Small Business Administration, and other organizations sponsored a luncheon briefing for 42 participants in the Plimsoll Club on **"SBA's International Trade Programs and Services."** The featured speaker was **Manuel "Manny" Rosales**, Assistant Administrator for the U.S. Small Business Administration's Office of International Trade.

On August 11-13 the WTC hosted a meeting for the U.S. Department of Commerce's South Central Network in its Executive Office Suite. **On August 12** the WTC hosted a reception for the meeting participants in the Plimsoll Club. The reception, attended by a total of 80 meeting participants and guests, also included **13-member Fire and Safety delegation from India.**

On August 13 the WTC, Louisiana Economic Development, and other organizations sponsored a luncheon briefing in the Plimsoll Club for 140 participants on **"Expanding Louisiana's Role in the Global Economy"** featuring **Michael Olivier**, the new Louisiana Secretary of Economic Development.

On August 18 the WTC held a luncheon seminar for 25 participants in the WTC's Executive Offices on **"Going Global: Getting Started in Exporting and Importing"** featuring **Ruperto Chavarri**, Program Director of the Louisiana International Trade Center, and **Eugene Schreiber**, WTC Managing Director.

On August 26 the WTC, Greater New Orleans Inc., and other organizations sponsored a special luncheon program in the Plimsoll Club for 94 participants on **"Issues Surrounding the Largest Guard and Reserve Mobilization Since World War II"** featuring **Hon. Thomas Hall**, Assistant Secretary of Defense for Reserve Affairs.

On September 8 the WTC and other organizations sponsored a luncheon seminar for 12 participants in the WTC's Executive Offices on **"Selling Abroad Through Agents and**

Distributors” featuring **Glenn Stoudt**, President of the International Division of Rochester Midland Corporation.

On September 13 Fall language classes at the WTC commenced. Classes met one evening per week for 12-weeks. **French, Italian, Spanish, and Arabic** were offered.

On September 20 the WTC and other organizations sponsored a luncheon briefing in the Plimsoll Club for 33 participants on **“Information Technology Applications for International Trade”** featuring **Scott McDearman**, Chief Systems Engineer with Home Depot.

On September 22 the WTC and other organizations sponsored a luncheon briefing in the Plimsoll Club for 65 participants on **“Positioning New Orleans in the Global Economy”** featuring **Don Hutchinson**, the new Executive Assistant to the Mayor for Economic Development with the City of New Orleans.

On September 28 the WTC, the Hong Kong Economic Trade Office, and other organizations sponsored a luncheon briefing in the Plimsoll Club for 34 participants on **“Doing Business in Hong Kong”** featuring **Sarah Wu**, Director of the Hong Kong Economic & Trade Office in New York.

On September 29 the WTC, the Small Business Administration and other organizations sponsored a luncheon workshop in the WTC’s Executive Offices for 17 participants on **“Using SBA’s Export Working Capital Program”** featuring **Rick Schulze**, Regional Manager for International Trade Programs, North Texas Export Assistance Center, Small Business Administration in Dallas.

On October 3-6 WTC President Charles Teamer and Membership Director Natalie Rideau traveled to Geneva, Switzerland for the **World Trade Centers Association General Assembly**.

On October 8 the WTC and other organizations sponsored a breakfast briefing for 41 participants on **“The U.S. and Guatemala: An Expanding Relationship”** featuring **Hon. John R. Hamilton**, U.S. Ambassador to Guatemala.

On October 13, the WTC and other organizations sponsored a luncheon program in the WTC’s Executive Offices for 19 participants on **“Corporate and Personal Security in the Global Environment”** featuring **Juan Valadez**, International Security Consultant and retired senior U.S. intelligence officer specializing in international security and counterterrorism.

On October 15, the WTC, the New Orleans U.S. Export Assistance Center, and other organizations sponsored a luncheon program in the Plimsoll Club for 48 participants on **“The China Business Information Center - New Tools to Help American Companies Export to China”** featuring **Sean King**, Special Assistant for China, U.S. Department of Commerce.

On October 28-29 the WTC, Bank One, and other organizations sponsored a two-day workshop in the WTC’s Executive Offices for eight participants on **“The Secrets of Successful Trade Financing”** conducted by **Chip Thomas**, a global trade and banking specialist.

On November 3, the WTC, Louisiana Economic Development, the Port of New Orleans, and other organizations sponsored an all-day luncheon seminar in the WTC's Executive Offices for 27 participants on **"Using INCOTERMS Correctly"** featuring **Ruperto Chavarri**, Program Director of the Louisiana International Trade Center, and **Eugene Schreiber**, WTC Managing Director.

On November 11 the WTC, International Arts Foundation, New Orleans South African Connection, and other organizations sponsored a **Business Forum on Africa** for 77 participants at the WTC. The forum featured a number of outstanding speakers on Africa, including **H.E. Jose Brito**, the Ambassador of Cape Verde to the U.S., and **Amb. Joseph Sullivan**, the former U.S. Ambassador to Zimbabwe and Angola. The luncheon program included music by the Cape Verdian group Ferro Gaita and a sampling of South African wines.

On November 17 the WTC, Hungarian Trade Commission in New York, Honorary Consulate of Hungary in New Orleans, and other organizations sponsored a luncheon seminar for 53 participants featuring Hungarian wines and cuisine in the Plimsoll Club on **"Hungary, the Profitable Way Into Europe"** featuring: **Trade Commissioner Barnabas Nemeth; Robert C. Knuepfer Jr.**, Baker & McKenzie (former managing partner of the Budapest office); and **Sherrie Schilleci**, Export Sales Coordinator with Reliagene Technologies, Inc. (DNA analysis & services), located in Louisiana.

On December 2 Louisiana Economic Development and Greater New Orleans, Inc. hosted a luncheon in the Plimsoll Club for 29 participants featuring 8 members of a **Scottish Development Business Mission** comprised of small-to-medium size oil services companies that were looking to set up operations via direct investment and joint venture partnering in the U.S. in order to service the Gulf of Mexico and Mexican markets. Meetings with local business executives were held in the WTC Board Room during the morning session.

On December 9 newly-elected **Louisiana Congressman Bobby Jindal** met with 40 members of the international business community at the WTC. Participants briefed Mr. Jindal on their concerns related to international trade.

Biz International Radio Show

IBC Chair Corrado Giacona hosts the **Biz International Radio Show on Biz 990 AM every Tuesday from 4:00 p.m. to 5:00 p.m.** The show covers international trade, investment, transportation, banking, and other trade-related issues. To listen to archived or live shows, visit bizneworleans.com/510.html. The Biz International bulletin board is also on the website listing upcoming events of the WTC and other international organizations. Following is a list of all past guests who were interviewed on the show in 2004.

Biz International Shows in 2004 (show number in parentheses)

- Sept. 7** WTC staff members **Susannah Coolidge, Peter Michelini, Natalie Rideau, and Eugene Schreiber** (1)
- Sept. 21** **Ruperto Chavarri**, Program Director, Louisiana International Trade Center, and **Dr. Joseph Ganitsky**, Chair, International Business Department, Loyola University (2)

- Sept. 28** **Eugene Schreiber**, Managing Director, WTC, and **Sarah Wu**, Director, Hong Kong Economic & Trade Office in New York (3)
- Oct. 5** **Susannah Coolidge**, Trade Programs Manager, WTC; **Dorothy Duval Nelson**, Executive Director, World Affairs Council of New Orleans; and **Marcia Sergent**, Executive Director of the Trade Capacity Building Institute (TCBI) (4)
- Oct. 12** **Marwan M. Kabbani**, Professor at Loyola University and Vice President International of Baumer Foods, and **Joseph Ganitsky**, Chair International Business Loyola University (5)
- Oct. 19** **Dr. Charles Morrison**, President of the East-West Center; **Dr. Fereidun Fesharaki**, Senior Fellow, Research Program, Energy Economics; and **Dr. Christopher McNally**, Research Fellow, Political Economy of East Asia Capitalism (6)
- Oct. 26** **Damon Batiste**, President of NOSACONN, and **Ernest D. Kelly**, President of International Arts Foundation (7)
- Nov. 2** **Gonzalo Calderon**, Consul General of Costa Rica and Dean of the Consular Corps; **Philip Lorio**, Honorary Consul General of Austria; and **Cecile Andry**, Board Member of the French American Chamber of Commerce (8)
- Nov. 9** **Winthrop M. Hallett III**, President, Chamber of Commerce Mobile Area, and **Dr. Joseph Ganitsky**, Chair, International Business, Loyola University (9)
- Nov. 16** **Luis Enrique Cuervo**, Partner, Fowler Rodriguez and Chalos law firm (10)
- Nov. 23** **W.J. Amoss, Jr.**, President of Sea Point (11)
- Nov. 30** **Larry Collins**, Director of International Services, Louisiana Economic Development (12)
- Dec. 7** **George Fowler III**, Partner, Fowler Rodriguez & Chalos (13)
- Dec. 14** Loyola Professors **Joseph Ganitsky**, **Miguel Caldas**, and **Nicholas Capaldi** (14)
- Dec. 21** **Charles Nelson**, incoming President of the WTC, and President, Waldemar S. Nelson & Co. (15)
- Dec. 28** **Kevin Pollard**, Managing Partner, GlobalSolve Management Services LLC, and **Glenn Stoudt**, President, Rochester Midland International (16)