



FOR IMMEDIATE RELEASE

Date: 5/28/14

Press Contact: jsteverson@wtcno.org

World Trade Center Signs MOU with Brazil Business One Stop Shop

New Orleans, LA- The World Trade Center of New Orleans today announced the signing of a Memorandum of Understanding (MOU) with Brazil Business One Stop Shop (BBOSS). The new partnership is part of the World Trade Center's "Points of Contact" program which aims at connecting Louisiana businesses with foreign companies across the globe. By establishing contacts in areas ripe with Foreign Direct Investment—such as Brazil's northeast states—the WTCNO hopes to build networks and further missions abroad for its member as well as residents of the Gulf states.

BBOSS, based in Brazil's emerging northeast region, works to develop public and private enterprises in the region, offering advisory services in economic, regulatory, social and monetary disciplines through the model of "one-stop shopping."

According to BBOSS President and CEO, Eduardo Platon, the idea behind the MOU was to foster close relations between two regions that share much in common. Platon—who spent 12 years in Louisiana before moving back to his native Brazil—pointed to the striking similarities between Brazil's northeast region and New Orleans. "Energy and infrastructure development, fossil fuels, and lively culture and tourism are hallmarks of both economies, Platon said, adding that this memorandum "is a natural move."

"I'm extremely pleased to sign the MOU with the WTCNO and excited to begin a new chapter in the relationship between Brazil's northeast states and the Gulf region," Platon said. "We expect to develop connections between private and public institutions and increase both jobs and income in these two regions."

WTCNO CEO, Dominik Knoll, said that this partnership will be a great opportunity for WTC members as well as Gulf state residents to establish an additional point of contact in an emerging economic region.

"With this MOU we expect to better facilitate communications and business development between our two regions," Knoll said. "We're very happy to offer further support to our members and the greater business community along the Gulf Coast, through strong, symbiotic partnerships such as this one. This connection will allow us to exchange information with an impressive and knowledgeable organization in a burgeoning region like that of Brazil's northeast states; and we are confident that Mr. Platon's familiarity with the Gulf region will be a tremendous asset to us."

For more information, contact The World Trade Center of New Orleans at (504) 529-1601 or email info@wtcno.org.

-END-

The World Trade Center of New Orleans (WTCNO) is one of the strongest international business organizations in the Gulf Coast region, consisting of 1,000+ companies as well as high profile individual members. This membership base represents a diverse group of industry leaders, companies, professional organizations, and government institutions that include manufacturers, energy, agriculture, maritime, digital media, foreign consulates, and other interests. In 2013, member organizations were able to significantly contribute to the state's record-breaking exports, the total value of which exceeded \$63.1 billion. This strong international organization creates a variety of opportunities for its stakeholders with the objective to add wealth to its community as well as create jobs through international trade and related services while fostering business and economic development by engaging in allied activities.