



**WORLD TRADE CENTER®**  
**NEW ORLEANS**

Serving the State of Louisiana

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## **FOR IMMEDIATE RELEASE**

### **Siemens to be Presenting Sponsor of Louisiana International Trade Week & Jubilee, November 5 – 9, 2018**

*Louisiana International Trade Week is a celebration of Louisiana's culture of trade hosted by the World Trade Center of New Orleans*

New Orleans, LA – The World Trade Center of New Orleans, with support from state and local partners, today announced [Louisiana International Trade Week](#), November 5 – 9, 2018, in New Orleans. Week-long activities include an opening reception, industry panel sessions, awards, and a black-tie fundraiser event at the New Orleans Ernest N. Morial Convention Center. Siemens USA, a global powerhouse focusing on the areas of electrification, automation and digitalization, will be Presenting Sponsor of Louisiana International Trade Week.

“Siemens is proud to partner with the World Trade Center of New Orleans for this exciting week-long event. We believe these types of discussions help to foster greater investment and trade that in turn creates more US jobs and spurs growth particularly here in Louisiana,” said Liz Reicherts, Head of US Government Affairs for Siemens. “Louisiana International Trade Week is an important forum that brings together global business leaders like Siemens, our customers, policymakers, and stakeholders across all levels to promote opportunities and exchange ideas about solutions related to key challenges in today’s global economy.”

Louisiana Trade Week aims to highlight the trade community through unique programming and the recognition of those in the community who promote international trade and economic development opportunities within Louisiana. Trade Week will kick off Monday, November 5<sup>th</sup> with panel discussions on Navigating the International Trade Ecosystem: Small Business Resource Partners. Additional topics include but are not limited to: Accessing Capital for Importing and Exporting; Scaling Overseas: Business Insights from Specialty Food & Beverage Experts; Communicating in Times of Uncertainty; Communicating about Water: Creating Local and Global Water Ambassadors; Legacy Industries Reinvented Innovations in Energy and Chemicals; and Amplifying Foreign Direct Investment in Louisiana.

The week’s activities will conclude Friday, November 9 with the Louisiana International Trade Jubilee, a celebratory affair and fundraiser benefitting the World Trade Center of New Orleans. The event will include silent auction, dinner and dancing with live musical entertainment. During the event, the World Trade Center will also present its annual Eugene J. Schreiber Award as well as the Young and Emerging Leader Award and the Excellence in International Trade Award.

“Louisiana International Trade Week highlights the significance of international trade to our state, while giving businesses the tools, connections and resources they need to succeed overseas,” said World Trade Center of New Orleans CEO, Caitlin Cain.

Organizations interested in celebrating Louisiana’s trade economy by becoming a sponsor should contact Meaghan McCormack at (504) 529-1601 or [mmccormack@wtcno.org](mailto:mmccormack@wtcno.org). For more information or to purchase tickets, please visit [www.wtcno.org](http://www.wtcno.org).



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### ***About the World Trade Center of New Orleans***

*Founded as the International House in 1943 and as the International Trade Mart in 1945, these two predecessor organizations merged in 1985 and are now known as “The World Trade Center of New Orleans”; it is the oldest of over 300 World Trade Centers across the globe.*

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