



WORLD TRADE CENTER®
NEW ORLEANS

Serving the State of Louisiana

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FOR IMMEDIATE RELEASE

U.S. Senator Bill Cassidy to Present the Final Keynote At Louisiana International Trade Week

*International Trade Week & Jubilee, hosted by the World Trade Center of New Orleans,
celebrates Louisiana's culture of trade with weeklong activities November 5th – 9th*

New Orleans, LA – The Honorable U.S. Senator, Dr. “Bill” Cassidy will close out the 2nd annual Louisiana International Trade Week with the final keynote address at the International Trade Jubilee on Friday, November 9th, at Harrah’s Casino Theatre.

“Louisiana is home to five of the top 15 U.S. ports by tonnage, making Louisiana essential in exporting American goods around the world,” said Dr. Cassidy. “I am honored to speak to these leaders about solidifying Louisiana’s essential role in America’s 21st century competitiveness.”

Louisiana Trade Week aims to highlight the trade community by amplifying the voice of those in the industry who promote international trade and economic development opportunities within Louisiana through dynamic programming and panel discussions. Trade Week will kick off Monday, November 5, at the International House Hotel in New Orleans.

“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.

Activities will include an opening reception, educational panels, dialogues, and site tours, culminating with the World Trade Center’s annual gala, the Jubilee. Themes and programs for Trade Week will include *Navigating the International Trade Ecosystem, Opportunities for SMEs Overseas, Small Business Resource Partners, and Policies and Projects Impacting Louisiana’s Role in International Trade.*

This year, the week will conclude on Friday, November 9, with the 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 by Mariachi Jalisco and the Cha Wa band. At the event, the WTCNO will also present the Eugene J. Schreiber Award to Secretary of Louisiana Economic Development, Don Pierson, for his significant contributions and work promoting Louisiana as a global leader in commerce.

Presenting Sponsor for Louisiana International Trade Week is Siemens USA. Ticket information and sponsorship opportunities are available online at www.wtcno.org or by contacting Meaghan McCormack at (504) 619-9837 or mmccormack@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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