

# LOUISIANA INTERNATIONAL TRADE BULLETIN

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December 2006

## FORD EXECUTIVE TO SPEAK ON GLOBAL AUTO INDUSTRY

On Monday, December 11 the World Trade Center, Greater New Orleans Inc., and other organizations will sponsor a luncheon program at 12:00 Noon in the Plimsoll Club on "The Global Challenges of the Automotive Industry" featuring **Bennie Fowler**, Vice President, Advanced and Manufacturing Engineering (A&ME) and Quality, The Americas, **Ford Motor Company**.

Mr. Fowler will address the challenges facing the U.S. auto industry today and Ford's aggressive plan to compete and succeed in an ever-changing marketplace. He will outline Ford's comprehensive global strategy and how it will impact the company's work on manufacturing, imports and exports, hybrids and alternative fuels, vehicle safety, and fulfilling customer needs. To register for the December 11 luncheon, visit [www.wtcno.org/programs](http://www.wtcno.org/programs) or call the WTC at (504) 529-1601, ext. 222.

Mr. Fowler has been in his present position since April 2006. He has responsibility for driving quality processes  
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## EXPORT/IMPORT SEMINAR SERIES AT WTC DECEMBER 5-14

Beginning on December 5 the Louisiana International Trade Center/SBDC will offer an intensive program targeted to companies interested in international trade at the World Trade Center in New Orleans. The December series will consist of four 4-hour afternoon seminars (12:30 p.m. - 5:00 p.m.) to be held on December 5, 7, 12, and 14. 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 and import entry procedures, trade financing, and methods of payment. Pre-registration and pre-payment are encouraged. For details, contact the SBDC at (504) 539-9292.

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## WTC TO HOST TRADE MISSION FROM NORTHEAST MEXICO

On Thursday, December 7 the World Trade Center will host a luncheon program at 12:00 Noon in the Plimsoll Club on "Doing Business in Northeast Mexico." The program will feature a delegation of more than 20 leading companies from the Mexican northeastern states of **Nuevo Leon, Tamaulipas, Chihuahua and Coahuila**, whose members are focused on housing, engineering, and infrastructure projects in southern Louisiana and Mississippi. This is the first major trade, investment, and transportation-oriented mission to Louisiana from Mexico since Katrina.

The delegation's visit was initiated and is being coordinated by the Northeast Mexico-Texas Partnership (Nemex-Tex) and will be led by **Hon. Alejandro Paez Aragon, the Secretary of Economic Development of the State of Nuevo Leon**. The 42-member Mexico mission includes the Consul General of Mexico in Houston, as well as senior representatives from CAM, the Office of Coordination of Migrant Workers of the State Government of Nuevo Leon, one of the most industrialized areas of Mexico. Nuevo Leon's capital, Monterrey, is located only 770 miles from New Orleans.

Since February 2005, CAM has been PROVIDING AT NO CHARGE qualified temporary Mexican workers to the United States with the necessary legal documentation (H2 visas). The categories include Seasonal Agricultural Workers (H2A); Seasonal Non-Skilled Returning Workers (H2R); and Seasonal Non-Skilled Workers Not Related to Agriculture (plumbers, carpenters, sheetrockers, plasterers, painters, roofers, pavers, and other construction-related workers, as well as gardeners, restaurant personnel, housekeepers, and others under H2B).

CAM has a database of more than 4,500 temporary workers with experience in diverse areas for Louisiana companies to choose from. CAM will periodically check on the workers selected to verify that they are still performing as expected in Louisiana, and will also guarantee their return to Mexico at the expiration of their visas. CAM has already helped more than 150 U.S. companies by supplying more than 3,000 temporary Mexican workers, with a 98 percent returning rate. For details, call (1) (800) 960-5015 or +(52) 81-2020-9730.

For additional information on the Mexican companies participating in the mission and to register on-line for the December 7 luncheon program, visit [www.wtcno.org/programs](http://www.wtcno.org/programs) or call the WTC at (504) 529-1601, ext. 222.

## BLAKELY NAMED NEW ORLEANS RECOVERY MANAGEMENT DIRECTOR

New Orleans Mayor Ray Nagin has named Edward J. Blakely, a leading regional planner and disaster recovery expert, as the City's Executive Director for Recovery Management. Blakely helped coordinate recovery planning in California after two natural disasters -- the 1989 Bay Area earthquake and the 1991 Oakland wildfire -- and in New York after the 2001 terrorist attacks. Currently the chairman of urban and regional planning at the University of Sydney, Australia, Blakely has been involved in regional planning projects around the world, advising governments in Shanghai, China, and cities in Eastern Europe and South Africa. He also previously served as dean of the Milano Graduate School at the New School University in New York. He holds a Master's degree in Latin American history from the University of California at Berkeley, an MBA in organization management from Pasadena Nazarene College, and a doctorate in education and management from UCLA.

## WORLD AFFAIRS COUNCIL OF NEW ORLEANS EVENTS

**December 7 - PubNite from 5:30 to 7:30 p.m. at the Bombay Club** in the Prince Conti Hotel, 830 Conti Street, tel. (504) 586-0972

**January 4 - PubNite from 5:30 to 7:30 p.m. at Tommy's Wine Bar**, 752 Tchoupitoulas Street, tel. (504) 525-4790

**February 1-4 - Bridging the Desert: The Middle East in the Next Decade, 2007 National Conference of The World Affairs Councils of America**, at the Omni Shoreham Hotel in Washington, D.C. The conference will feature a number of distinguished speakers including former Secretary of Defense William Cohen, John Esposito, Milton Viorst, and Mary Eisenhower. Admiral Johathan T. Howe, USN (Ret.) will discuss the U.S. military's role in the region. Amb. David Welch, Assistant Secretary of State for Near Eastern Affairs, will also address the conference.

The conference will bring the diversity of the region into a dialogue about its future. Minister of State for Saudi Arabia Abdullah Alireza, along with the Saudi Arabian Ambassador, Prince Turki al-Faisal, will address the economics of reform and the dynamic relationship between Saudi Arabia and the U.S. Amb. Dennis Ross will convene a panel of Israeli and Palestinian opinion-makers to discuss bringing together these divergent viewpoints. The conference will also include Embassy receptions; Ambassadorial luncheons; plenary sessions; panel discussions; workshops; and a Trade and Investment breakfast (invitation only -- contact WACA office). To register, visit [www.worldaffairscouncils.org](http://www.worldaffairscouncils.org). For reservations at the Omni Shoreham Hotel, call the hotel at 1-888-444-6664. Tell the operator you are attending the WACA conference and use the discount code "WACA 2007" for the preferred rate of \$157 single/double.

For additional information on the World Affairs Council of New Orleans, visit [www.wacno.org](http://www.wacno.org) or call (504) 523-2001.

## ALGIERS CHURCH TO HOLD ECUMENICAL SERVICE IN FRENCH

On Sunday, December 10 at 5:00 p.m. Mount Olivet Episcopal Church, located at 530 Pelican Avenue on historic Algiers Point, will hold its traditional Advent Service of Vespers in French in recognition of Louisiana's French heritage.

The Very Rev. Dr. Jean McCurdy Meade, Rector of Mount Olivet, will preside and will be joined by leaders in preserving the French language and culture in our community, including Mme. Marie-Francoise Crouch of France-Amerique, Mr. Edwin Fleischmann, Mr. J. B. Borel of CODOFIL, and the Rev. Dr. Ormonde Plater, all of whom will read the lessons in French. The service leaflet is in English and French so everyone can follow along easily.

Soloists Ms. Genevieve Fontenot, Mr. Borden Wallace, and Ms. Keith Porteous and the Mount Olivet Choir will lead the singing of traditional Advent hymns in French and English, as well as music composed by Mr. Albinas Prizgintas of Trinity Church especially for the French text of the Episcopal Prayer Book. Ms. Virginia Olander of the Loyola Music Department is the organist and choir director.

Attendance at this festive ecumenical service is open to the public. A reception with refreshments will follow the service. For more information and directions visit [www.mountolivet.org](http://www.mountolivet.org) or contact [jeanalden@earthlink.net](mailto:jeanalden@earthlink.net).

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Ford Executive to Speak continued from page 1

and discipline throughout the design and production of Ford vehicles. He is also responsible for developing product program technology and advanced manufacturing processes, supporting new model launches and ensuring alignment with product development. Prior to this assignment, Mr. Fowler had been Chief Operating Officer, Jaguar and Land Rover, since February 2003. In that role, he had operational responsibility for manufacturing, purchasing, quality and product development for Jaguar and Land Rover. He was located in Great Britain.

Previously, Mr. Fowler had been Executive Director, North America Product Development, since June 2002. He joined Ford as a superintendent at the St. Thomas Assembly Plant in 1990 from Chrysler Corp., where he held various manufacturing management assignments.

From 1978 through 1986, Mr. Fowler worked for General Motors Corp. During his career at Ford, he has held leadership positions at product development and manufacturing, including vehicle line director of Super Duty F-Series Product and plant manager of Wayne Stamping and Assembly. He was instrumental in launching the company's lean manufacturing initiatives.

Mr. Fowler is the founder of Powerstroke Athletic Club, an after-school youth organization based in Southfield, Michigan. He continues to be involved in the club's day-to-day operations. A native of Augusta, Georgia, Mr. Fowler holds a bachelor's degree in Business Management from Central State University in Wilberforce, Ohio, and an MBA in Operations Management from Indiana University.

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## PANAMA VOTERS APPROVE WIDENING OF CANAL

On October 23 the people of Panama voted overwhelmingly to approve the expansion of the Panama Canal. The expansion will accommodate surging demand for the Canal's routes and services, particularly the rapid growth in traffic from Asia, through the Canal to the United States and back -- known as the "All-Water Route." The expansion entails building a third lane of traffic along the waterway through the construction of a new set of locks. The project will double the Canal's capacity and allow more traffic, including the passage of wider ships that are becoming increasingly popular in the maritime industry. The expansion is expected to cost \$5.25 billion and will be paid by Canal customers through a system of graduated toll increases. During fiscal year 2006, a total of 14,194 vessels transited the Canal, of which 12,772 were oceangoing vessels. Transits of Panama vessels (those 100 feet and more in beam) increased 7.9 percent to 6,078 transits over the prior year.

## WTC POSTS SPEAKER PRESENTATIONS ON WEBSITE

Readers of the Trade Bulletin may wish to know that the World Trade Center posts the speeches of many of the speakers at its programs on the WTC website at [www.wtcno.org/speakers/2006/index.html](http://www.wtcno.org/speakers/2006/index.html). Postings in recent months include: an address by His Royal Highness Prince Turki Al-Faisal, Ambassador of the Kingdom of Saudi Arabia to the United States; a presentation on "Doing Business in Colombia" featuring a group of 61 business executives from the Cali region; a presentation on "Doing Business with Australia" featuring a delegation of Australian companies; a presentation on "Doing Business with Quebec Companies" by a 20-member delegation of companies from Québec; a presentation on "The Outlook on Russia's Offshore Oil and Gas Industry" by Dan Satinsky with RPI Inc; and a talk by Steven R. Blust, Chairman of the Federal Maritime Commission, on "The Changing Maritime Scene."

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