

LOUISIANA INTERNATIONAL TRADE BULLETIN

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March 2007

MARCH BUSINESS BRIEFING AND APRIL TRADE MISSION TO PANAMA

The U. S. Commercial Service, Louisiana Economic Development and the Louisiana District Export Council, in conjunction with the World Trade Center, are organizing a **trade mission for Louisiana companies to Panama April 15-19**. Panama recently approved a project to expand the capacity of the Panama Canal in a national referendum vote. The cost of the project is estimated at \$5.3 billion and is expected to take about 7-8 years to complete. **This massive project will provide tremendous opportunities for U.S. providers of goods and services, including:** Dredging Equipment & Services, Engineering & Architectural Services, Project Management, Risk Management & Legal Consulting Services, Construction Equipment, Materials & Supplies, Maritime Equipment & Supplies, and other related industries.

During the mission, a **Gulf Opportunity Zone Act (GO Zone) seminar will be conducted by state officials to promote Louisiana as a destination** for Panamanian investments.

To give Louisiana companies a better idea of opportunities available to them, **Mr. Robert Jones, Senior Commercial Officer at the U.S. Embassy in Panama**, is traveling to New Orleans to speak at the World Trade Center on **Tuesday, March 13 to make a breakfast presentation on "Doing Business in Panama,"** Mr. Jones' topics of discussion will include the Canal expansion and procurement process, exporting to Latin America via Panama's Colon Free Trade Zone, major opportunities in the energy and construction industries, and promoting Louisiana tourism and education in Panama. Mr. Jones also will be available after the breakfast briefing for individual meetings by appointment. **Additional information and registration on the March 13 briefing are available on the World Trade Center website at www.wtcno.org.**

For additional information on the April 15-19 trade mission to Panama or to request an application packet, contact the mission coordinator, Marisol Canedo, Louisiana District Export Council, (504) 589-6546, or via email at marisol.canedo@mail.doc.gov. **The mission can accommodate only a limited number of participants and registration is on a first-come, first-served basis.**

The *Louisiana International Trade Bulletin* is a monthly partnership publication of Louisiana Economic Development, the New Orleans U.S. Export Assistance Center, and the World Trade Center of New Orleans. The *Bulletin* is posted on the WTC's website at www.wtcno.org and is mailed or sent by e-mail at no charge to subscribers in Louisiana who have an interest in international trade. Information in the *Bulletin* is gathered from sources considered to be reliable, but the completeness and accuracy of the information cannot be guaranteed. Requests for subscriptions by mail or e-mail should be directed to:

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BANKING ON DEVELOPMENT CONFERENCE ON MARCH 16

On Friday, March 16 the World Trade Center, in conjunction with the U.S. Commercial Service, will present the **Third Annual "Banking on Development" Conference** at the WTC's Plimsoll Club. **This year's focus is financial risk mitigation by leveraging Multilateral Development Bank (MDB) financial products.**

Each year, the World Bank, the Inter-American Development Bank, the Asian Development Bank, the African Development Bank, and the European Bank for Reconstruction and Development extend a combined total of almost **\$50 billion in loans, grants, and investments** to the public and private sectors for economic and social development in developing markets. The March 16 conference provides a forum for participants to get in on the ground floor of these international project and procurement opportunities.

More than 30 speakers and panelists will address Conference topics, including: identifying potential business opportunities that one can pursue through the MDBs; discovering opportunities in key sectors; new Bank initiatives, developing policies, and political issues that impact U.S. companies seeking Bank contracts and financial assistance; and strategies that winning companies have used to construct their bids. **For further information or to register for the March 16 Conference, visit www.wtcno.org/programs or call the WTC at (504) 529-1601, x222.**

LOUISIANA TRADE MISSION TO OFFSHORE SHOW IN BRAZIL

Louisiana oil and gas industry companies are invited to join the Louisiana Trade Mission that will participate in the **June 19-22 "Brasil Offshore 2007" Petroleum Show in Macaé, Brazil.** Organized by Louisiana Economic Development and the New Orleans Export Assistance Center, in conjunction with the U.S. Commercial Service in Rio de Janeiro and Le Centre International de Lafayette, the program will include a Louisiana booth at the show, matchmaking meetings, networking opportunities, local transportation, and other benefits.

Macaé is the major operational base for the exploration, drilling and extraction of over 80 percent of Brazil's offshore oil. The region is dotted with more than 500 of the total 800-plus offshore exploration and production wells in Brazil. The city of Macaé houses several Petrobras operations, including the large Campos Basin Unit. In addition, over 3,500 oil and gas equipment and service suppliers have facilities in Macaé.

For additional information, contact Delilah DeSouza, New Orleans Export Assistance Center, at (504) 915-3301 or e-mail delilah.desouza@mail.doc.gov.

WORLD AFFAIRS COUNCIL OF NEW ORLEANS EVENTS

March 5 – Lecture at 7:00 p.m. on “Iraq: The Surge for Stability,” featuring **Amb. David Satterfield**, Senior Advisor on Iraq for the Secretary of State, Room 1111 Goldring Woldenberg Hall II, McAllister Hall Drive, Free. Co-sponsored with Tulane University's Political Science Department.

March 21 – **Great Decisions: Global Warming/Climate Change** from 7:00 - 9:00 p.m. in the “Living Room” of the Monroe Library, Loyola University. Facilitator: Bob Thomas, Director, Center for Environmental Communications at Loyola.

April 5 – PubNite from 5:30 p.m. to 7:30 p.m. at **Wolfe's Marriott Hotel at the Convention Center**, 859 Convention Center Boulevard. Tel. (504) 613-2882.

April 18 – **Ambassador's Dialogue 2007 Program** at 5:00 p.m. at the National World War II Museum, featuring Alexander Vershbow, U.S. Ambassador to Korea, and Lee Tae-sik, Ambassador of South Korea to the U.S., National World War II Museum. Sponsored by the Korea Economic Institute.

For additional information, visit the WAC/NO website at www.wacno.org or call (504) 523-2201.

APRIL 4 BRIEFING ON ASIA AND AUSTRALIA

On Wednesday, April 4 the World Trade Center, the New Orleans U.S. Export Assistance Center, and other organizations will sponsor a **breakfast briefing** at 8:00 a.m. in the WTC's Executive Offices on “**Doing Business in Asia and Australia**” featuring five senior U.S. Commercial Officers who will discuss **trade and investment opportunities between the United States and Japan, Korea, Hong Kong, Taiwan, and Australia**. The Commercial Officers will also be available for individual consultations following the briefing. To register, call (504) 529-1601, x222, or visit www.wtcno.org/programs.

TRADE MISSION TO SESAME EXCHANGE IN QUEBEC

A delegation led by Lafayette Consolidated Government and the International Center of Lafayette will travel to **Victoriaville, Quebec, Canada** for the **International SESAME Exchange (ISE) on June 26-29** (www.sesamevictoriaville2007.ca). Louisiana firms are invited to participate in the ISE that will include matchmaking in the following sectors: **Recycling and Product Reclamation; Agri-Food; Furniture and Milled Wood; Machinery Manufacturing; and Specialized Transportation Equipment**.

The International Center of Lafayette will organize the Louisiana company component traveling to Quebec for the June 2007 International SESAME Exchange. The travel package includes conference registration, matchmaking, ground transportation, most meals, facility tours and receptions. **Call to discuss matching opportunities with participating firms at the 2007 ISE**. Links to companies currently registered are listed on the ISE website above. For information on matchmaking, contact Christine Duhon, (337) 658-3414. For additional information, contact Ann Morgan at the International Center (337) 291-5474. **The registration deadline is March 15.**

BRIDGER TO SPEAK AT MARCH 21 LUNCHEON ON PUBLIC BELT

On Wednesday March 21 the World Trade Club of Greater New Orleans will hold its membership luncheon at 12:00 noon in the Plimsoll Club of the World Trade Center (11:30 a.m. networking reception). The featured speaker is **Jim Bridger**, General Manager of the New Orleans Public Belt Railroad, who will speak on “**Public Belt's Recovery and Rebirth As We Roll Toward Our 100-Year Anniversary in 2008**.” The cost is \$30 for World Trade Club members (\$25 for student members) and \$35 for non-members. **Only prepaid reservations will be accepted no later than March 16**. Please mail your check to: World Trade Club, 1908 Clearview Pkwy. Ste. 203, Metairie, LA 70001.

MAY 16 SEMINAR ON REVISED LETTER OF CREDIT REGULATIONS

On Wednesday, May 16 the World Trade Center, JP Morgan Chase, and other organizations will sponsor an expanded luncheon seminar from 11:45 a.m. until 2:30 p.m. in the WTC's Executive Offices on “**UCP 600 - An Overview of The Revised Rules Governing Letters of Credit: A Seminar on the International Chamber of Commerce Uniform Customs and Practice for Documentary Credits, Publication 600**.” The seminar will be conducted by **Kevin Watt**, Trade Risk Manager, JPMorgan Chase Global Trade Services in Chicago.

The information to be presented in the seminar is essential for all exporters and logistics support firms that deal with commercial, trade letters of credit. The changes in the new LC rules (which become effective on July 1, 2007) will impact the timeliness of payment for beneficiaries of LCs worldwide. Understanding these new rules can yield reduced Days Sales Outstanding and lower costs for the processing of noncompliant documents under LCs.

This program will also be presented in Lafayette on May 17 with Le Centre International and in Mobile, Alabama on May 18 with the Mobile Area Chamber of Commerce. For more information on these events, e-mail Bill Cummins at bill.c.cummins@jpmchase.com. To register for the seminar in New Orleans, visit www.wtcno.org/programs.

HEALTHCARE TECHNOLOGIES MISSION TO CHILE AND BRAZIL

The U.S. Department of Commerce will lead a **Healthcare Technologies Trade Mission to Santiago, Chile and Sao Paulo, Brazil**, with an optional spin-off to Belo Horizonte April 23-27. Mission participants will meet with healthcare representatives as well as pre-qualified buyers and distributors. **The trade mission includes pre-screened appointments with potential business partners who meet your criteria**; an interpreter; market briefings; network opportunities with key healthcare industry/government representatives; and pre-mission counseling and follow-up assistance. There is no pre-registration for this trade mission. **Apply by March 16, 2007. For more information visit** http://www.buyusa.gov/healthcare/sa_trademission.html or contact Pompeya Lambrecht at pompeya.lambrecht@mail.doc.gov.

LOUISIANA EXPORTS SET RECORD IN 2006 WITH \$23.5 BILLION

Louisiana's worldwide merchandise exports, which were slowed in 2005 by Hurricanes Katrina and Rita, **hit an all-time record of \$23.5 billion in 2006, an increase of 22.2 percent in value**, according to a report issued by the World Trade Center of New Orleans. The state's previous export high was in 2004 with \$19.9 billion of shipments abroad; in 2005 they reached \$19.2 billion despite the storms.

Agricultural products, chemicals, petroleum and coal, processed foods, and transportation equipment were Louisiana's top five export sectors in 2006, all of which reflected strong gains. The state's principal export markets were Japan, China, Mexico, Canada, and the Netherlands.

The WTC report was generated by the World Institute of Strategic Economic Research (WISER) from U.S. Census Bureau data. **It covers the exports of both Louisiana originating products and some major commingled bulk commodities (especially grain and coal) produced in other states that are shipped abroad from Louisiana's ports and recorded as Louisiana exports because of the difficulty of identifying the actual states of origin.**

Export shipments of agricultural products through Louisiana's lower Mississippi River ports, which account for over 50 percent of U.S. grain exports, were especially affected by the storms and the temporary closure of the ship channel in 2005. **However, agricultural exports increased 27.1 percent to \$9.1 billion in 2006, returning to pre-Katrina levels in both value and volume.**

"Louisiana's strong export performance reflected a remarkable surge in trade for the entire state," **said Larry Collins, Director of International Services with Louisiana Economic Development.** "The outlook for global commerce and continued Louisiana growth is very promising."

After agricultural products, Louisiana's largest exports in 2006 were chemicals (\$5.1 billion, a 9.3 percent increase), petroleum and coal products (\$3.9 billion, a 41.6 percent increase), processed foods (\$2.2 billion, a 21.0 percent increase), and transportation equipment (\$711 million, a 35.1 percent increase).

"We are seeing companies all over the state increasing their sales to all parts of the world," **said Donald van de Werken, Director of the New Orleans Export Assistance Center.** "The opportunities for Louisiana companies to do business abroad have never been better."

Japan was the number one market for Louisiana exports in 2007 with \$2.50 billion (a 23.9 percent increase over 2005), followed by **China** (\$2.21 billion), **Mexico** (\$2.19 billion), **Canada** (\$1.79 billion), and **the Netherlands** (\$1.13 billion).

"In addition to exporting, the potential for Louisiana companies and our ports for importing needed products and services and attracting value-adding investments during the post-Katrina construction boom is unprecedented," **said Eugene Schreiber, Managing Director of the World Trade Center.** He cited especially the opportunities for modular and prefabricated housing, building materials, construction equipment, and environmental and telecommunications technologies. "We need to remember that the Mississippi River and our ports always have been and always will be our greatest asset, and we need to find more ways to take even greater advantage of them in the future," he added.

Louisiana Exports by Country (US \$, NAICS Database)

Rank	Description	Annual 2005	Annual 2006	% Change
	TOTAL ALL COUNTRIES	19,231,807,078	23,503,359,105	22.2
1.	JAPAN	2,019,352,376	2,501,688,045	23.9
2.	CHINA	1,896,002,903	2,213,091,928	16.7
3.	MEXICO	2,212,424,212	2,187,464,598	-1.1
4.	CANADA	1,557,470,345	1,787,714,289	14.8
5.	NETHERLANDS	631,810,307	1,126,581,073	78.3
6.	SOUTH KOREA	537,167,763	834,739,417	55.4
7.	BELGIUM	470,703,113	658,921,248	40.0
8.	EGYPT	549,391,191	632,788,119	15.2
9.	COLOMBIA	543,192,602	630,393,791	16.1
10.	BRAZIL	349,754,996	464,001,415	32.7

Louisiana Exports by Industry (US \$, NAICS Database)

Rank	Description	Annual 2005	Annual 2006	% Change
	TOTAL ALL INDUSTRIES	19,231,807,078	23,503,359,105	22.2
1.	AGRICULTURAL PRODUCTS	7,126,160,704	9,056,753,595	27.1
2.	CHEMICALS	4,690,996,960	5,125,834,849	9.3
3.	PETROLEUM AND COAL PRODUCTS	2,763,519,956	3,913,945,337	41.6
4.	FOOD AND KINDRED PRODUCTS	1,822,115,846	2,204,879,149	21.0
5.	TRANSPORTATION EQUIPMENT	526,466,285	711,086,665	35.1
6.	MACHINERY, EXCEPT ELECTRICAL	660,447,049	648,488,175	-1.8
7.	PRIMARY METAL MANUFACTURING	344,977,296	375,454,330	8.8
8.	PAPER	305,034,168	273,612,074	-10.3
9.	FABRICATED METAL PRODUCTS, NESOI	139,973,856	176,538,012	26.1
10.	COMPUTER AND ELECTRONIC PROD.	95,036,212	151,263,198	59.2

U.S. Exports by State (US \$, NAICS Database)

Rank	Description	Annual 2005	Annual 2006	% Change
	TOTAL ALL STATES	904,379,818,171	1,037,142,972,794	14.7
1.	TEXAS	128,761,036,151	150,888,054,964	17.2
2.	CALIFORNIA	116,818,585,165	127,746,135,340	9.4
3.	NEW YORK	50,492,176,404	57,369,299,166	13.6
4.	WASHINGTON	37,948,360,874	53,074,090,007	39.9
5.	MICHIGAN	37,584,052,274	40,405,378,487	7.5
6.	ILLINOIS	35,868,406,183	42,084,595,133	17.3
7.	FLORIDA	33,377,054,012	38,544,528,174	15.5
8.	OHIO	34,800,926,215	37,832,693,465	8.7
9.	NEW JERSEY	21,080,304,895	27,001,734,586	28.1
10.	PENNSYLVANIA	22,270,841,318	26,333,930,898	18.2
11.	MASSACHUSETTS	22,042,806,091	24,047,035,294	9.1
12.	LOUISIANA	19,231,807,078	23,503,359,105	22.2

Data from U.S. Census Bureau, Foreign Trade Division provided by World Institute for Strategic Economic Research (WISER)
All data Origin of Movement Series

Among all states, Louisiana ranked 12th, just behind Massachusetts, Pennsylvania, and New Jersey. Texas, California, and New York continued to be the top three exporting state. **Total U.S. exports in 2007 were \$1.04 trillion, a 14.7 percent increase over 2005.**

The three charts on this page summarize the data reported above.

Trade reports that provide information on 32 industry categories of Louisiana exports (NAICS) and 97 commodities (HS) to more than 200 countries worldwide, as well as export totals of other U.S. states, are **available on the WTC's website at www.wtcno.org**

MARCH 20 FACC BRIEFING ON MILITARY'S ECONOMIC IMPACT

On Tuesday, March 20 the French-American Chamber of Commerce, Louisiana Chapter will hold its first breakfast briefing of 2007 at 8:00 a.m. in the World Trade Center's Plimsoll Club on **"The Economic Impact of the Military Presence in Louisiana and National World War II Museum Expansion"** featuring Major General David Mize, Chairman of the Mayor's Military Advisory Committee, and **Dr. Gordon Mueller**, President and CEO of the National World War II Museum. **For more information or to register for the briefing, contact the FACC at (504) 561-0070 or info@faccla.com.**

2007 LOUISIANA INTERNATIONAL TRADE DIRECTORY

The WTC is in the process of updating the **Louisiana International Trade Directory**, the official import-export directory of Louisiana. The directory is published by Louisiana Economic Development, the New Orleans U.S. Export Assistance Center, and the World Trade Center. **It contains over 1,700 detailed listings of Louisiana exporters, trade services, trade organizations, and other valuable information.** The directory is available in hard copy annually, on a disk that is updated monthly, and as a searchable database on the WTC's website at www.wtcno.org/webdata/litd-search.html. **If you are engaged in international trade and are not currently listed in the directory and would like to be, please fill out an online form at www.wtcno.org/litd/litd-form.htm, or contact the WTC at (504) 529-1601, ext. 254.**

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