

# LOUISIANA INTERNATIONAL TRADE BULLETIN

## INSIDE THIS ISSUE

- Page 2 - National Transportation Week Panel; World Affairs Council Annual Dinner; WWII Museum Dinner with Former CIA Director; Lafayette Gala at the Cabildo
- Page 3 - World Affairs Council Events; WTC Summer Language Classes; JPMorgan Chase Receives Ex-Im Bank Award; Coast Guard Establishes Mariner Website; Export License Requirements Webinar
- Page 4 - Americas Competitiveness Forum; Marquis de La Fayette Celebration

May 2007

## DUTCH FIRM TO DISCUSS NEW LOUISIANA OFFICE

On Tuesday, May 15, the Honorary Consulate of the Netherlands, the World Trade Center and other organizations will sponsor a luncheon program at the WTC's 29th Floor Executive Office featuring **Rene Zijlstra, President of Haskoning, Inc.**, who will be speaking on "Why We Chose Louisiana for Our First Office in the United States."

**Royal Haskoning**, founded in the Netherlands in 1881, is an independent consulting firm operating worldwide with 3,200 employees. The firm has consultancy expertise in engineering, architecture, and environmental science. It was one of the first Dutch companies to visit New Orleans post-Katrina to seek new business opportunities, especially in the areas of flood protection and coastal management.

**Royal Haskoning opened its first office in the United States in March 2007 in the New Orleans area** through Haskoning, Inc., located in the Galleria in Metairie. The President of Haskoning, Inc., Mr. Rene Zijlstra, visited New Orleans on several occasions post-Katrina and participated in trade missions to New Orleans from the Netherlands. To register on-line for the May 15 luncheon program, visit [www.wtcno.org/programs](http://www.wtcno.org/programs), or call the WTC at (504) 529-1601, ext. 222.

## PROGRAM ON MEXICO TO COVER ENTRY STRATEGIES

On Thursday, May 10 the WTC and other organizations will sponsor a luncheon program in the WTC's 29th-floor Executive Offices on "Update on Doing Business in Mexico: What the New Government's Policies Mean for U.S. Companies." The featured speaker is **Mr. Jay Van Heuven, President of the North American Trade & Investment Group in Mexico City** and a New Orleans native who has been living and working in Mexico for over 20 years. The topics of discussion will include current political, economic and social issues in Mexico under the Calderon administration, as well as specific trade and investment opportunities for Louisiana companies, especially in the energy, transportation, forest products, health care, high technology, and gaming industries.

**Mr. van Heuven will also address the requirements and advantages for the best entry strategies for success in the Mexican market**, including setting up a branch office, tax incentives, labor, transportation, and other issues. To register on-line for the May 10 luncheon, visit [www.wtcno.org/programs](http://www.wtcno.org/programs), or call the WTC at (504) 529-1601, ext. 222.

## CHASE TO CONDUCT LETTERS OF CREDIT SEMINAR

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 leader is **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 who 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, and understanding these new rules can yield reduced Days Sales Outstanding and lower costs for the processing of noncompliant documents. This program will also be presented in Lafayette on May 17 with Le Centre International. For details on Lafayette, e-mail Bill Cummins at [bill.c.cummins@jpmchase.com](mailto:bill.c.cummins@jpmchase.com). To register for the New Orleans seminar, visit [www.wtcno.org/programs](http://www.wtcno.org/programs).

## ROYAL DUTCH SHELL TO RECEIVE WTC AWARD

On Monday, May 21 the World Trade Center and other organizations will sponsor a special breakfast program at the WTC's Plimsoll Club to present the **WTC's Award for Outstanding Achievement in International Business** honoring **Royal Dutch Shell**, which is headquartered in The Hague, The Netherlands. Accepting the award will be **Malcolm Brinded**, Executive Director of Exploration and Production for Royal Dutch Shell. This award is in recognition of Shell's significant contributions toward the economic development of Louisiana and job creation. To register for the May 21 breakfast, call the WTC at (504) 529-1601, ext. 222, or register on-line at [www.wtcno.org/programs](http://www.wtcno.org/programs).

## WTC AND LED PUBLISH NEW LOUISIANA OIL & GAS DIRECTORY

The World Trade Center, in conjunction with Louisiana Economic Development, has published a **new oil and gas directory of Louisiana companies and organizations that includes over 800 listings for 37 categories**. The purpose of the directory is to promote Louisiana's oil and gas sector domestically and abroad to increase commerce and business investments in the state. The directory is posted on the **World Trade Center's website at [www.wtcno.org](http://www.wtcno.org)** and available to download at no charge. To create or update a free listing in the directory for an energy-related company or organization in Louisiana, visit [www.wtcno.org/oil-gas/oil-gas.htm](http://www.wtcno.org/oil-gas/oil-gas.htm).

## NATIONAL TRANSPORTATION WEEK PANEL AND LUNCHEON

The World Trade Club of Greater New Orleans will host a panel discussion and luncheon on Wednesday, May 16 at the World Trade Center in recognition of National Transportation Week, observed May 14-18.

“New Orleans’ transportation industry is the backbone of the regional economy,” said Norman Romagosa, president of the World Trade Club. “The Port of New Orleans alone is responsible for more than 160,000 jobs and \$17 billion in spending statewide. Business leaders from every sector of the economy benefit from the distribution chain and should take the time to learn more about international trade and commerce within the Port.”

The day’s events begin with an educational panel discussion at 9:00 a.m. entitled “Comparing Containerized & Break-Bulk Shipping: How Ports & Terminals in Southeast Louisiana Best Serve Both Modes of Shipping.” Participants in the discussion include James Farley, manufacturing manager of Intralox LLC; Robert Keihm, operations manager for Stemcor USA; Jerry Nagel, president and CEO of Rickmers Line America; David Wilkins, executive vice president sales and marketing for Coastal Cargo Co.; and Dave Morgan, senior vice president for Ports America Inc.

At noon, Conrad Appel III, Chairman of the Board of Commissioners of the Port of New Orleans, will keynote the National Transportation Week luncheon. Mr. Appel’s speech will focus on the future of containerized and breakbulk shipping in southeast Louisiana’s ports and terminals.

The morning panel discussion will be held in the Crescent City Room in the World Trade Center (Room 1830) and the luncheon will be held in the Plimsoll Club on the 30<sup>th</sup> floor. Call (504) 779-5671 for additional information and to register.

## WWII MUSEUM DINNER WITH FORMER CIA DIRECTOR WOOLSEY

On Tuesday, June 5 the National World War II Museum will host the First Annual George P. Shultz Forum on World Affairs featuring James Woolsey, former Director of the Central Intelligence Agency, who will speak on “Energy, Security and the Long War of the 21st Century.” The event will commence with cocktails at 6:30 p.m., followed by dinner at 7:00 p.m.

Mr. Woolsey served in key positions under four U.S. Presidents: Director of Central Intelligence, Ambassador to the Negotiation on Conventional Armed Forces in Europe, Undersecretary of the Navy, and General Counsel to the U.S. Senate Committee on Armed Services. He currently serves as Co-Chairman (with former Secretary of State George Shultz) of the Committee on the Present Danger, Chairman of the Advisory Boards of the Clean Fuels Foundation and the New Uses Council, and as a Trustee of the Center for Strategic & International Studies.

For additional information and reservations, call (504) 527-6012, ext. 248 or toll free (877) 813-3329, ext. 248.

## JUNE 8 WORLD AFFAIRS COUNCIL ANNUAL DINNER

On Friday, June 8, the World Affairs Council of New Orleans will host its Annual Dinner at Commander’s Palace Restaurant in New Orleans. The event will commence with a reception at 6:00 p.m., followed by dinner at 7:00 p.m.. The keynote speaker is Dr. Brian Latell, Senior Research Associate at the Institute for Cuban and Cuban-American Studies at the University of Miami, and adjunct Senior Associate in the Americas Program of the Center for Strategic and International Studies in Washington, D.C. Dr. Latell’s talk will be based on his book “After Fidel: The Inside Story of Castro’s Regime and Cuba’s Next Leader.”

Dr. Latell has been a Latin America and Caribbean specialist for more than four decades and has frequently consulted for U.S. and foreign government organizations. For 35 years he served in the CIA and the National Intelligence Council and advised White House and other ranking American officials and members of Congress on Latin American developments. From 1990-94 he served as National Intelligence Officer for Latin America, the highest-ranking position for the region in all of the U.S. intelligence agencies. Before retiring from government service in 1998, he was the Director of the Center for the Study of Intelligence and chairman of the editorial board of Studies in Intelligence, the respected journal of the profession. In addition to “After Fidel,” Dr. Latell is the author of numerous publications on Cuba, Mexico, Venezuela, and foreign intelligence topics.

The cost for the June 8 dinner is \$70 for WAC/N.O. members, and \$80 for non-members. Reservations are by check to the World Affairs Council, 2 Canal Street, Suite 2323, New Orleans 70130-1507 before May 25th. For additional information about WAC/N.O. call the WAC/N.O. office at (504) 523-2201 or visit the website at [www.wacno.org](http://www.wacno.org).

## MARQUIS DE LAFAYETTE GALA JUNE 15 AT THE CABILDO

On Friday, June 15 the French American Chamber of Commerce will host the Marquis de Lafayette Grand Gala at the Cabildo State Museum in New Orleans to celebrate the 250th anniversary of the birth of Marquis de Lafayette, the “Hero of Two Worlds”. Gourmet fare will be prepared by award-winning French and American chefs from New Orleans. Participating restaurants include: Antoine’s, Bayona, Broussard’s, Galatoire’s, Café Degas, Flaming Torch, Herbsaint, Upperline, La Boulangerie, La Côte Brasserie, Restaurant Cuvee, St. James Cheese Company, Vega Tapas Café, La Louisiane Bakery and the Croissant d’Or. The food will be accompanied by outstanding French wine and Veuve Clicquot champagne. Musical entertainment will be provided by the Louisiana Philharmonic Orchestra. Tickets cost \$120 for French Chamber members and \$150 for non-members. Dress will be cocktail attire with black tie optional, military mess dress, and period costume. To purchase tickets, contact the Chamber at [info@faccla.com](mailto:info@faccla.com) or call (504) 561-0070. The Hotel Monteleone is offering rooms at a \$99 plus tax special rate for the event night. Hotel reservations can be made by calling the Monteleone at (800) 217-2033 with the reference “Lafayette Gala.”

## WORLD AFFAIRS COUNCIL OF NEW ORLEANS EVENTS

**May 9 - Great Decisions: International Migration in a Globalizing Economy**, from 7:00 p.m. to 9:00 p.m. in the "Living Room" of Monroe Library, Loyola University. Facilitator: Marc Rosenblum, Associate Professor, Department of Political Science at UNO. For WAC/N.O. members only.

**June 7 - PubNite** from 5:30 p.m. to 7:30 p.m. at The Bulldog Saloon, 5135 Canal Blvd., Tel. (504) 488-4191.

**June 8 - World Affairs Council Annual Dinner: "After Fidel: The Inside Story of Castro's Regime and Cuba's Next Leader,"** at Commander's Palace featuring **Dr. Brian Latell**, Senior Research Associate at the Institute for Cuban and Cuban-American Studies at the University of Miami (also see article on page 2).

For additional information about WAC/N.O. and the programs listed above, **call the WAC/N.O. office at (504) 523-2201 or visit the website at [www.wacno.org](http://www.wacno.org).**

## JPMORGAN CHASE RECEIVES EX-IM BUSINESSAWARD

JPMorgan Chase has been named the **Small Business Lender of the Year for 2007 by the Export-Import Bank of the United States (Ex-Im Bank)** in recognition of its support of exports by U.S. small businesses to buyers around the world. One of the most active lenders in the program, JPMorgan Chase has originated 325 Working Capital Guarantee loan commitments totaling more than \$682 million since the program began in 1988.

In 2006 alone, JPMorgan Chase originated 38 loan commitments totaling \$107 million, with 32 supporting U.S. small businesses. In total, JPMorgan Chase **has provided more than \$100 million in Working Capital Guarantee loan commitments** to Louisiana exporters, supporting more than \$180 million in exports. **In 2006, JPMorgan Chase originated 11 loan commitments for more than \$24 million to Louisiana businesses.** "Ex-Im Bank's working capital guarantee, insurance and loan guarantee programs help us finance receivables and related inventory in ways other banks are not able to do," said **Bill Cummins, Vice President of Global Trade Services for JPMorgan Chase in New Orleans.** "With its commitment to our programs and its innovative outreach efforts, **JPMorgan Chase has helped Ex-Im Bank fulfill its mission** to strengthen support for small business exports and create and sustain U.S. job," said the **Chairman and President of the Ex-Im Bank, James H. Lambright.**

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](http://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:

*Trade Bulletin*, World Trade Center, Suite 2900  
2 Canal Street, New Orleans, LA 70130  
Tel: (504) 529-1601; Fax: (504) 529-1691  
E-mail: [pmichelini@wtcno.org](mailto:pmichelini@wtcno.org)

## WTC SUMMER LANGUAGE CLASSES START ON JUNE 4

**On June 4 the World Trade Center will start its summer semester of language classes** coordinated by Multi-Language Solutions, Inc. (MLS). **Classes will be held at the WTC two evenings per week from 6:00 p.m. until 7:30 p.m.** Validated parking is available at the WTC/Hilton Garage. Registration for the June classes starts May 15 and class size is limited, so early registration is encouraged. The faculty of MLS consists of highly qualified teachers who are native speakers, as well as a combination of class materials that range from the normal textbook, to video, audio, Internet and fun interactive activities. Students can improve their linguistic skills at a faster rate in small groups and in a fun environment. **Spanish, Italian, English as a Second Language, French, German, Japanese, and other languages are offered.** To obtain more information on the language classes and other services provided by MLS, **call (504) 415-4077 Monday through Friday from 8:30 a.m. to 6:00 p.m.**

## COAST GUARD ESTABLISHES MARINER WEBSITE

The U.S. Coast Guard has launched a new website to provide merchant mariners with real-time information on the status of pending mariner credential applications. Merchant mariners can now check the status of application packages throughout the verification and approval process **by logging onto <http://homeport.uscg.mil/>**, clicking on the Merchant Mariners tab and then clicking on Merchant Mariner Application Status. When application information is entered, the website will display the information submitted with the application package and current application status information. Mariner credentials that have already been issued will be displayed as "issued" for a 120-day period. **Mariners who need additional information after visiting the website can submit comments and questions** on the Coast Guard website at [www.uscg.mil/global/mail/email](http://www.uscg.mil/global/mail/email).

## MAY 15 NEW EXPORT LICENSE REQUIREMENTS WEBINAR

The Bureau of Industry and Security (BIS), a U.S. government agency that regulates the export and re-export of commercial goods and technologies, **is holding a May 15 export licensing requirements webinar from 1:00 p.m. to 2:00 p.m. Central Standard Time.** The agenda includes presentations by Brian Baker, Office of National Security and Technology Transfer Controls, Kathleen Barfield and Timothy Mooney, both from the Office of Exporter Services. **The purpose of the webinar is to assist U.S. exports in learning the necessary steps to determine license requirements according to Export Administration Regulations.** The program will consist of 30 minutes of presentation, followed by a 30-minute question and answer segment. **Although there is no charge for the webinar, registration is required.** To register and for more information, contact Linda Abbruzzese at [Linda.Aabbruzzese@mail.doc.gov](mailto:Linda.Aabbruzzese@mail.doc.gov) or call (202) 482-60313. **Online registration is available at <https://emenuapps.ita.doc.gov/ePublic/newWebinarRegistration.jsp?SmartCode=722K>**

## AMERICAS COMPETITIVENESS FORUM IN ATLANTA JUNE 11-12

U.S. Secretary of Commerce Carlos Gutierrez will host the inaugural Americas Competitiveness Forum (ACF) on June 11–12 in Atlanta. With the purpose of enhancing economic prosperity in the region, the ACF will provide a venue for government ministers from the Western Hemisphere to come together with leaders from the private sector, academia, and non-governmental organizations, to explore cutting edge ideas and best practices in several key areas of competitiveness, including:

- Sparking and sustaining innovation
- Creating solutions in education and workforce development
- Designing successful global supply chain strategies, and
- Fostering small business development and growth

In addition to Secretary Gutierrez, other speakers confirmed to present at the forum include: Vinton Cerf, Vice President and Chief Internet Evangelist, Google; H.E. Ana Vilma de Escobar, Vice President, El Salvador; Hernando de Soto, President, Instituto Libertad y Democracia; and Hon. Margaret Spellings, U.S. Secretary of Education.

The Forum is a direct result of President Bush's recommendation to meet with leaders from each of the hemisphere's 33 countries to discuss improving the region's competitiveness. To register online and for additional information visit <http://trade.gov/competitiveness/acf/registration.asp>. For answers to specific questions e-mail [ACF@mail.doc.gov](mailto:ACF@mail.doc.gov) or call 1-800-USA-TRADE.

## MARQUIS DE LA FAYETTE CELEBRATION CONTINUES

The celebration of the 250th anniversary of the birth of the Marquis de La Fayette continues in Louisiana. Inaugurated in the City of Lafayette on January 2, 2007, this yearlong celebration includes some 70 events that will take place primarily in Lafayette, but also in New Orleans and in France as well.

Among the upcoming major events are:

- The landing of the French Navy frigate La Fayette, which is expected to dock at the Port of New Orleans on June 5. A shipboard reception is planned during the frigate's visit.
- A gala evening hosted by the French-American Chamber of Commerce in New Orleans at the State Cabildo Museum on June 15, featuring delicacies prepared by French and American chefs, and music by members of the Louisiana Philharmonic Orchestra. Call (504) 561-0070 for additional information (also see article on page 2).
- Marie-Joseph-Paul-Yves-Roch-Gilbert du Motier, General and Marquis de La Fayette, was born on September 6, 1757 in Chavaniac, Auvergne. On the 250th anniversary of his birth, His Excellency Jean-David Levitte, Ambassador of France to the United States, will officiate at the opening of a major exhibition at the Lafayette Natural History Museum and Planetarium in Lafayette, Louisiana.
- On November 2-4, reenactments will take place at La Belle Journée Historic Festival in downtown Lafayette.

For additional information, visit [www.marquisdelafayette2007.com](http://www.marquisdelafayette2007.com), or call (337) 291-5474.

PRSRRT STD  
POSTAGE & FEES  
PAID  
ITA DOC  
PERMIT NO. G54

New Orleans U.S. Export Assistance Center  
2 Canal Street, Suite 2710  
New Orleans, LA 70130