

LOUISIANA INTERNATIONAL TRADE BULLETIN

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July 2007

SEMINAR ON NORTHEAST CHINA OPPORTUNITIES

On Friday, August 3 the World Trade Center and other organizations will sponsor a luncheon program in the WTC's Executive Offices on **"Doing Business with Northeast China: Opportunities and Challenges in a Rapidly Expanding Economy"** conducted by **Kevin Martin**, President of innovASIA Consulting.

This seminar program offers an outstanding opportunity to learn about what is taking place economically and commercially in **one of China's fastest growing regions, which has a population of over 107 million**. Known as the "Industrial Heart of China" for its heavy industry, the region has vast reserves of natural resources and serves as a major agricultural area for corn, wheat, and milk production. **Northeast China also has been enjoying rapid economic growth** with its GDP hitting US \$246 billion (+13%) and accounting for 8.4% of China's GDP in 2006. This has resulted from the central government's revitalization efforts involving corporate restructurings, diversification of the economic base, and the creation of special economic incentives. **The city of Dalian has become a key shipping hub, while the city of Shenyang will host selected Olympic events in 2008.**

Seminar topics include recent economic trends, legal points, and social issues in China's three northeast provinces of Liaoning, Heilongjiang, and Jilin. Particular focus will be on **specific trade and investment opportunities for Louisiana companies**, as well as useful tips on entry strategies and understanding the local business culture.

To register for the August 3 luncheon seminar, visit www.wtcno.org/programs or call the WTC at (504) 529-1601, ext. 222.

EXPORT-IMPORT SEMINAR SERIES TO BE HELD AUGUST 7-16

Beginning on August 7 the Louisiana Small Business Development Center will offer an intensive program targeted to companies interested in international trade at the World Trade Center in New Orleans. **The August session will consist of four 4½-hour afternoon seminars (12:30 p.m. to 5:00 p.m.) to be held on August 7, 9, 14, and 16.** 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) 568-8222.**

WTC TO HOST EURASIAN OIL PIPELINE DELEGATION

On Tuesday, July 31 the World Trade Center, the U.S. Department of Commerce, Tulane Energy Institute, and other organizations will sponsor a luncheon program in the WTC's Plimsoll Club featuring an **18-member trade mission** of senior-level engineers, pipeline business owners, and managers in the oil pipeline industry from **Azerbaijan, Ukraine, Russia, Georgia, and Kazakhstan.**

The mission is part of the **Special American Business Internship Training (SABIT) Oil Pipelines Program** coordinated by the U.S. Department of Commerce.

In this instance, the **SABIT Oil Pipelines Program is designed to train 18 mid-to senior-level executives from the Eurasian energy transportation sector.** These delegates represent the upper echelon of oil transportation managers and engineers from Eurasia, where the industry is currently undergoing a period of transition and extraordinary growth. The program **will introduce the Eurasian visitors to the status and trends of the U.S. oil transportation industry** and current themes in oil pipeline safety, construction, and maintenance.

By meeting the SABIT group, **U.S. companies will build relationships with leaders of the oil transportation sector in Eurasia.** Through these valuable contacts, Louisiana companies can explore commercial opportunities and partnerships in the region. **To obtain additional information on the mission members or to register on-line for the July 31 luncheon, visit www.wtcno.org/programs, or call the WTC at (504) 529-1601, ext. 222.**

EXPORT-IMPORT LUNCHEON WORKSHOP ON AUGUST 2

Ruperto Chavarri, Manager, International Trade Programs for the Louisiana Small Business Development Center, and **Eugene Schreiber**, Managing Director of the World Trade Center of New Orleans, will conduct a luncheon workshop on **"Going Global: Getting Started in Exporting and Importing"** from 12:00 noon to 2:00 p.m. on **Thursday, August 2**, in Suite 2900 of the WTC. The workshop **will focus on the fundamentals of an international transaction and present an overview of the basic import-export process.** A light buffet lunch will be served starting at 11:30 a.m. Complimentary validated parking is provided. To register for the workshop, call the WTC at (504) 529-1601, ext. 222, or **register on-line at www.wtcno.org/programs.**

IRVIN MAYFIELD TO SPEAK ON GLOBAL CULTURAL PROMOTION

On Tuesday, July 17 the World Trade Center and other organizations will sponsor a luncheon program in the WTC's Plimsoll Club featuring Irvin Mayfield, musician, composer, and cultural ambassador of the City of New Orleans, who will present his views on "Promoting New Orleans' Culture Internationally."

Irvin Mayfield is the latest in a long line of New Orleans renowned trumpeters. Born in New Orleans in 1977, Mayfield has quickly established himself as one of the most HERALDED and recorded jazz musicians of his generation. His music, which draws from all aspects of New Orleans' life and culture, re-imagines unique New Orleans styles and blends them into an authentic 21st-century New Orleans sound. Mayfield founded the New Orleans Jazz Orchestra, Inc., the only major jazz performance institution of its kind in the city, in 2002. In September 2003 Mayfield was unanimously appointed to the post of Cultural Ambassador for the City of New Orleans. To register for the July 17 luncheon program, visit www.wtcno.org/programs or call the WTC at (504) 529-1601, ext. 222.

JETRO BIZMATCH EVENT TO BE HELD IN TOKYO

The Japan External Trade Organization will offer its JETRO BizMatch@CEATEC 2007 match-making initiative of B2B meetings at no charge in association with the Combined Exhibition of Advanced Technologies to be held from October 2-6 at Makuhari Messe in Chiba near Tokyo.

July 17 is the deadline for area ICT companies to apply for complimentary one-on-one, pre-arranged business meetings from October 2-4 with leading Japanese technology firms in conjunction with CEATEC. For registration information and forms, go to www.jetro.org/ceatec2007 and visit www.ceatec.com for background on Asia's largest annual technology and electronics exhibition.

U.S. companies in the ICT industry with a strategy for entry into the Japanese market or searching for a Japanese business partner are encouraged to apply. Complimentary entrance to CEATEC and attendance at seminars and a networking reception are included for those with confirmed B2B meetings. Individual companies are responsible for their own travel arrangements, costs and accommodations. Last year, CEATEC attracted 200,000 visitors and the BizMatch component featured 233 meetings held for 28 companies with 88 Japanese businesses and organizations.

The Japan External Trade Organization, founded in 1958, is headquartered in Tokyo and has 73 overseas branches in 55 countries with 38 offices in Japan. JETRO-Houston, established in 1969, is one of six U.S. offices and has jurisdiction over the five-state U.S. south central region of Arkansas, Louisiana, Mississippi, Oklahoma and Texas. Additional information on Bizmatch is available by contacting Keith_Sanders@jetro.go.jp or (713) 654-5258.

WORLD CULTURAL ECONOMIC FORUM AUGUST 16-26

Surrounded by arts, culture and tourism leaders, Louisiana Lt. Governor Mitch Landrieu announced in Baton Rouge on June 19 the demonstration year of the World Cultural Economic Forum, which will highlight Louisiana's unique cultural assets. Lt. Governor Landrieu launched the Cultural Economy Initiative to grow jobs through Louisiana's culture - including the state's music, food, film, and arts.

The World Cultural Economic Forum and partnering events will occur statewide from August 16-26, 2007.

"In Louisiana, culture means business, and there are many cultures around the world that witness similar economic benefit from cultural industries," said Lt. Governor Mitch Landrieu. "There are 144,000 jobs in Louisiana alone that are driven by our cultural economy."

As a unique part of the World Cultural Economic Forum, a series of events, programs, exhibitions, workshops and performances will be held across the state to demonstrate the value of culture and shine the light on Louisiana's multi-faceted cultural industries. There are statewide events occurring during the week of the forum that are being presented in partnership with the World Cultural Economic Forum. Some include, the Floodwall Exhibit in Baton Rouge, Eat Lafayette in Lafayette, the hosting of Pirates of Penzance in Monroe, Thursday Night Trolley in Shreveport, and Carnaval Latino in New Orleans. In future years the Forum is expected to expand and attract cultural ambassadors, educators, and arts and cultural leaders from around the world.

The Forum builds on the success of three previous Louisiana Cultural Economy Summits convened by the Lt. Governor's office and the Louisiana Department of Culture, Recreation and Tourism.

The World Cultural Economic Forum is modeled after the World Economic Forum based in Geneva, Switzerland, which is an independent international organization committed to improving the state of the world by engaging leaders in partnerships to shape global, regional, and industry agendas.

Participating in the June 19 announcement were Jana Napoli, Floodwall Exhibit artist; State Senator Lydia Jackson of Shreveport; Tommy Usrey, President and CEO, Northeast Louisiana Arts Council; Gerald Breaux, Executive Director, Lafayette Convention and Visitors Commission; Derek Gordon, CEO, Arts Council of Greater Baton Rouge; Corrado Giacona, Chairman, World Trade Center International Business Committee; and Romi Gonzales, Attorney and Hispanic community leader, along with state tourism officials.

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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WORLD TRADE CENTERS TO MEET IN NEW ORLEANS

The World Trade Center of New Orleans will host the **2007 General Assembly of the World Trade Centers Association on October 21-24**. The theme of this year's Assembly is **"Trade and All That Jazz."** The full program can be accessed at www.wtca2007.com.

"We are excited about this opportunity to showcase New Orleans and Louisiana to the world at large," said **WTC President J. Dwight LeBlanc, Jr.** "I encourage our companies to take full advantage of this truly unique opportunity to meet international business men and women from many countries and to tap into the global market for new business."

Founded in 1943 and 1945 as International House and International Trade, respectively, **WTC New Orleans was the first of what are today nearly 300 WTCs in 85 countries.** The WTCA's General Assembly is **the most important event on the Association's annual calendar.** It is the one time each year when the entire membership is invited to come together with business delegates for four days of meetings, business appointments, and tours. In 2005 the Assembly was held in Shanghai, China, and in 2006 in Istanbul, Turkey.

In a recent letter of invitation to all World Trade Centers, **WTCA President Guy Tozzoli stated that:**

This year's General Assembly is certain to be a memorable one. First of all, New Orleans is a fabulous city. Its diverse heritages are blended beautifully in its architecture, food, music, art, history and traditions - **making it unique among the great cities of the world.** As we all know, New Orleans and other cities along the U.S. Gulf Coast were devastated in 2005 by Hurricane Katrina. With extensive support from public and private groups around the world, New Orleans went to work immediately on its recovery. Now, although much remains to be done, the city is fully open for business and tourists. **The WTCA Board of Directors and all members of our WTCA family are proud to support New Orleans' recovery by holding our 2007 General Assembly there.**

The General Assembly offers an exciting program of speakers, panelists, networking opportunities, and cultural events. **Matchmaking sessions** between the worldwide delegates and Louisiana companies **will focus on four categories:**

- **Construction / Building Materials / Environmental**
- **Real Estate Development**
- **Agriculture / Food / Seafood**
- **Transportation / Logistics**

Details can be obtained on the WTC New Orleans website at www.wtcno.org or by calling 529-1601, ext. 234.

2007 LOUISIANA INTERNATIONAL TRADE DIRECTORY AVAILABLE

The 2007 edition of the Louisiana International Trade Directory, the official import-export directory of Louisiana, is **now available from the World Trade Center.** The new edition has been completely updated since last year and **contains over 1,600 listings of Louisiana exporters, importers, transportation services, international attorneys, and trade organizations.** The hard-copy Directory costs \$40 (\$20 for WTC members) and the CD-Rom costs \$100 (\$50 for WTC members). **To order, call the WTC at (504) 529-1601, ext. 222 or visit www.wtcno.org to purchase the Directory online.**

INTERNATIONAL SOURCING FAIR IN SHANGHAI

Organized by the Chinese Ministry of Commerce and the Shanghai Municipal People's Government, the **2007 International Sourcing Fair (ISF) will be held on September 25-27 at the Shanghaimart in Shanghai, China.** The ISF is the largest reverse sourcing fair in China, with an exhibition area of over 200,000 sq. ft. divided into six industry and regional display areas. The ISF differentiates itself from traditional trade shows in that it is a reverse sourcing fair where buyers are provided with booths, while sellers take the conventional role of visitors. **In 2006 more than 8,000 Chinese suppliers participated in the fair** (over 90% were manufacturing companies) **and over 200 global buyers.** The cost for a standard booth at the ISF is \$1,500 for U.S.-based companies. For more information visit the ISF website at <http://2007.sourcing.org.cn> or contact **Justin Xu in New Orleans by e-mail at justinxu72@gmail.com or by phone at (504) 430-9982.**

APEC NATURAL GAS WORKSHOP IN CHINA

The **U.S. Trade and Development Agency**, in cooperation with the Guangdong Oil and Gas Association, will host the **APEC (Asia-Pacific Economic Cooperation) Natural Gas Utilization Workshop August 17-29** at the White Swan Hotel in Guangzhou China.

The workshop will include presentations and panel discussions addressing key aspects of natural gas resource development, highlighting the effective policy mechanisms and financing options for medium and smaller-scale projects from APEC developing economies. The workshop will also include case study presentations on past successes in this area, a site visit to the Guangdong Dapeng LNG Receiving Terminal, and opportunities for one-on-one meetings with senior energy representatives from member economies.

There is no cost to participate in the workshop. Registration details and the agenda are available on the Koeppen, Elliott & Associates Ltd. Website, www.kealtd.com. Registrations may also be made by emailing mak@kealtd.com or calling (202) 429-5245.

FIGULY NAMED INTERNATIONAL SPECIALIST AT CAPITAL ONE

Capital One Financial Corporation has announced the appointment of **Albert Figuly as an international trade specialist based in New Orleans** and serving clients throughout Louisiana. He is responsible for the sale of a broad range of international trade services to commercial and business banking clients and financial institutions. **Figuly replaces Jan W. Tanner, who retired at the end of June** after 30 years in international banking, including the past 18 years with the southern banking segment of Capital One.

With 25 years of international-banking experience, **Figuly most recently served as an international-banking sales specialist with Comercia Bank in San Francisco.** A native of Richmond, Virginia, he received a bachelor's degree in Spanish from Bridgewater College in Virginia and also attended the Universidad de Barcelona in Spain.

AACCLA MEETING FEATURES FORECAST ON LATIN AMERICA

The Association of American Chambers of Commerce in Latin America (AACCLA) and the U.S. Chamber of Commerce will host AACCLA's 40th Annual Meeting and Forecast on Latin American and the Caribbean at the U.S. Chamber of Commerce in Washington, D.C. September 17-18.

The conference offers outstanding insights for companies focused on Latin America and the Caribbean, as well as access to well-known leaders in business and government. For four decades, the "Forecast" conference has brought together a "who's who" of business in the Americas. Representing 23 American Chambers of Commerce in 21 Latin American and Caribbean nations, AACCLA's 20,000 member companies manage over 80 percent of all U.S. investment in the region. Acting in partnership with the U.S. Chamber of Commerce - the world's largest business federation - AACCLA has become the premier advocate for U.S. business in the Americas.

For more information about the conference, registration and hotel information, please visit www.AACCLA.org or contact Maria Medrano at mmedrano@aaccla.org or (202) 463- 5384.

WTC COMPILING DIRECTORY OF NEW LOUISIANA PROJECTS

The World Trade Center, in cooperation with Louisiana Economic Development, Greater New Orleans Inc. and other organizations, is presently compiling a comprehensive new Directory of Louisiana Projects that are in various stages of planning or development. These projects include housing construction, other real estate development, infrastructure, industrial, and similar types of projects.

Louisiana companies that would like to be included at no charge in this new Directory of Louisiana Projects Under Development, which will be posted on the WTC website soon, should complete the online form available at www.wtcno.org.

The WTC has continued to receive numerous business delegations, individual visitors, and inquiries from many companies in other countries regarding trade and investment opportunities, especially for South Louisiana as part of the rebuilding process. Student interns working with the WTC's 1st Stop for International Business Services office, have already assembled a wide variety of databases, contacts, reports and other information to assist these companies (www.wtcno.org/1ststop). These include a new Louisiana Construction Directory, Louisiana Oil & Gas Directory, and a new Louisiana Trade Associations Directory.

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