

# LOUISIANA INTERNATIONAL TRADE BULLETIN

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August 2007

## BATON ROUGE SEMINAR ON EXPORTING THE RIGHT WAY

The Louisiana Association of Business and Industry (LABI), the Louisiana District Export Council (LADEC), and the U.S. Department of Commerce's Export Assistance Center (USEAC) are teaming up to host the 4th annual **international trade seminar on "Exporting the Right Way" on Tuesday, September 25, from 8:30 a.m. to 4:30 p.m. at the LABI Conference Center in Baton Rouge.** UPS, JPMorgan Chase, Louisiana Economic Development, Port of Greater Baton Rouge, and Whitney National Bank are sponsoring this year's seminar, in cooperation with the Louisiana Business and Technology Center, Louisiana Small Business Development Center, Manufacturing Extension Partnership of Louisiana (MEPOL), and the U.S. Small Business Administration (SBA).

The cost for the seminar is \$30 and pre-registration is required. **For registration information, contact Robin Adams at LABI at (225) 928-5388, ext. 245 or via email at [robina@labi.org](mailto:robina@labi.org).**

**The seminar will provide participants with information about how to develop successful export strategies, sources for and effective use of export financing, trade services provided by the U.S. Commercial Service abroad, new export technologies, and key factors related to documentation and shipping internationally.**

Representatives from UPS, JPMorgan Chase, U.S. Department of Commerce/U.S. Commercial Service, New Orleans U.S. Export Assistance Center, and U.S. Small Business Administration will provide information on their respective programs. **Attendees will learn valuable information about various support programs available to exporters and hear first-hand international trade experiences from business owners in Louisiana.**

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## MCENTEE TO SPEAK ON CHINA BUSINESS CHALLENGES

On September 6 the World Trade Center, Baker, Donelson, Bearman, Caldwell & Berkowitz, and other organizations will sponsor a luncheon briefing in the WTC's Plimsoll Club on **"The Challenges of Doing Business in China"** featuring **Joan M. McEntee**, the International Group Chair in the Washington, D.C. office of Baker, Donelson, Bearman, Caldwell & Berkowitz.

**Ms. McEntee's presentation will include a market overview and best prospects for trade; market drivers for SME's; forming strong relationships with all levels of the Chinese government; and creating productive partnerships with the Chinese.**

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## COMMERCE MAGAZINE TO FEATURE GO ZONE GUIDE

**Commercial News USA**, the official export promotion magazine of the U.S. Department of Commerce, is **planning a special Gulf Opportunity (GO) Zone Global Business Guide** as part of its November/December 2007 issue. **All advertisers in the GO Zone special section can take advantage of a special \$500 discount on any size ad.** That means exporters can reach 176 markets worldwide for as little as \$395 for an ad.

**Full and half-page advertisers have the option** of a discounted rate on a single page or a 2-for-1 offer that includes a free full or half page for an advertorial write up. Rates are net. **World Trade Center members will receive an additional \$100 off any discounted rates.** (WTC members should call the WTC at (504) 529-1601, ext. 222 to receive the discount code.)

**The guide is being produced in partnership with the U.S. Commercial Service**, part of the U.S. Commerce Department, and will provide an opportunity for exporters to promote their products, services and investment opportunities to 400,000 readers worldwide. **To reserve your space in Commercial News USA, call (800) 581-8533 by September 14 or e-mail the U.S. Department of Commerce at [gozone@thinkglobal.us](mailto:gozone@thinkglobal.us).**

## PRESIDENT OF SHELL TO SPEAK AT WTC ON SEPTEMBER 18

**On Tuesday, September 18** the World Trade Center, Shell Oil Company, and other organizations will sponsor a luncheon program in the WTC's Plimsoll Club on **"How the U.S. Can Ensure Energy Supply for the Future"** featuring **John Hofmeister, President of Houston-based Shell Oil Company.** In this position Mr. Hofmeister heads the U.S. Country Leadership Team, which includes the leaders of all Shell businesses operating in the United States. To register on-line, **visit [www.wtco.org/programs](http://www.wtco.org/programs), or call the WTC at (504) 529-1601, ext. 222.**

## LOUISIANA GULF COAST OIL EXPOSITION IN LAFAYETTE

**The Louisiana Gulf Coast Oil Exposition (LAGCOE) is set for October 23-25 in Lafayette.** LAGCOE is the second largest oil and gas industry trade show in the United States with over 16,000 engineers and executives in attendance. The latest technology, equipment, and services for offshore and onshore projects will be displayed at the 700-plus indoor and outdoor exhibits. **For the third time, LAGCOE will partici-**

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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](http://www.wtca2007.com).

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.

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

In addition to the WTCA website ([www.wtca2007.com](http://www.wtca2007.com)), details can be obtained on the WTC New Orleans website at [www.wtcno.org](http://www.wtcno.org) or by calling 529-1601, ext. 234.

## CONSULATE ANNOUNCES ARRIVAL OF LANGUAGE TEACHERS IN JAPAN

The Consulate General of Japan in New Orleans is pleased to announce that 27 young men and women from the region have recently arrived in Japan to serve as assistant language teachers on the JET program. The program, which is sponsored by the Government of Japan, aims to improve foreign language education in Japan and promote international understanding. Since the program's establishment in 1987, over 46,000 university graduates from 54 countries have been invited to represent their home countries to local communities in Japan. The JET program has become one of the most successful exchange programs in the world and continues to contribute to international exchange and mutual understanding. For more information on the JET program, visit [www.neworleans.us.emb-japan.go.jp](http://www.neworleans.us.emb-japan.go.jp)

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LABI's mission is to foster a climate for economic growth by championing the principles of the free enterprise system and by representing the general interests of the business community through active involvement in the political, legislative, judicial and regulatory processes. For more information on LABI, visit [www.labi.org](http://www.labi.org).

The U.S. Department of Commerce's Export Assistance Centers provide a variety of programs and services to assist U.S. companies expand market opportunities abroad. The U.S. Commercial Service maintains offices in 70 countries and over 100 U.S. cities. Export programs of the Commerce Department are designed to help small and medium-size export-ready companies. These programs consist of export finance counseling, market research, trade contracts, trade promotion events, advocacy on international contracts, and information on export documentation and licensing. For more information on the U.S. Export Assistance Centers, visit [www.export.gov](http://www.export.gov).

## ODOM NAMED MANAGER OF WTC's FIRST STOP PROGRAM

Charles (Chad) Odom II is the new Manager of the World Trade Center's 1st Stop for International Business Services. Odom is about to enter his senior year at the University of New Orleans, majoring in Urban Studies and Regional Planning. He is a native of Minden, Louisiana, where he was sports director of a radio station for four years, sold fire and safety equipment for two years, and was sales manager of a water purification system provider for another two years.

The WTC launched 1st Stop for International Business Services in June of 2006 to help international companies seeking trade and investment opportunities as part of the rebuilding and economic recovery taking place in southern Louisiana in the aftermath of Hurricanes Katrina and Rita. 1st Stop provides access to statewide business and economic development information and contacts. Local university student interns and WTC members from the business community assist WTC staff in the operation of 1st Stop, which is operated in cooperation with Louisiana Economic Development and the Louisiana International Trade Center/SBDC.

Chad Odom succeeds Nicholas Bousquet, who started the 1st Stop program and recently assumed a new job in the private sector. Odom can be reached at (504) 529-1601, ext. 262 or via e-mail at [codom@wtcn.org](mailto:codom@wtcn.org). The website for 1st Stop is [www.wtcno.org/1ststop](http://www.wtcno.org/1ststop).

### JOAN McENTEE TO SPEAK continued from Page 1

Joan M. McEntee represents the interests of multinational corporations in international trade. Drawing on her high-level previous experience in the U.S. Government, Ms. McEntee assists companies in meeting challenges in emerging and developed countries around the world, predominantly China. She has visited China over 70 times and is an advisor to several Chinese Provinces. She maintains strong relationships with the Chinese government leadership at the Ministerial, Provincial, and local levels throughout China as well as the Chinese Embassy in the U.S. In 2001, Ms. McEntee established a representative office for Baker Donelson in Beijing to help assist clients. In 2005, the National Development and Reform Commission, a cabinet-level body under China's State Council, designated Baker Donelson, under Ms. McEntee's leadership, as an economic partner.

To register for the September 6 luncheon briefing, visit [www.wtcno.org/programs](http://www.wtcno.org/programs) or call the WTC at (504) 529-1601, ext. 222.

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pate in the U.S. Department of Commerce International Buyer Program (IBP). A special International Program for foreign attendees will highlight company site visit tours on the Monday prior to the show, followed by an invitation to the exhibitor and press party. Many opportunities are available for U.S. exhibitors and attendees to meet with the international buyers to discuss business deals.

Other special benefits to foreign visitors are free admission to the show and to all technical sessions, use of the International Business Center with complimentary business services including interpreters, as well as a lounge area and refreshments. An International Reception is also being planned at the new Louisiana Immersive Technology Enterprise, where guests will view a special demonstration of the 3-d immersive technology applicable to the oil and gas industry, a potentially valuable resource for the U.S. and international oil and gas industry. National and international business people are encouraged to "experience the energy" of LAGCOE 2007. For details, visit [www.lagcoe.com](http://www.lagcoe.com).

## REBUILDING IN A TIME OF GLOBAL CHANGE

**NOTE: The following commentary was written by Edward J. Blakely, Executive Director of the Office of Recovery Management for New Orleans. It appeared in the July 26, 2007 issue of the New Orleans Times-Picayune.**

For the first time, the majority of humans live in cities. This is remarkable for two reasons.

First, world food production is rising to support this move from farm to city. Second, new cities are not being formed, but old cities are getting bigger.

Unfortunately, the move from farm to city is not making life better for most of the world's growing population. This was the substance of the message of the world urban conference that I attended in Bellagio, Italy, as one of several hundred experts from around the globe.

The first day of the conference brought a wake-up call when Rappendra K. Pachauri, chairman of the International Protocol on Climate Change, used the situation in New Orleans to illustrate the dangers of climate change impacts on cities. No matter how one feels about climate change, the evidence that he presented about the reduction of human forests, shorelines, and animal and plant life was alarming.

It was clear from the talks at this summit that the focus of urban expert attention is on New Orleans' rebuilding efforts. The world is watching us.

### THE MOVE TO MEGA-METROS

Cities as we know them are forms of the agricultural era. All of our institutions are based on the farm era. Our city size and organization emerge from the time when city boundaries were formed on the basis of a day's horse ride. But as the speakers at the forum pointed out, it is the mega-region that will form the basis for the generation of future economic wealth. These new super-regions are economic systems and ecosystems that are interconnected and act as the economic engines for the mega-region. For example, the Los Angeles mega-region stretches from Santa Barbara to Baja, California. In the case of New Orleans, our mega-region stretches from Houston to Pensacola.

These new mega-regions are the vehicle for the development of a new world trade system that respects regions more than nations.

Mega-regions may be more connected to trade partners than to locations that are physically closer to them. The Sydney, Australia, mega-region has more trade and interactions with the Los Angeles mega-region than with any place in Australia. Our Houston-Pensacola mega-region will have more interactions with Latin America than it does with the rest of the United States.

That means that we need to think both internationally and locally as we design our economy. We have to build our ecosystem as we rebuild our local economy to account for improved social and economic equity. We must view initiatives such as the bioscience center, port distribution center and digital media as steps to our role in the mega-region development that will build new jobs for a sustainable future for all of our residents.

We have to work across state and local lines to restore our

coastlines in order for this economy to thrive and survive.

### CHANGING DEMOGRAPHICS

Within the next decade, single adults will outnumber married adults.

This is in part because women live longer than men. But it's also because Americans and most of the developed world are experiencing later marriage and lower birth rates. But despite this, the United States is projected to have 125 million more Americans by 2050 than we have today.

Some of these new Americans will come from a constant flow of new immigrants who are escaping countries where poverty and a lack of opportunity are forcing them to find new horizons. But the vast majority of the new population will come from the current cohort of Americans as they have children and their children have children. This new population will be more racially diverse than earlier populations. It will be largely of Latin American, African, and Asian ancestry, rather than of European lineage. So, as we recover in New Orleans, we have to remember our own origins as a trading center for populations from Latin America, the Caribbean, and Africa.

We will have to prepare for a new New Orleans from around the world and all over the United States as we repair our old city for a new population.

### THE GREENING OF THE WORLD

Finally, cities cannot get bigger unless they become greener.

Carbon emissions are already at alarming rates. One clear message from all of the research presented at the conference was that as cities grow, the automobile as we know it cannot be the urban backbone. New fuels, along with new ways for people to access their jobs and communities, will have to be a major part of city building.

In New Orleans, we have gone through an almost two-year planning process that aims to make cleaner, greener and more sustainable neighborhoods. These plans are superb and conferees were uniformly impressed by the New Orleans planning effort as a model for the new urban world.

It is clear that our Citywide Strategic Recovery and redevelopment plan has to match our intentions. The world is expecting New Orleans to take the lead in developing a better, safer, and more sustainable city form.

Let's take on this challenge. We have already announced it to the world.

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## LECTURE SERIES DEDICATED TO THE MARQUIS DE LAFAYETTE

Once a month from August through December the University of Louisiana at Lafayette, the Lafayette Consolidated Government, the Louisiana Endowment for the Humanities, and other organizations will sponsor **“Lafayette in History, 1757-2007: A Lecture and Discussion Series in Celebration of the 250th Birthday of the Marquis de Lafayette.”** The August and September events listed below are free and open to the public unless otherwise indicated.

**August 23, 5:30-7:30 p.m. at the Dupré Library Atrium, UL-Lafayette Campus** - Opening Ceremonies and Plenary Colloquium featuring Dr. Michael Martin, UL-Lafayette, who will speak on **“The Marquis de Lafayette and Louisiana: Connections & Legacy”**; and Mr. Todd Bourque, Louisiana State University, who will discuss **“The Marquis de Lafayette and the Census of Pointe Coupée, 1809”**

**September 18, 12:00-1:00 p.m. at the Petroleum Club of Lafayette** - Lecture and Lunch-Iberia Bank presents The Independent Weekly Lecture Series featuring Dr. Lloyd Kramer, Univ. of North Carolina-Chapel Hill, who will speak on **“Lafayette and the Emergence of American National Identity.”** To purchase tickets contact (337) 988-4607 or druek@theind.com.

## U.S. CUSTOMS OPENS TEMPORARY OFFICE AT ROBIN ST. WHARF

**The U.S. Customs and Border Protection office has relocated temporarily to the Port of New Orleans’ Robin Street Wharf** as construction begins on the agency’s new building on Coffee Drive. The new Customs building, scheduled for completion during the first quarter of 2008, will be a state-of-the-art two-story structure with space for all seaport operations. **The temporary office, located at 1380 Port of New Orleans Place, opened July 16** in space previously occupied by the Delta Queen Steamboat Company. The office is operational for all services during the agency’s regular business hours. **The new phone number for the Operations Desk is (504) 623-6600.**

**The Customs New Orleans Sector has jurisdiction over a seven-state area**, encompassing 592 counties and parishes and approximately 362,310 square miles, including Louisiana, Mississippi, Alabama, Arkansas, Kentucky, Tennessee, and a portion of the Florida panhandle. **U.S. Customs and Border Protection is the unified border agency within the Department of Homeland Security** charged with the management, control and protection of the United States’ borders at and between the official ports of entry. **CBP is charged with keeping terrorists and terrorist weapons out of the country while enforcing hundreds of U.S. laws.**

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