

LOUISIANA INTERNATIONAL TRADE BULLETIN

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January 2008

KOREAN AMBASSADOR TO SPEAK ON TRADE AGREEMENT WITH U.S.

H.E. Lee Tai-sik, the Ambassador of the Republic of Korea to the United States, **will be the featured speaker** at a luncheon program at the Plimsoll Club of the World Trade Center on **Thursday, January 31**. Amb. Lee will speak on the U.S.-Korean relationship and the Free Trade Agreement between the two countries that was signed at the end of June and may be submitted to the Congress for ratification in early-2008. The sponsors of the luncheon are the Korea Economic Institute, the Honorary Consulate of Korea in New Orleans, the World Trade Center, and other organizations. **Registration information is available on-line at www.wtcno.org/programs** or by calling the WTC at (504) 529-1601, ext. 222.

Trade between the U.S. and Korea reached \$78.3 billion in 2006. The U.S. is Korea's number two trading partner, having recently been surpassed by China, which is now Korea's main trading country. Korea is the seventh largest exporter to the U.S. and the fifth largest importer of U.S. agricultural products. Korea was Louisiana's sixth largest export market in 2006 with total imports of \$834 million from the state. U.S. investment in Korea totals \$36 billion.

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AMB. JAMES JOSEPH TO SPEAK ON LEADERSHIP AND VALUES

Ambassador James A. Joseph, a native of Opelousas, Louisiana, and graduate of Southern University in Baton Rouge, **will be the speaker** at a luncheon in the World Trade Center's Plimsoll Club on **January 24** on "**Leadership and Public Values.**"

Amb. Joseph, a former U.S. Ambassador to South Africa, founded the Center for Leadership and Public Values at Duke University in 2002. **The Center, in partnership with the College of Business at Southern University, will**, over the next several years in response to the challenges created by Hurricanes Katrina and Rita, **recruit, train and provide reinforcing support for successive 25-member classes of Fellows. These will be women and men who are nominated by senior leaders in the business, non-profit and public sectors** throughout Louisiana and are offered Fellowships based on competitive review of their applications. Fellows will be predominately African-American, mid-career leaders who are on fast tracks to senior positions in their fields and who demonstrate a sincere interest in understanding and applying universal moral values to their lives and work.

To register, call the WTC at (504) 529-1601, ext. 222, or register on-line at www.wtcno.org/programs.

GREEK AMBASSADOR FEATURED ON JANUARY 25 AT THE WTC

On Friday, January 25, the World Trade Center, Loyola University College of Law, and other organizations will sponsor a luncheon program at the WTC's Plimsoll Club on "**Greece: An Emerging Southern European-Mediterranean Business Hub**" featuring **H.E. Alexandros P. Mallias**, Ambassador of Greece to the United States.

Amb. Mallias has served as Greece's Ambassador to the United States since October 2005 and has had a long career in diplomacy. Since joining the Greek Foreign Service in 1976, Amb. Mallias has been at the forefront of Greece's stabilizing role in the Balkans, serving as Director of the Southeastern Europe (Balkan Affairs) Department at the Foreign Ministry in Athens in various capacities, and as Ambassador to Albania, Head of the first Mission in FYROM, and Head of the European Community Monitor Mission Regional Office in Sofia, Bulgaria.

Amb. Mallias also served in Libya and at the Greek Permanent Mission to the United Nations in New York, as First Counselor for Political Affairs. He has participated in many negotiating teams, such as the Greek Delegation to the Charter

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EXPORT-IMPORT LUNCHEON WORKSHOP ON JANUARY 23

Ruperto Chavarri, International Trade Consultant with 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 **Wednesday, January 23**, in Suite 2900 of the WTC. The seminar **will focus on the fundamentals of an international transaction and present an overview of the basic import-export process.** To register for the January 23 workshop, call the WTC at (504) 529-1601, ext. 222, or **register on-line at www.wtcno.org/programs**.

For those interested in learning more afterwards, an intensive four-session seminar series will be held in February at the JEDCO (Jefferson Parish Economic Development Commission) offices at **3445 North Causeway Boulevard** in Metairie. **The series consists of four 4 ½-hour afternoon seminars (12:30 p.m. - 5:00 p.m.) to be held on February 18, 20, 25, and 27.** To register for the complete series, call (504) 831-3730. For additional information, call the SBDC at (504) 568-8186.

LOUISIANA TRADE MISSION TO MALAYSIA MARCH 17-21

The U. S. Commercial Service New Orleans Export Assistance Center is organizing a **trade mission to Malaysia March 17-21. The mission is focused on the oil and gas equipment and services industry.** Best prospects include equipment and services critical to drilling operations, water pollution control and prevention technologies, systems and equipment. Malaysia uses mostly American-made oil and gas equipment and at least 60 percent of all imports come from the U.S. It is recommended that U.S. companies seek local representation to do business in Malaysia.

The trade mission is planned around the **Offshore Asia 2008 trade show in Kuala Lumpur**, and will include site visits and pre-arranged meetings with potential agents, distributors or JV partners, country/industry briefing, high level reception, and other group benefits. For more information, contact Delilah DeSouza at the U.S. Export Assistance Center, delilah.desouza@mail.doc.gov or (504) 915-3301.

CENTERAUSTRIA CELEBRATES TENTH ANNIVERSARY

On **Thursday, February 7**, CenterAustria at the University of New Orleans will celebrate its 10th anniversary with a luncheon in the World Trade Center's Plimssoll Club. The luncheon will feature a keynote address on **"Nation Building in the Balkans in the 21st Century"** by **Dr. Erhard Busek**, Special Coordinator of the Stability Pact for South Eastern Europe for the European Union. Dr. Busek also serves as Chairman of the Institute for the Danube Region and Central Europe and **previously served as Vice Chancellor, Federal Minister of Science and Education, and Federal Minister of Education of the Republic of Austria.** For information or to register for the luncheon, contact CenterAustria, at UNO at **(504) 280-3223 or email ggriesn@uno.edu.**

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Amb. Lee has been the Republic of Korea's Ambassador to the United States since November 2005. A career diplomat, he joined Korea's foreign service in 1973 and began his career with postings to Liberia, the Philippines, Austria, Yugoslavia, and the European Union. Prior to his current assignment in Washington, **he served as Korea's Ambassador to Israel, Ambassador to the United Kingdom, and Vice Minister of Foreign Affairs and Trade in Seoul.** Amb. Lee holds degrees in international relations from Seoul National University and the School of Advanced International Studies at Johns Hopkins University.

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of Paris for a New Europe (CSCE), Deputy Head of the delegation in 1990. Amb. Mallias has served in many other positions, including the Department of Middle East Affairs, the General Inspection Division, the Department of Western European Affairs, the Permanent Mission of Greece to the United Nations in Geneva, and as Public Affairs Officer at the Information Center for the European Community in Athens.

To register for the **January 25 luncheon program**, call the WTC at (504) 529-1601, ext. 222, or register on-line at www.wtcno.org/programs.

FEBRUARY 18-27 FOUR-SESSION EXPORT/IMPORT SEMINAR

Beginning on February 18 the Louisiana Small Business Development Center will offer an **intensive four-session export/import program targeted to companies interested in international trade.** The program will be held at the JEDCO (Jefferson Parish Economic Development Commission) office at **3445 North Causeway Boulevard** in Metairie. **The program consists of four 4 ½-hour afternoon seminars (12:30 p.m. - 5:00 p.m.) to be held on February 18, 20, 25, and 27.** 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. The cost of the four-session series is \$160. Pre-registration and pre-payment are encouraged. **To register, call (504) 831-3730.** For more information on the seminars, call the **Small Business Development Center at (504) 568-8186.**

FRENCH CONSUL TO SPEAK AT INTERNATIONAL SCHOOL

On **Tuesday, January 22**, the **World Affairs Council of New Orleans**, in cooperation with the Alliance Francaise of New Orleans and the International School of Louisiana, will **host Hon. Olivier Brochenin, Consul General for France in Louisiana**, from 6:30 – 8:00 p.m. in the cafeteria of the International School of Louisiana at 1400 Camp Street. Mr. Brochenin's topic will be **"France-U.S. Relations Updated."** **The program is free and open to the public.**

OPPORTUNITIES FOR U.S. FIRMS IN MEXICO'S INFRASTRUCTURE

On **February 26-28** the U.S. Commercial Service and **USTDA will host a conference on "U.S. and Mexico: Building Partnerships in Infrastructure"** at the Marquis Reforma Hotel, Mexico City. Recognizing the importance of infrastructure development to Mexico's economic development and competitiveness, **President Felipe Calderón has launched an aggressive plan to dramatically increase major infrastructure projects investment** utilizing public/private partnership models to improve the delivery of energy, the transportation networks, and environmental services, particularly water. **This new focus on infrastructure presents over \$20 billion in new opportunities for U.S. firms.** This event will present details on more than 30 energy, transportation and environmental projects that offer the best opportunities for U.S. firms providing financing, services, and equipment in these sectors. Projects will range in value from \$2 million to \$200 million with expected completion in the next three years. All attendees will leave with valuable information on each project. **For details, visit the website www.trademeetings.com or call 1-866-636-4729 or email ustda@trademeetings.com.**

LOUISIANA: GATEWAY FOR THE GLOBAL MARKETPLACE

Note: Eugene Schreiber, Managing Director of the World Trade Center, served as a member of Governor Bobby Jindal's Transition Team Working Group on Business Retention and Recruitment. At the request of the Working Group's chair for input from its members, he submitted the following piece.

As Governor-elect Jindal prepares to assume office, we should remind ourselves that the international opportunities for Louisiana are simply tremendous as the United States becomes further integrated into the ever-expanding global economy.

Louisiana must compete successfully in that global environment, and not just against Texas, Mississippi, and Alabama. **The state should position itself to become "The Gateway for the Global Marketplace"** for both outbound and inbound cargos and the related added value and jobs that can be generated through new distribution facilities, industry, technology, and logistical services. The state already has significant assets that work to its advantage internationally, including:

- **A Rich History:** Louisiana was settled by the French, Spanish and other nationalities starting over 300 years ago for the purpose of world trade, and that objective is every bit as important today as it was then. This is a very multinational, multicultural, and multilingual state, and we should fully exploit that intrinsic competitive advantage.
- **An Entrepot:** An underused but relevant word defined in the dictionary as "a commercial center whose goods are received for distribution, transshipment, or repackaging." Louisiana of course already meets that criteria, but could do even better in the future as an international transportation hub and distribution center for primary, intermediate and finished products going to and from Mid-America. The state offers a strategic geographic location, to the Gulf of Mexico, the Mississippi River, a vast inland waterways network, the Gulf Intracoastal Waterway, six Class I railroads, the Interstate highway system, and airports.
- **The Mega-Port:** Few of our own residents - let alone outsiders - are aware that the lower Mississippi River in Louisiana has the largest port complex in the world in total waterborne commerce (five deepwater ports from Baton Rouge to the Gulf), a powerful asset that needs to be jointly marketed more aggressively worldwide. One in seven jobs in Louisiana is estimated to be maritime-dependent, which in turn generates about 13 percent of the state's gross domestic product. The ports along the river are doing quite well as transit ports but could be much more than that, as in other states. They have the potential to add more processing, value, and jobs to inbound and outbound cargos (such as has been done with coffee) for steel, rubber, petrochemical, agricultural, forestry, seafood, and other products. But greatly increased, coordinated financial support from State government and the Legislature to upgrade the port facilities is absolutely essential to accomplish that objective, as happens in other maritime states. Investing in Louisiana's transportation infrastructure is an assured statewide economic multiplier many times over.
- **The Hemispheric Advantage:** The Mississippi River is truly "The Avenue of the Americas," a magnificent water

highway leading to and from the rest of the world, and especially to nearby Latin America. In 2006 a record total of \$23.5 billion of Louisiana-originating products and bulk commodities from other states (especially agricultural exports) were shipped worldwide from our deepwater ports -- after ag products came chemicals, petroleum and coal, processed food, and transportation equipment. Nearly one-fourth of those exports last year went to Latin America. Moreover, for the first nine months of 2007 Mexico was the #1 market for Louisiana exports, overtaking Japan, and Canada ranked third, with both results reflecting the positive trade impact that the North American Free Trade Agreement (NAFTA) has had on Louisiana. In addition, the U.S.-Central American Free Trade Agreement (CAFTA) passed in 2006, the recently approved U.S.-Peru FTA, the pending FTAs with Colombia and Panama, the widening of the Panama Canal, and the eventual opening of the Cuba market to U.S. goods all offer timely opportunities for Louisiana and its strong hemispheric transportation links to the U.S. heartland.

- **Strategic Action:** Much more can be said on how the forces of globalization can be used to Louisiana's further advantage, given the state's inherent competitive strengths. Governor Jindal should seize the initiative with business, government, and the academic community to develop creative strategies and an international master plan that will build on those assets that Louisiana can leverage to the world.

WTC LANGUAGE CLASSES TO START ON JANUARY 21

On January 21 the World Trade Center will start its first session of language classes for 2008 conducted 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. Class size is limited, so early registration is encouraged, and registration will close on January 18. 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 an enjoyable 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**.

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TRADE WINDS EUROPE TO BE HELD IN ISTANBUL APRIL 14-16

A special energy session and networking opportunities are included in **Trade Winds Europe, which is being held in Istanbul, Turkey April 14-16.** Europe's market for generation and distribution of all forms of energy is being liberalized, presenting significant opportunities for U.S. providers of technology, equipment, and other inputs. Across Western, Central and Eastern Europe, as well as in Eurasia, **export and investment opportunities abound for U.S. firms, both large and small.** These "best prospects" exist in a plethora of sub-sectors, ranging from renewable energy, information technology and energy trading in the European Union, to the liberalization/privatization of existing power generation and transmission facilities, new generation facilities and transmission and distribution projects in Central and Eastern Europe, to oil and gas exploration, production and transportation in Eurasia. **Early registration at Trade Winds Europe is encouraged,** as only 50 U.S. companies will be accepted for this program. **Visit www.buyusa.gov/northcarolina/tradewindseurope.**

SAUDI ARABIAN COMPANY SEEKS U.S. OIL EQUIPMENT AND SERVICES

A Saudi Arabian company seeks Louisiana firms to provide equipment and services for work on several large projects in the Kingdom, specifically engineering, procurement and construction (E.P.C) companies related to the oil and gas industry; power generation companies; construction companies with experience in refinery, GOSP, hydrocarbon and gas plants; manufacturers for pumps, compressors, turbine, electrical equipment such as transformers and switchgear; and valves, pipes and instrumentation.

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