

WORLD TRADE CENTER

HELPING LOUISIANA COMPANIES GROW GLOBALLY



WORLD TRADE CENTER®
NEW ORLEANS





WORLD TRADE CENTER

WHO WE ARE

The World Trade Center of New Orleans (WTCNO) is a non-profit organization with 1,000+ corporate members and several hundred individual members.

The WTCNO has long been involved in conducting a wide range of trade promotion, educational, and legislative programs designed to enhance Louisiana's position in international trade.

MISSION & VISION

The mission of the WTCNO is to create jobs and wealth in Louisiana through international trade, port development and allied activities. We do so by supporting a prosperous international business climate in Louisiana through advocacy, information, education and stakeholder programs and services that result in the retention, recruitment and expansion of Louisiana-based international businesses.



WORLD TRADE CENTER SERVING YOU STATEWIDE



WTCNO A HISTORY OF ACHIEVEMENT





A HISTORY OF ACHIEVEMENT

1945

The International Trade Mart

1985

International Trade Mart and House
merge to form the World Trade
Center of New Orleans (WTCNO)

1943

The International House

1968

The World Trade Centers
Association is formed



WORLD TRADE CENTER®
NEW ORLEANS

WTCNO A HISTORY OF ACHIEVEMENT

2009

Total export value for Louisiana reaches \$32.7 billion

2010

The WTCNO is a premier organization with worldwide recognition. More than 300 World Trade Centers exist in approximately 100 countries.

1995

Total export value for Louisiana reaches \$16. billion

2013

WTCNO continues to enhance Louisiana's international trade position. Total export value for Louisiana reaches \$63.1 billion.
WTCNO establishes World Trade Center Mississippi River Alliance.



WORLD TRADE CENTER®
NEW ORLEANS

WORLD TRADE CENTER
BOARD OF DIRECTORS 2014



WORLD TRADE CENTER BOARD OF DIRECTORS 2014



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WTCNO BOARD OF DIRECTORS 2014



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WTCNO BOARD OF DIRECTORS 2014



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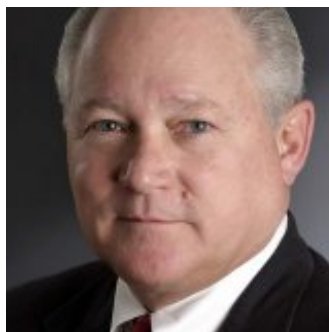
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Chief Administrative Officer



Sakari Morrison
Board Member
Chevron, Gulf of Mexico
General Manager,
Public Affairs



Michael Olivier
Board Member
Louisiana Committee of 100,
Chief Executive Officer



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Regions Bank, New Orleans
Region President



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Clinic Foundation,
Executive Vice President & Treasurer
Ochsner Clinic Hospital,
Vice President & Treasurer



Corrado Giacona, II
WTC Chairman, Advisory Board
Giacona Container Company, Inc.,
President & Chief Executive Officer



WORLD TRADE CENTER

ADVISORY BOARD 2014

The Advisory Board is a unique collection of widely experienced and recognized executives from Business and Academia who have been carefully chosen as a resource of knowledge and wisdom to council, mentor and advise the leadership and members of the first World Trade Center. Membership is by invitation only. The Advisory Board convenes quarterly or by special request of the Board of Directors.

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President & General Counsel
TeleRecovery





WORLD TRADE CENTER NEW ORLEANS
FOCUS AREAS

Membership

Programs
& Initiatives

Industry
Committees

Consulting
& Matchmaking

Research
& Education

Missions

White Papers
& Publications

Advocacy

WTCNO FOCUS AREAS

MEMBERSHIP

- Investing in a global future
- Benefits and Services
- Access & Involvement

PROGRAMS & INITIATIVES

- Signature Programs
- National & Global Platforms
- Business Forums
- Workforce Training

INDUSTRY COMMITTEES

- Government Affairs
- Transportation
- Agriculture
- Energy
- International Business

RESEARCH & EDUCATION

- Louisiana Export Stats

CONSULTING & MATCHMAKING

- Department
- Success Stories

MISSIONS

- Trade Missions
- Cultural Missions

ADVOCACY

- Strategic Partnerships
- WTC Mississippi River Alliance

WHITE PAPERS & PUBLICATIONS

- Doing Business in Louisiana Report
- Economic Ties between Louisiana and the World





WORLD TRADE CENTER
MEMBERSHIP

WTCNO MEMBERSHIP

INVESTING IN A GLOBAL FUTURE

The WTCNO membership base represents a diverse group of industry leaders, companies, professional organizations, and government institutions that include manufacturers, energy, agriculture, maritime, digital media, foreign consulates, and other interests.

In 2013, member organizations were able to significantly contribute to the state's record-breaking exports, the total value of which exceeded \$63.1 billion.

In today's corporate culture, achieving a return on investments is a mandate. WTCNO members receive quantifiable savings and tangible benefits that exceed the cost of the membership.

Join Now to Receive Valuable Benefits!



WORLD TRADE CENTER®
NEW ORLEANS

WTCNO INVESTING IN A GLOBAL FUTURE

Membership is an Investment in Networking and Ideas

WTCNO members represent some of the region's most active international traders – from billion dollar operations to family-owned, small businesses. Members receive a variety of unique opportunities to meet with peers to discuss common international trade ideas, challenges, and solutions.

Membership is an Investment in Education

Members benefit from WTCNO's programs, seminars, conferences, and events. These initiatives feature top executives and experts from companies that include some of the world's best-known brand names in the regional and international trading community.

WTCNO programs help members remain competitive and help their employees serve their international clients better.



WTCNO MEMBERSHIP OUR MEMBERS



SOME OF OUR MEMBERS



WTCNO MEMBERSHIP BENEFITS & SERVICES

Services

Access to market and/or country specific research and consulting services

Access to global and domestic trade leads

Access to a global network of 300 WTC's and 200 private clubs

Participation

Professional development and networking opportunities at WTCNO events

Invitation to join one of the WTCNO's five Industry Committees

Access to educational seminars and industry briefings

Knowledge Access

Access to current and archived speeches, presentations, and lectures online

Access to trade statistics and publications

Recognition

Opportunity to be featured in weekly/monthly e-Newsletters, print publications, and more

Opportunity for online promotion through our website, social media, and other marketing channels



WTCNO MEMBERSHIP

ACCESS & INVOLVEMENT

Investor Levels

Available to companies and individuals supporting the WTC mission. Available in Platinum (25,000+), Gold (\$10,000+) or Silver (\$5,000+) Memberships.

Small Business Membership

Applies to an owner or executive level management of a company or non-profit organization with at least six employees as well as extraordinary individuals who have significantly contributed to their community.

Membership for up to four people, two of them eligible for committee seat.

Associate Membership

Applies to an owner or executive level management of a small company or non-profit organization with five or fewer employees. Membership for up to two people, one of them eligible for a committee seat.

Individual Member

Applies to a professional individual (CPA, attorney, etc.) or non-executive level management. Membership for up to one person.

Student Membership

Applies to full-time graduate students who are seeking membership with the WTC.





WORLD TRADE CENTER

INDUSTRY COMMITTEES

WTCNO COMMITTEES

INDUSTRY COMMITTEES

WTCNO Industry Committees are made up of over 350 industry leading executives and experts from the public and private sectors who provide advice and expertise in specific areas and issues pertinent to Louisiana businesses.

The committee system was created to ensure that the organization's policy and objectives adequately reflect stakeholder interests.

Industry Committees

- Government Affairs
- Transportation
- Agriculture
- Energy
- International Business



WTCNO COMMITTEES

GOVERNMENT AFFAIRS COMMITTEE

Chairman: Edward T. Hayes, Leake and Andersson LLP

Vice Chairman: Ryan Evans, Bond PR

The Government Affairs Committee mission is to recommend positions and programs to strengthen Louisiana's development of foreign trade, investment and international services.

Membership is by invitation only and represents various private industries, government agencies, and educational institutions.

The Government Affairs Committee meets on a monthly basis.

Abridged list of Committee Members:

New Orleans RTA/Veolia TransDev, New Orleans, LA
GNO, Inc., New Orleans, LA
Ochsner Health System, New Orleans, LA
Policy & Planning Partners, LLC, New Orleans, LA
Fowler Rodriguez Valdes-Fauli, New Orleans, LA
Bilco Tools, Inc., Houma, LA
Entergy Services, Inc., Mandeville, LA
Bond PR & Brand Strategy, New Orleans, LA
Port of New Orleans-Brd of Commissioners, New Orleans, LA
McGlinchey Stafford, PLLC, New Orleans, LA
Leake & Andersson, New Orleans, LA
Southern U.S. Trade Association, New Orleans, LA
Loyola University School of Law, New Orleans, LA
The Kearney Companies, New Orleans, LA
World Trade Center New Orleans, New Orleans, LA
Montgomery Barnett, New Orleans, LA
AT&T, New Orleans, LA
Freeport-McMoRan, New Orleans, LA
Tidewater, Inc., New Orleans, LA
U.S. Export Assistance Center, New Orleans, LA
Baker, Donelson, Bearman, Caldwell & Berkowitz, New Orleans, LA



WTCNO COMMITTEES

TRANSPORTATION COMMITTEE

Chairman: William App, J.W. Allen & Co.

**Vice Chairman: Robert Barkerding Jr.,
New Orleans Dock Board**

The Transportation Committee mission is to recommend policy and projects that will increase usage of Louisiana's transportation system and increase public understanding of the system's impact on the state's economic development.

Membership is by invitation only and represents various private industries, government agencies, and educational institutions.

The Transportation Committee meets on a monthly basis.

Abridged list of Committee Members:

Ports Association of Louisiana, LaPlace, LA
UNO Transportation Institute, New Orleans, LA
J. W. Allen & Co. Inc., Kenner, LA
Royal Norwegian Consulate, New Orleans, LA
Admiral Security Services Inc., Covington, LA
C.F. Bean LLC, Belle Chasse, LA
Hayes Dockside Inc., New Orleans, LA
New Orleans Board of Trade, New Orleans, LA
Louisiana Maritime Association (LAMA), New Orleans, LA
Ochsner Health System, New Orleans, LA
U.S. Army Corps of Engineers, Metairie, LA
Joseph R. Bridges LLC, New Orleans, LA
Regional Planning Commission, New Orleans, LA
Chaffe McCall LLP, New Orleans, LA
Crescent River Port Pilots Association, Belle Chasse, LA
New Orleans Public Belt Railroad, New Orleans, LA
River Marine Services Inc., New Orleans, LA
G. Duffy Maritime Services LLC, Destrehan, LA
Big River Coalition, Metairie, LA
Jean Felts & Company, New Orleans, LA
Associated Terminals LLC, Reserve, LA
Fitzmorris & Associates Inc., New Orleans, LA
Loyola University New Orleans, New Orleans, LA
United States Coast Guard Sector New Orleans, New Orleans, LA



WTCNO COMMITTEES

TRANSPORTATION COMMITTEE

LA Motor Transportation Association Inc., Baton Rouge, LA
Biehl Co., Metairie, LA
Whitney Bank, New Orleans, LA
Cooper/T. Smith Stevedoring Co. Inc., New Orleans, LA
Port of Greater Baton Rouge, Port Allen, LA
Port of Lake Charles, Lake Charles, LA
Red River Waterway Commission, New Iberia, LA
Eden Enterprises, Baton Rouge, LA
The Irwin Brown Company, New Orleans, LA
Jackson Kearney Group, New Orleans, LA
LADOTD, Baton Rouge, LA
The Kearney Companies, New Orleans, LA
World Trade Center New Orleans, New Orleans, LA
U.S. Army Corps of Engineers, New Orleans, LA
Tidewater Inc., New Orleans, LA
Port of New Orleans Board of Commissioners, New Orleans, LA
Institute for Trade and Transportation Studies, Folsom, LA
Chaffe McCall LLP, New Orleans, LA
Associated Branch Pilots, Metairie, LA
Livingston International Inc., New Orleans, LA
Inland Rivers Ports & Terminals Inc. PSGP, New Orleans, LA
Plaquemines Port, Harbor & Terminal District, Braithwaite, LA
Regional Planning Commission, New Orleans, LA
Customs and Border Protection, New Orleans, LA
Port of Iberia District, New Iberia, LA

NOVACES LLC, New Orleans, LA
Louisiana River Pilots Association, Mandeville, LA
New Orleans-Baton Rouge Steamship Pilots Association, Metairie, LA
Baker, Donelson, Bearman, Caldwell & Berkowitz, New Orleans, LA
St. Bernard Port Harbor & Terminal Dist, Chalmette, LA
W. R. Zanes & Co. of Louisiana Inc., New Orleans, LA
S. Cubed Pacorini Logistics, New Orleans, LA
O'Brien's, Slidell, LA
Phelps Dunbar LLP, New Orleans, LA
U.S. Navy, New Orleans, LA
Louisiana Economic Development, Baton Rouge, LA
Waldemar S. Nelson and Company, New Orleans, LA
McGlinchey Stafford PLLC, New Orleans, LA
The American Waterways Operators, Covington, LA



WTCNO COMMITTEES

AGRICULTURE COMMITTEE

Chairman: Jerry Hingle, International Trade Associates

Vice Chairman: Dr. Mike Strain, Louisiana Dept. of Agriculture and Forestry

The Agriculture Committee's mission is to provide purpose and voice to Louisiana's food and agriculture sector. In doing so with respect to international trade, this committee aims to enhance, not duplicate, action on a state, national, and global level that betters Louisiana's ability to compete internationally.

Membership is by invitation only and represents various private industries, government agencies, and educational institutions.

The Agriculture Committee meets on a monthly basis.

Abridged list of Committee Members:

J. W. Allen & Co., Inc., Kenner, LA
Ochsner Health System, New Orleans, LA
Panola Pepper Corporation, Lake Providence, LA
Circle M Ranch, Natalbany, LA
Diversified Foods Inc., Metairie, LA
Louisiana Farm Bureau, Luling, LA
Customs and Border Patrol, New Orleans, LA
Louisiana Dept. of Agriculture and Forestry, Baton Rouge, LA
Norson Foods LLC, New Orleans, LA
Worldwide Trading Group, LLC, New Orleans, LA
Zagis USA, LLC, Lafayette, LA
Camellia Brand, Harahan, LA
Daybrook Holdings, New Orleans, LA
Southern U.S. Trade Association, New Orleans, LA
LSU AgCenter, Baton Rouge, LA
USA Rice Federation, Kinder, LA
Crystal International, New Orleans, LA
The Kearney Companies, New Orleans, LA
Southern Forest Products Association, Kenner, LA
World Trade Center New Orleans, New Orleans, LA
Harlon's LA Fish, Kenner, LA
Riverside Pecan Plantation, New Iberia, LA
Sugar Journal, New Orleans, LA
LSU AgCenter, Baton Rouge, LA





WTCNO COMMITTEES

AGRICULTURE COMMITTEE

S. Cubed Pacorini Logistics, New Orleans, LA
Louisiana Forestry Association, Alexandria, LA
LSU AgCenter, Baton Rouge, LA
Farmers Rice Milling Company, Inc., Lake Charles, LA
Jazzmen Rice LLC, Jefferson, LA
The American Waterways Operators, Covington, LA
International Trade Associates, New Orleans, LA



WTCNO COMMITTEES

ENERGY COMMITTEE

Chairman: Eric Smith, Tulane Energy Institute

Vice Chairman: Marjorie McKeithen, Jones Walker

The Energy Committee mission is to recommend policy positions and programs to strengthen development of Louisiana's energy sector.

Membership is by invitation only and represents various private industries, government agencies, and educational institutions.

The Energy Committee meets on a quarterly basis.

Abridged list of Committee Members:

Offshore Marine Service Association, New Orleans, LA
Louisiana Chemical Association, Baton Rouge, LA
The Shaw Group Inc.®, Baton Rouge, LA
Ochsner Health System, New Orleans, LA
Louisiana Oil and Gas Association, Baton Rouge, LA
C & C Technologies, Inc., Lafayette, LA
NecesSea, Madisonville, LA
Delmar Systems, Inc., Broussard, LA
Boh Bros Construction Company, Inc., New Orleans, LA
Foster Marketing Communications, Lafayette, LA
Cheniere Energy, Inc., Houston, TX
Hornbeck Offshore, Covington, LA
PHI Inc., Lafayette, LA
Baker, Donelson, Bearman, Caldwell & Berkowitz, New Orleans, LA
Red River Waterway Commission, New Iberia, LA
Louisiana Mid-Continent Oil and Gas Assoc., Baton Rouge, LA
Petrotech, Inc., New Orleans, LA
The Kearney Companies, New Orleans, LA
Kilgore Marine, Lafayette, LA
World Trade Center New Orleans, New Orleans, LA
Jones Walker, New Orleans, LA
Freeport-McMoRan, New Orleans, LA
New Industries, Inc., Morgan City, LA
Montco Offshore, Inc., Houston, TX
Montco Oilfield Contractors, LLC, Houston, TX





WTCNO COMMITTEES

ENERGY COMMITTEE

Louisiana State University, Baton Rouge, LA
Jackson Offshore Operators, LLC, Houston, TX
Louisiana CleanTech Network, New Orleans, LA
Tulane Energy Institute, New Orleans, LA
Offshore Operators Committee, Metairie, LA
UNO Energy Conversion & Conservation Center, New Orleans, LA
UL Energy Institute, Lafayette, LA
Kinder Morgan Terminals, Sorrento, LA



WTCNO COMMITTEES

INTERNATIONAL BUSINESS COMMITTEE

Chairman: Robert G. Evans, Con-Tech International

Vice Chairman: Dorothy Duval Nelson

The International Business Committee mission is to review and recommend policy positions and programs to strengthen Louisiana's development of international trade, investment and trade related services. In line with the mission of the WTCNO, the International Business Committee actively takes steps to ensure that the business environment in Louisiana is attractive and profitable for potential international investors and organizations.

Membership is by invitation only and represents various private industries, government agencies, and educational institutions.

Abridged list of Committee Members:

Ports Association of Louisiana, LaPlace, LA
New Orleans Aviation Board, New Orleans, LA
Tamerica Management Co., Mandeville, LA
Port of New Orleans, New Orleans, LA
McGlinchey Stafford, PLLC, New Orleans, LA
Ochsner Health System, New Orleans, LA
Consulate General of France, New Orleans, New Orleans, LA
Strategic Planning Associates, Kenner, LA
SWLA Economic Development Alliance, Lake Charles, LA
Schaffer International Services, LLC, Baton Rouge, LA
Cooley International Trading House, L.L.C., Slidell, LA
1st Financial Resources, New Orleans, LA
Dresser-Rand, Houston, TX
Con-Tech International, New Orleans, LA
Law Office of Carl Falstrom, New Orleans, LA
St. Charles Parish Dept. of Economic Development & Tourism, Hahnville, LA
Fay, Nelson & Fay, LLC, New Orleans, LA
Capital One, N.A., New Orleans, LA
Associated Terminals LLC, Arabi, LA
Giacona Container Company, Inc., New Orleans, LA
Southern U.S. Trade Association, New Orleans, LA
Creative Ticking Inc., Slidell, LA



WTCNO COMMITTEES

INTERNATIONAL BUSINESS COMMITTEE

Eden Enterprises, Baton Rouge, LA
The Irwin Brown Company, New Orleans, LA
Petrotech, Inc., New Orleans, LA
The Kearney Companies, New Orleans, LA
World Trade Center New Orleans, New Orleans, LA
Tidewater, Inc., New Orleans, LA
John T. Lambert, Jr., DBA, Saint Rose, LA
Port of New Orleans-Brd of Commissioners, New Orleans, LA
Dept. Of Commerce, New Orleans, LA
Mahl and Associates, Inc., New Orleans, LA
New Orleans Convention and Visitors Bureau, New Orleans, LA
AT&T, New Orleans, LA
New Orleans Business Alliance, New Orleans, LA
Honorary Consul of Switzerland, New Orleans, LA
Waldemar S. Nelson and Company, New Orleans, LA
Committee of 100 for Economic Development, Inc., Baton Rouge, LA
Perlis & Associates, New Orleans, LA
BP, New Orleans, LA
Port of South Louisiana, LaPlace, LA
NOVACES LLC, New Orleans, LA
Miller-Radovic, LLC, New Orleans, LA
Baker, Donelson, Bearman, Caldwell & Berkowitz, New Orleans, LA
First Growth Capital Division, Boynton Beach, FL
Crompton International, Baton Rouge, LA

S. Cubed Pacorini Logistics, New Orleans, LA
Roux Business Systems, LLC, New Orleans, LA
Entergy New Orleans, Inc., New Orleans, LA
Office of Mayor Mitchell J. Landrieu, New Orleans, LA
Rochester Midland International, New Orleans, LA
Delgado Community College, New Orleans, LA
Liz Tahir & Associates, New Orleans, LA
Louisiana Tax Free Shopping, New Orleans, LA
Thompson Equipment Co., Jefferson, LA
Loyola University New Orleans, New Orleans, LA
Valadez Consulting LLC, New Orleans, LA
U.S. Export Assistance Center, New Orleans, LA
Laitram, L.L.C., New Orleans, LA
Galloway, Johnson, Tompkins, Burr & Smith, New Orleans, LA
Alexander & Hamilton, Inc., Metairie, LA
JW Transport, New Orleans, LA
Mora Law Office, New Orleans, LA





WORLD TRADE CENTER
ADVOCACY



ADVOCACY

STRATEGIC PARTNERSHIPS



WTCNO has partnerships with +75 government entities, institutions, and NGO's to ensure we provide our members with the best resources for advocacy

Under Secretary of Commerce for International Trade, Francisco Sánchez and WTCNO Chairman, David Kearney sign an MOU focused on helping more Louisiana businesses export their products and services to global markets.

Abridged List of Official Partners and Affiliations:

- U.S. Small Business Administration
- U.S. Department of Commerce
- U.S. Senators
- State Commissions
- Government Offices
- World Economic Forum
- WTC Mississippi River Alliance
- Big River Coalition
- Louisiana Economic Development
- Committee of 100 for Louisiana
- Louisiana Association of Business and Industry
- Louisiana Oil and Gas Association
- LSU Louisiana Business and Technology Center
- Le Centre International
- Jefferson Parish Economic Development Commission
- Terrebonne Economic Development Authority
- French American Chamber of Commerce
- Italy-America Chamber of Commerce
- Baton Rouge Area Chamber of Commerce
- New Orleans Chamber of Commerce
- Greater New Orleans, Inc.
- New Orleans Business Alliance
- BioDistrict New Orleans
- University of Louisiana System
- Xavier University
- Tulane University
- Loyola University



WORLD TRADE CENTER®
NEW ORLEANS

ADVOCACY

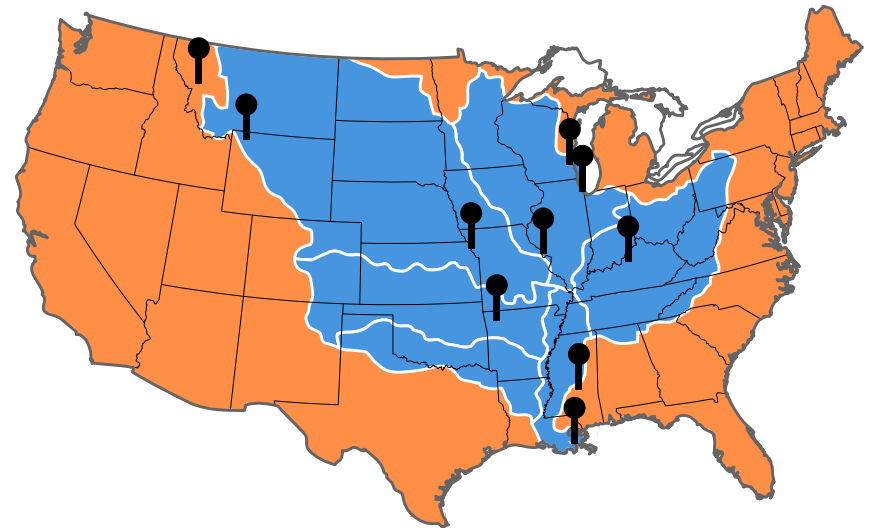
WORLD TRADE CENTER MISSISSIPPI RIVER ALLIANCE

The Mississippi River Alliance is an initiative led by the WTCNO in partnership with nine World Trade Centers located within the Mississippi River Basin.

The Alliance unites key stakeholders and decision makers along the river and establishes a clear channel of communication in order to share region-specific information related to river factors which directly or indirectly impact the collective regions and vast number of companies represented in the Alliance.

This shared information includes issues related to river conditions, depth, funding, access, and environmental or other factors impacting the flow of goods through the Mississippi River and its ports.

Visit www.wtcmsra.org for more information.





WORLD TRADE CENTER NEW ORLEANS
RESEARCH & EDUCATION

RESEARCH AND EDUCATION

LOUISIANA EXPORT STATISTICS

As part of our research and education initiatives, WTCNO publishes trade specific information, including Louisiana Export Statistics for the State of Louisiana on a quarterly and annual basis.

We are the trusted source for Louisiana export data, cited by public and private sector entities, academic institutions, and media outlets both locally and abroad.

Louisiana By the Numbers

- In 2013, Louisiana's exports set a new record at \$63.1 billion.
- Louisiana's primary export industries are petroleum and coal products, agricultural products, and chemicals.
- Port Fourchon in Louisiana, supplies the United States with 15-18% of its entire oil supply.
- 60% of all grain exported from the U.S. is shipped on the Mississippi River through Louisiana's ports.



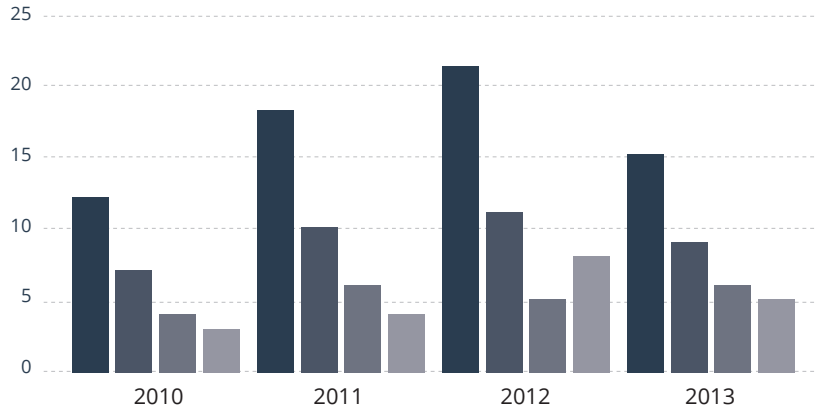
RESEARCH AND EDUCATION LOUISIANA EXPORT STATISTICS

Louisiana's Top Import Partners

Value in Billions of Dollars

Source: <http://www.census.gov/foreign-trade/statistics/state/data/imports/la.html>

- ▶ #1 Saudi Arabia
- ▶ #2 Venezuela
- ▶ #3 Russia
- ▶ #4 Kuwait

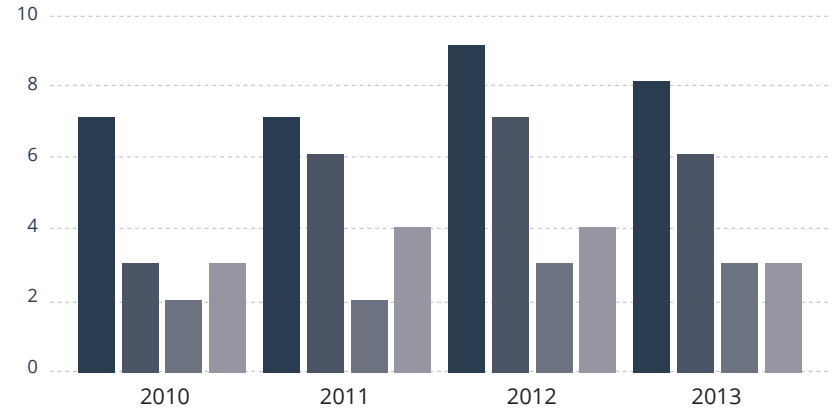


Louisiana's Top Export Partners

Value in Billions of Dollars

Source: <http://www.census.gov/foreign-trade/statistics/state/data/la.html>

- ▶ #1 China
- ▶ #2 Mexico
- ▶ #3 Canada
- ▶ #4 Japan



Louisiana's Top 2013 Imports \$66.09 Billion

Source: <http://www.wisertrade.org/ftweb/ja/zul/ftbegin.zul>

- ▶ Oil & Gas 64%
- ▶ Petroleum & Coal Products 20%
- ▶ Organic Chemicals 5%
- ▶ Primary Metal Manufacturing 2%
- ▶ Other 9%

Louisiana's Top 2013 Exports \$63.08 Billion

Source: <http://www.wisertrade.org/ftweb/ja/zul/ftbegin.zul>

- ▶ Petroleum & Coal Products 40%
- ▶ Agricultural Products 25%
- ▶ Chemicals 15%
- ▶ Food Manufacturers 7%
- ▶ Other 13%





WORLD TRADE CENTER NEW ORLEANS

CONSULTING & MATCHMAKING



CONSULTING AND MATCHMAKING TRADE SERVICES

WTCNO provides customized research to clients based on their individual business needs as well as international based education to companies seeking to export or import their goods and services.

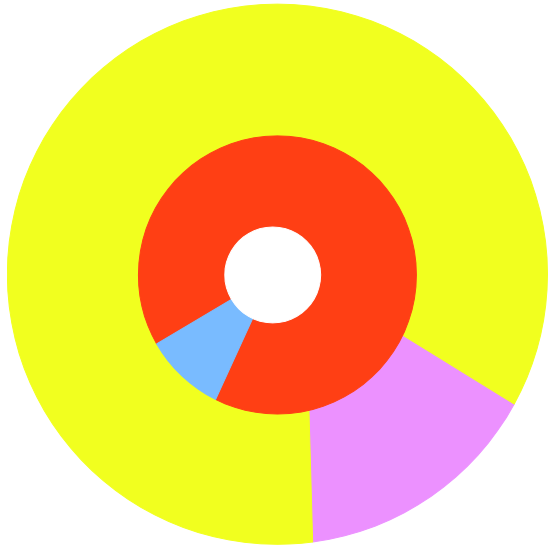
The WTCNO Trade Services Department works closely with each business or individual to provide customized services based on the information needed for import and export processes, foreign direct investment, mergers and acquisitions, and other trade related operations.

The WTCNO Trade Services Department offers an ever-growing catalogue of both standard and custom services, which are organized into three categories.

1. General Trade Services
2. Export Services
3. Import Services
4. Foreign Direct Investment Services



CONSULTING AND MATCHMAKING TRADE SERVICES CLIENTS



Over 100 projects completed
in various industries

- U.S. Businesses
- Non-U.S. Businesses
- Startups
- Established Businesses

Our growing list of clients include



WORLD TRADE CENTER®
NEW ORLEANS

CONSULTING AND MATCHMAKING SUCCESS STORIES

"WTCNO's Trade Services staff really opened our eyes to new opportunities abroad, as well as situations to avoid. The amount of detail and in-depth analysis they provided about our targeted foreign markets gave us the tools we needed to make informed strategic decisions."

WTCNO Client (2013)

"Our partnership with the WTCNO, and especially the Trade Services department, has given us a solid base to explore business opportunities in new overseas markets."

WTCNO Client (2013)

"The World Trade Center is a great value because it's a single source that has so many available resources, from knowing the rules and regulations for shipping and exports, to having overviews of prospective countries and markets, to having access to personnel that help with those things. For smaller companies to mid-sized companies who don't have the large infrastructure worldwide, those services are priceless."

WTCNO Client (2013)

"We want to look like General Electric when we're competing on a bid in Malaysia. We cannot afford to look like a small company. Through access to the World Trade Center, you can actually have a similar reach."

WTCNO Client (2013)





WORLD TRADE CENTER
PROGRAMS & INITIATIVES

LOUISIANA INTERNATIONAL TRADE GALA 2013

WTCNO SIGNATURE PROGRAMS

EXECUTIVE SPEAKER SERIES

The Executive Speaker Series (ESS) is a four-part annual series that features influential industry leaders from across the nation, provides high-level networking opportunities among business executives and explores the latest industry trends and best practices.

The ESS was created in order to expose Louisiana businesses to insights from national industry leaders.

The Executive Speaker Series launched in 2012 with renowned energy expert Dr. Daniel Yergin, who addressed the future of energy with a keen focus on the Gulf Coast region. The meeting drew more than 200 business leaders and officials from government and academia.

Today, we are committed to continuing the series as a signature program that will serve to provide the critical insights across all industry sectors present in Louisiana.

Past speakers include Mike Morris, Non-Executive Chairman and former CEO and President of American Electric Power, Manuel J. de la Perez, President and CEO, Pool Corp and Dan Hrap, President, Americas, ConocoPhillips.



WTCNO SIGNATURE PROGRAMS EXECUTIVE SPEAKER SERIES



MICHAEL G. MORRIS, AMERICAN ELECTRIC POWER | ESS 2013

WTCNO SIGNATURE PROGRAMS

NATIONAL EXPORT INITIATIVE: NEW MARKETS, NEW JOBS

In partnership with the U.S. Department of Commerce and Tulane University, WTCNO secured the National Export Initiative (NEI) conference as part of the New Markets, New Jobs: National Export Initiative Small Business Tour.

The NEI Small Business Tour made stops in five select cities around the U.S. and was focused on helping connect small and medium sized businesses with the resources needed to sell more of what they make in overseas markets.

Alongside remarks from New Orleans Mayor Mitch Landrieu and senior Obama Administration officials, the conference included Regional Commercial Officers from the Caribbean, Central America, and Brazil to advise companies on the process of selling their products to foreign markets.

The conference also saw networking and information sharing between newly-exporting businesses and area businesses that have achieved success in utilizing federal resources to expand into new markets and grow their businesses.



WTCNO SIGNATURE PROGRAMS NATIONAL EXPORT INITIATIVE: NEW MARKETS, NEW JOBS



U.S. COMMERCE SECRETARY GARY LOCKE

WTCNO SIGNATURE PROGRAMS

SUSTAINABILITY & GLOBALIZATION SERIES

The mission of the Sustainability and Globalization Lecture Series is to provide educational lectures on national and international issues related to sustainable real estate, economic development, globalization and urbanization.

The Sustainability and Globalization Lecture Series seeks to:

- Build capacity in the New Orleans region by drawing speakers from the global community.
- Promote green building technologies.
- Provide a venue for networking and information sharing among students, industry leaders and practitioners within the local environment and beyond.
- Facilitate economic development in Louisiana.



NATIONAL AND GLOBAL PLATFORMS

WORLD ECONOMIC FORUM ANNUAL MEETING OF THE NEW CHAMPIONS

The World Trade Center New Orleans has attended the invitation-only Annual Meeting of New Champions “Summer Davos” held in Dalian, China. One of the largest annual business gatherings in the world, the invitation-only conference had 1,500 participants from 80 countries, including more than 600 CEOs of the world’s wealthiest companies.

As a result of this, many foreign and domestic firms that had been previously unaware of Louisiana’s opportunities have since pursued trade and investment in the region.

WTCNO CEO Dominik Knoll was the only representative of a U.S. World Trade Center to be invited, a distinction he called “a great honor that shows the potential of the New Orleans and Louisiana region to compete globally.”



BUSINESS FORUMS

ASEAN FORUM

The World Trade Center, Chevron, and the State of Louisiana hosted the Ambassadors from the Association of Southeast Asian Nations (ASEAN) for a two-day event promoting trade and investment opportunities in the ASEAN and Gulf Coast regions.

Business leaders had the opportunity to meet with ambassadors and other high-level representatives from Brunei, Indonesia, Malaysia, Myanmar, Singapore, the Philippines, Thailand, and Vietnam.

The ASEAN nations collectively cater to a market in excess of 600 million people.

ASEAN countries are home to approximately \$150 billion in U.S. Foreign Direct Investment, the 5th largest market for U.S. exports. Louisiana exports to ASEAN nations have grown from just \$771.5 million

in 2005 to over \$3.1 billion in 2011, with a 150% increase in agricultural exports and a 600% increase in the value of petroleum and coal exports.



In 2012, Chevron had 52 operations in 8 of the 10 ASEAN nations. Chevron is a strong supporter of global investment and in the mission of the WTCNO





BUSINESS FORUMS ASEAN FORUM

AMBASSADOR OF BRUNEI TO THE U.S., DATO YUSOFF ABDUL HAMID | ASEAN FORUM 2012

BUSINESS FORUMS

EXPERIENCE AMERICA

Experience America is a small segment of the Diplomatic Partnerships Division of the Office of the Chief of Protocol that plans and implements trips for the Foreign Diplomatic Corps to cities around the U.S. These trips are meant to build relationships, encourage business investment and trade, provide a forum for dialogue and create opportunities for exchange between Chiefs of Diplomatic Missions and US leaders in various fields. The initiative seeks to foster international goodwill and deepen bilateral and multilateral relationships while providing greater insight and

understanding of the American people, customs and institutions to foreign visitors.

In conjunction with the City of New Orleans, the World Trade Center of New Orleans was a chief partner of the Experience America tour.



The Experience America, New Orleans Tour was the first time Experience America Ambassadors had traveled as a group to Louisiana .



WORLD TRADE CENTER®
NEW ORLEANS



BUSINESS FORUMS EXPERIENCE AMERICA

AMBASSADOR OF THE REPUBLIC OF TRINIDAD & TOBAGO TO THE U.S., DR. NEIL PARSAN |
EXPERIENCE AMERICA 2011

BUSINESS FORUMS

ANGOLA BUSINESS SYMPOSIUM

WTCNO in partnership with the US Angola Chamber of Commerce, hosted H.E José Maria Botelho de Vasconcelos, Angolan Petroleum Minister, and his oil and gas delegation for a business-to-business symposium.

The delegation of 30 government and private sector individuals participated in a half day symposium focused on business and investment opportunities in Angola. Among other things, the group discussed regulatory framework for business in Angola and the opportunities for investment in its oil and gas sector.

WTC New Orleans coordinated site visits to other local points on interest including Delgado

Community College Maritime, Fire, and Industrial Training Facility, as well as the Port of New Orleans and Port of Morgan City.

WTCNO presented to the delegation comprehensive reports that outlined trade agreements, market challenges, strategies for market entry, export statistics and port information.

Past roundtables have also included “Business Opportunities in Morocco” with H.E. Rachad Bouhlal, an Ambassador from the Kingdom of Morocco to the United States and Najlaa Diouri, General Manager of the Tanger Med Port.



A photograph of Jeannine B. Scott, a woman with dark hair and glasses, wearing a white blazer and a pearl necklace. She is speaking at a podium with several microphones. One microphone has a red foam cover with the 'EPA' logo. A name tag on her lapel reads 'Jeannine Scott, U.S.-Angola Chamber of Commerce'. In the background, there is a banner with the word 'Angola' and 'Commerce' partially visible, along with the American and Angolan flags.

BUSINESS FORUMS ANGOLA BUSINESS SYMPOSIUM

JEANNINE B. SCOTT, U.S.-ANGOLA CHAMBER OF COMMERCE | ANGOLA BUSINESS SYMPOSIUM 2013

WORKFORCE TRAINING

EXPORT ACCELERATOR PROGRAM

After President Obama announced the National Export Initiative aimed at doubling exports by 2015, Louisiana needed a program that would enable our businesses to contribute to this bold export goal.

To meet the challenge, the WTC New Orleans solicited assistance from the U.S. Small Business Administration and the Louisiana Economic Development office to aid in the framework design of a comprehensive export assistance program specifically for Louisianan small businesses.

The program launched in 2012 as the WTCNO Step Export Accelerator and became the first program of its kind in Louisiana. To date, the program has graduated more than 42 businesses, 10 of which

have gone on to receive Global Business Professional Certifications from the acclaimed NASBITE association.

In addition, more than 80% of the companies enrolled in the accelerator program have participated at zero cost, due to the program's carefully constructed framework and its qualification under the framework.





WORKFORCE TRAINING EXPORT ACCELERATION

WORKFORCE TRAINING

INTERNATIONAL TRADE CERTIFICATE

The World Trade Center of New Orleans launched the International Trade Certificate Program in 2012.

This 6 week program, offered twice a year, is the first of its kind in Louisiana, and features half day sessions to help new and established companies become exporters or importers of products and services.

For the cost of \$694, participants hear from a variety of experts in professions such as law, customs, banking and international finance.

Since its inception, the International Trade Certificate program has helped +75 individuals from nearly 60 companies, government agencies and ngo's to further their import/export goals.

Sessions are led by industry and government experts covering:

- Introduction to the export process
- International market research
- International market strategies
- International methods of payment and trade financing programs
- Logistics, transportation and documentation
- Legal aspects of international trade and global online marketing



WORKFORCE TRAINING

BUREAU OF INDUSTRY & SECURITY EXPORT CONTROLS & COMPLIANCE

Complying with U.S. Export Controls

The two-day program was led by BIS's professional counseling staff and provided an in-depth examination of the Export Administration Regulations (EAR). The program provided exporters with the information they need to know to comply with U.S. export control requirements on commercial goods. Presenters conducted a number of "hands-on" exercises that prepared individuals and companies to apply these regulations to their own export activities. The Department of the Treasury's Office of Foreign Assets Control (OFAC) also discussed their latest embargos and sanctions.

How to Develop an Export Management Compliance Program

Designed to help companies create or enhance their export compliance programs, the seminar focused on industry best practices of effective export management and compliance programs. The objective was to help companies efficiently manage their export compliance requirements by implementing strategies and safeguards that can minimize the risk of an export violation. Participants for this seminar should have a working knowledge of U.S. export regulations. The seminar is for exporters who are ready to utilize their knowledge of export regulations to build an effective compliance program that addresses their export compliance responsibilities.



WORLD TRADE CENTER MISSIONS



LOUISIANA TRADE MISSION TO FRANCE 2012

MISSIONS

TRADE MISSIONS

In line with its mission of promoting international trade, the WTCNO has conducted several trade missions since its founding over 50 years ago. Trade missions are a proven, cost-effective tool for U.S. companies to learn first-hand about global markets.

By participating in trade missions, U.S. companies can meet one-on-one with foreign government decision-makers and business contacts, including potential agents, and facilitate market entry or expansion.

Access to foreign government officials and in-country business contacts can lead to long-term success in those markets.

The WTCNO has organized or supported the Trade Missions to the following countries:

Brazil
Columbia
South Africa
India
France
Turkey
Panama





MISSIONS

CULTURAL MISSIONS

As an exclusive benefit for our members and their guests, the World Trade Center of New Orleans offers opportunities to travel to scenic destinations around the globe. Cultural Missions allow travelers to experience a variety of culturally rich and diverse atmospheres...not to mention the breath-taking sights, superb food, and gracious hospitality at each destination.

WTCNO has organized Cultural Missions to:

Italy
Cuba
Spain
China



WORLD TRADE CENTER

WHITE PAPERS & PUBLICATIONS





WORLD TRADE CENTER

WHITE PAPERS & PUBLICATIONS

White Papers are designed as an authoritative report or guide that helps solve a problem. White papers are used to educate readers and help people make decisions, and are often requested and used in politics, policy, business, and technical fields.

WTCNO has produced numerous White Papers on such topics as *Doing Business in Louisiana* and *Economic Ties between Louisiana and the World*.

WTCNO publications are designed as objective synopses of diverse trade-related topics and issues. They can be used to explain technical information relevant to conducting international business.



WORLD TRADE CENTER HELPING LOUISIANA COMPANIES GROW GLOBALLY

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