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WTC Trade Policy Task Force Issues Recommendations

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World Trade Center of New Orleans Issues Comprehensive Trade Policy Task Force Recommendations

New Orleans, La—The World Trade Center of New Orleans (WTC) today issued a comprehensive plan for encouraging new economic development and international trade by improving coordination of resources and better communication between federal, state and local government entities and the private sector.

The WTC Trade Policy Task Force was created in April 2010 as a focal point for the region's largest international trade organization's expanded efforts to "actively promote international economic development and trade issues most essential to increasing commerce" in the city, state and region and is chaired by New Orleans attorney Eddy Hayes. "The Task Force's plan is the most comprehensive recent effort to provide procedures and structures that cross jurisdictional lines and encourage full engagement of the widest possible number of interested parties," according to WTC President Constance Willems.

Key components of the plan include:

- Establishing monthly or bi-monthly meetings between the City of New Orleans and economic development representatives of the WTC
- New opportunities for City Council involvement in WTC programs and committees
- Professional and technical support for the city's newly created economic development public-private partnership
- Increased coordination between the WTC and various organizations that promote and assist international tourism
- Providing a new level of support for the Consular Corps of New Orleans and assistance in expanding the membership of the Corps
- New initiatives for increased trade and commerce with Latin America and Africa
- Creation of an local International Small Business Incubator in conjunction with President Obama's National Export Initiative (NEI)
- Greater support for and coordination with local colleges and universities and business schools

"The World Trade Center is bullish on the City, State and region and is greatly encouraged by the many positive steps already being taken toward truly meaningful economic development by Mayor Landrieu, Governor Jindal and many other outstanding organizations," said Hayes. He continued, "Our Task Force recommendations are designed to move these initiatives further down



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the field through a higher degree of professionalism, team work and coordination. While the WTC has long played a significant role in facilitating many of the city and state's most prominent economic development successes, we're seeking to take our role to a new level, hand in hand with our partners in economic development so that all parties can play their own important role in generating new commerce and opportunities for Louisiana."

WTC Chief Executive Officer Dominik Knoll credits the members of the New Orleans City Council Economic Development sub-committee for challenging the WTC Trade Policy Committee to undertake a thorough review of opportunities for increasing international trade and commerce at the sub-committee's meeting on July 7, 2010 following a presentation by Hayes and other Trade Policy Task Force members.