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## **WTC New Orleans Names New CEO**

Contact: Anna Corin Koehl  
504-524-3342  
akoehl@e-bmf.com

### **WORLD TRADE CENTER NAMES DOMINIK KNOLL CHIEF EXECUTIVE OFFICER**

New Orleans, LA – The World Trade Center of New Orleans, a non-profit organization of over 1600 corporate and individual members dedicated to fostering and promoting international business and trade in Louisiana, named Dominik Knoll Chief Executive Officer.

Knoll, a native of Italy, comes to the World Trade Center (WTC) with significant international business experience. Prior to his new position, Knoll was assistant and later project manager to the CEO of Kronberg International Holding a European real estate player and joint venture partner of Pirelli Real Estate, Italy. As part of his responsibilities, Knoll oversaw general contractors in multiphase projects as well as assisted the CEO in securing financing and approaching new investors in Europe and the United States.

“This is an exciting opportunity to build on the great history and strengths of the World Trade Center,” said Knoll. “I look forward to promoting Louisiana and helping expand Louisiana’s international trade opportunities.”

According to WTC President Constance Willems, Knoll’s selection “signals the Trade Center’s commitment to expanding and accelerating the organization’s pre-eminent role as a driver of international business to and from Louisiana and the Gulf Coast, and to providing its members with vital trade information and opportunities unavailable elsewhere in the region. Dominik accepted this important role with a determination to be more than a caretaker and to help lead the World Trade Center to new heights through the creative use of technology and aggressive statewide outreach and program delivery. We are well pleased that he has accepted this role and are very excited about the enthusiasm and skill set he brings to the organization.”

Knoll, who recently received his MBA from Tulane University, also holds a Master of Science Degree in Management from the Business School – University of Innsbruck, Austria and an Accreditation of Master Degree to Italian PhD (Dottore).

Managing Director Gene Schreiber will facilitate the new transition. “We are indebted to Gene and the invaluable work he has performed as the Managing Director of the World Trade Center for more than 30 years.”



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In 2007, Knoll published his first book in German, *How Companies Successfully Enter Clusters*, and is currently working on his second. Knoll will officially begin his new role as CEO on July 1.

The mission of the WTC is to add wealth and jobs in Louisiana and the Gulf region through international trade, port development and allied activities by supporting a prosperous international business climate in Louisiana with advocacy, information, education and stakeholder programs and services, resulting in the retention, recruitment and expansion of Louisiana-based international businesses.

Founded as the International House in 1943 and as the International Trade Mart in 1945, these two predecessor organizations merged in 1985 and are now known as “The World Trade Center of New Orleans”; it is the oldest of over 300 World Trade Centers in over 100 countries. Notably, the World Trade Center of New Orleans spearheaded the establishment of Louisiana Tax Free Shopping in 1989, the first U.S. state to introduce such a program for international visitors, which has been used by more than 600,000 international customers and recorded over \$500 million in tax-free sales.