



WORLD TRADE CENTER® NEW ORLEANS

Serving Louisiana and the Gulf Coast Region

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World Trade Center New Orleans Announces Advocacy Consultant

New Orleans, LA, June 1, 2021– The World Trade Center of New Orleans (WTCNO) has announced the engagement of Jason French, Principal, French Strategic Partners, as an Advocacy Consultant.

“I am incredibly excited to join the World Trade Center’s team and lead its advocacy efforts. Louisiana is a global powerhouse in international business, trade and tourism, and our members are what drive that success. In the coming months we will be engaging leaders statewide to highlight the importance of trade and our membership to the state’s economy. Our goal is simple – to make the World Trade Center THE leading voice in Louisiana on issues impacting international commerce,” French said.

Mr. French’s experience includes over two decades in government and public affairs. Previously, he directed state and local government affairs in Maryland and Delaware for CSX Transportation, a major railroad serving the eastern half of the U.S. He then served as Director of Government Affairs for BP’s Gulf of Mexico division, and later,

joined Cheniere Energy where he built a successful government and public affairs department for Cheniere's two multi-billion dollar LNG export projects. In October of 2016, Jason joined Tellurian as VP of Government and Public Affairs and once again led efforts to create a successful government and public affairs department. Jason recently formed French Strategic Partners, a full-service government and public affairs firm, based in Baton Rouge. Jason served on the board of the World Trade Center of New Orleans from 2014-2021, and currently serves on the board of the Council for a Better Louisiana (CABL).

"The World Trade Center's strategic plan requires that we position our organization front and center on international trade matters," said Ed Webb, CEO. Webb further commented, *"Jason brings our investors a working understanding of Louisiana and the Gulf Coast Region businesses along with valuable experience on the trade policy front. He lives and breathes advocacy and is a welcome addition to our organization."*

"Jason has 20 years of advocacy experience and we are proud to have him join the World Trade Center New Orleans, the Voice of Trade for Louisiana and the Gulf Coast Region businesses! Our collaboration with government and economic development agencies, such as LED and other similar institutions, as well as NGOs, strengthen our advocacy capabilities at all levels, and we expect Jason's efforts and experience will enable us to augment our effectiveness as a trade advocate for our members and stakeholders," said Stephen Hanemann, WTCNO Chairman. Hanemann added, *"Jason has been a valuable contributor to the World Trade Center for many years and we welcome him into this new role of advocacy consultant."*

About the World Trade Center New Orleans

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," the oldest of over 300 World Trade Centers around the globe. The World Trade Center strives to bring together professionals in the regional, national, and international trade and maritime communities.

Our Mission: “We foster economic development throughout Louisiana and the surrounding Gulf Coast Region by advocating for the support and the promotion of the international trade goals of our members and stakeholders.”

For membership and event and trade programming information, please visit:

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