



WORLD TRADE CENTER® NEW ORLEANS

Serving Louisiana and the Gulf Coast Region

FOR IMMEDIATE RELEASE

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WORLD TRADE CENTER NEW ORLEANS ANNOUNCES LAUNCH OF LOUISIANA GLOBAL GUMBO PODCAST SERIES



February 3, 2022, New Orleans, LA—The World Trade Center New Orleans (WTCNO) is excited to announce the launch of its podcast, *Louisiana Global Gumbo*.

In a state that overflows with talent and opportunity, *Louisiana Global Gumbo* (LGG) serves to lay out the ingredients that make Louisiana and its place in the world so exceptional. Produced and co-hosted by Jason French, French Strategic Partners, and Ed Webb, CEO, World Trade Center New Orleans, listeners can tune in as some of Louisiana's most recognized names in business, trade, and politics are invited to dig into the culture, entrepreneurship, and natural resources that make Louisiana an economic powerhouse.

“The Louisiana Global Gumbo (LGG) podcast series is hands down one of the most fun and exciting new projects that the World Trade Center (WTCNO) has delivered during my tenure with our organization”, said WTCNO CEO Ed Webb. We hope that the Louisiana Global Gumbo will have its proper place in all Louisianian's monthly podcast diet", he added.

The LGG table will have podcast guests from across our state including the likes of Mike Strain, LA Commissioner of Agriculture, and Michael Hecht, President and CEO, GNO Inc., with each of our special podcast guests providing a nutritious helping of internationally focused information ranging from global opportunities and challenges, innovation, and entrepreneurs with each addressing the complexities, uncertainties, impacts on efficiency, and new strategic approaches in various industries.

“The average Louisianan probably doesn’t know how important this state is to the world economy. We literally feed and power the world”, said Jason French, Principal of French Strategic Partners. “I am incredibly excited to partner with the World Trade Center to tell the stories of the leaders in government, business and trade that create Louisiana’s oversized global impact,” he added.

Listen to “Louisiana Global Gumbo” on your preferred podcast platform (Apple, Amazon, Spotify)– or visit www.louisianaglobalgumbo.com

Remember to *FOLLOW, RATE and REVIEW!*

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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 (www.wtca.org)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 or a complete listing of our World Trade Center Board, please visit www.wtcno.org or contact Patrice Fisher at pfisher@wtcno.org