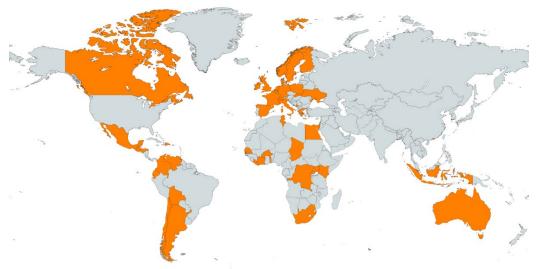


World Trade Center New Orleans 2023 End-of-Year Update

BUSINESS DEVELOPMENT

1) Welcomed 93 government and business leaders from 33 countries, including one Prime Minister, four Ambassadors, seven Consul Generals, and five members of Parliament



- 2) Engaged with nine companies, highlighting the Louisiana market as a business hub and exploring expansion opportunities to Louisiana
- 3) Successfully executed a trade mission to Ireland focusing on technology and health sciences, and Montreal focusing on transportation and logistics
- 4) Hosted a familiarization tour for Francophile businesses and organizations
- 5) Attended SelectUSA, meeting with over a dozen foreign companies
- 6) Have met virtually and in person with representatives from 13 foreign business associations to introduce the Louisiana market

BUSINESS ENVIRONMENT

- 7) Facilitated an International Trade Day at the Capitol to highlight the economic opportunities provided by trade in Louisiana
- 8) Hosted a D.C. fly-in, elevating the economic importance of the trade sector to the Louisiana delegation
- 9) Successfully hosted the inaugural Louisiana International Trade Conference, attended by over 100 members of the trade community
- 10) Supported WTCNO members during legislative session through letters of support and other advocacy work, including the advocacy and support for legislation that creates the Office of Port Development within Louisiana Economic Development

ORGANIZATIONAL DEVELOPMENT & MEMBERSHIP ENEGAGEMENT

- 11) Launched WTCNO at THE WINDSOR COURT, an exclusive WTCNO social HQ benefit
- 12) Onboarded 24 new members the highest new member count on record
- 13) Developed one "flat" membership fee of \$1,000, with enhanced membership benefits
- 14) Launched a new streamlined monthly member email, with an above national average open and click rate



- 15) Redeveloped the existing website to align with the new mission of the WTCNO
- 16) Launched quarterly membership briefing calls, providing updates on key organizational activities
- 17) Received 31 organic media mentions across television, online, and radio
- 18) Generated 47,000 impressions on LinkedIn and increased total followers by 553