

# 2024 WTCNO HIGHLIGHTS

## **BUSINESS DEVELOPMENT**

- Welcomed over 110 government and business leaders from 23 countries, including five Ambassadors, and seven Consul Generals.
- Successfully executed a trade mission to Belgium focusing on hydrogen development and a trade mission to Rotterdam focusing on maritime and logistics
- Co-hosted the Louisiana International Wind Exchange, a networking event wherein Louisiana offshore wind companies were presented with networking opportunities with foreign delegations
- Attended SelectUSA, meeting with over 20 foreign companies and government officials, generating three qualified leads
- Led the “Central European Roadshow” to Austria, Slovakia and Czech Republic, highlighting investment opportunities in Louisiana
- Executed an MOU with the Council of Slovak Exporters creating a pipeline of investment opportunities to Louisiana
- Planned inbound trade missions from Denmark and Quebec, highlighting Louisiana’s future energy sector and maritime sector

## **BUSINESS ENVIRONMENT**

- Initiated the Lower Mississippi Global Commodities Analysis, an in-depth report outlining global commodities demands, in coordination with the five deep draft ports on the Mississippi River
- Supported WTCNO members during legislative session through letters of support, testimony, and other advocacy work
- Appointed by Governor Landry to serve as an at-large member of the Louisiana-Ireland Trade Commission

## **ORGANIZATIONAL DEVELOPMENT AND MEMBERSHIP ENGAGEMENT**

- Successfully hosted the second annual Louisiana International Trade Conference, attended by over 100 members of the trade community
- Hosted eight events with over 500 participants in attendance
- Received seven media mentions across television, online, and radio, including two national publications and two international publication (BBC and Slovakia News Agency).
- Generated 55,381 impressions on LinkedIn and increased total followers by 323