

News



DEDICATED TO INTERNATIONAL TRADE & BUSINESS DEVELOPMENT

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To submit suggestions or story ideas, please call 601-353-0909.

U.S. Commercial Service Director Visits

Maria Cino, Director General of the U.S. and Foreign Commercial Service at the U.S. Department of Commerce, visited the MS World Trade Center in February to interact with state and local leaders and to sign a Memorandum of Understanding with the MSWTC and the MS Development Authority.

The MOU outlines a three-way partnership to provide targeted export education and consultation to small and medium businesses.

As the key export promotion agency of the federal government, the U.S. and

Foreign Commercial Service has a worldwide network of 1,700 employees who provide, at a nominal cost, the full benefits of market research, potential buyer assessment, and set-up of trips and conference calls to and from various countries.

Cino said "I think Mississippi, like anywhere else in the United States, is quickly realizing that 96% of the world's

population of consumers is outside the United States, and that last year the U.S. sold about \$2.7 billion worth of exports in 140 countries. We must continue to get the word out about the value and importance of exporting our goods." Pointing out the importance of the

Commerce Department's trade seminars and keeping in touch with the local export assistance center, Cino emphasized that "people will find out that exporting is not as difficult as they think given the resources the U.S. government has here and overseas."



A Memorandum of Understanding outlining joint trade education activities and service partnership is signed by Barbara Travis, MSWTC Executive Director; Bob Rohrlack, MS Development Authority Executive Director; and Maria Cino, U. S. and Foreign Commercial Service Director General.

Bob Rohrlack, Executive Director of the Mississippi Development Authority, welcomed the opportunity to host Ms. Cino at the MSWTC signing and later at a luncheon in her honor. "Anytime we can enter into a partnership such as this one and support such a strong resource to help Mississippi's small businesses to grow and prosper, it's a win-win for everyone."

INTERNATIONAL EVENT SCHEDULE

4/1	NAFTA Seminar (Canada & Mexico) <i>Biloxi, MS</i>
4/3-8	Trade Mission, China and Peru
4/8	Trade Outlook 2003 Conference <i>Jackson, MS</i>
5/1	Basics of Exporting Seminar <i>Jackson, MS</i>
5/1	Int'l Trade Club Meeting <i>Jackson, MS</i>
5/6	CE Mark Basics <i>Jackson, MS</i>
5/5-6	World Trade Conference: China <i>Point Clear, AL</i>
5/15	MSWTC Quarterly Luncheon <i>Jackson, MS</i>
5/28	CE Mark Intensive Seminar <i>Jackson, MS</i>
6/6-7	Mississippi Market Trade Show <i>Jackson, MS</i>
6/2-13	Multi-State Catalog Show: South America <i>Brazil, Ecuador, and Panama</i>
6/9-20	China Trade Mission
6/26-28	Tecnomuebles International 2003 <i>Guadajara, Mexico</i>
7/16-18	PAACE Automechanika Mexico <i>Mexico City, Mexico</i>
8/21	MSWTC Quarterly Luncheon <i>Jackson, MS</i> MSWTC Advisory Board Meeting <i>Jackson, MS</i>
9/4	Int'l Trade Club meeting <i>Jackson, MS</i>
9/10-11	"Ready, Set, Global" Women's Conference <i>Biloxi, MS</i>
9/15-26	Multi-State Catalog Show <i>China, Thailand, Philippines and Taiwan</i>
11/20	MSWTC Annual Meeting <i>Jackson, MS</i>
12/4	Int'l Trade Club Meeting <i>Jackson, MS</i>

Film Industry Highlighted at Luncheon

The Mississippi World Trade Center's first quarter luncheon was held on February 20 at the Edison Walthall Hotel in downtown Jackson. Featured speaker Ward Emling, Manager of the Mississippi's Film Services Bureau, presented a poster display and discussion focused on "Marketing Mississippi's Film Industry in the International Marketplace" which included highlights of the state's film production history, explanation of the Film Enterprise Zone, and the MS Development Authority/MS Tourism Association's "cluster development plan."

Created in 1973 by Governor Bill Waller, Mississippi's was one of the first five film commissions in the world. Today there are over 400. In its thirty years of existence, film production in Mississippi has accounted for more than \$100 million in direct expenditure with a broad economic impact. Describing himself as an

...film production in Mississippi has accounted for more than \$100 million in direct expenditure with a broad economic impact.

industrial developer, Emling explained how "money is spent on hotels, restaurants, grocery stores, car dealerships, department stores, construction companies, office supplies and much more. Individual paychecks by the thousands range from \$50 a day to \$10,000 a week going to Mississippians as actors, extras, technicians, union and non-union workers, security, police, fire personnel and office workers." Statistics were used to demonstrate the fact that the film industry is and always has been a global industry that can go anywhere the aesthetics and financial incentives lead. Emling said that "ten years ago, a financially

bold and inventive Ireland was the world's sweetheart location; today it struggles to compete with Prague and Eastern Europe. The Hollywood dollar goes 30 % further in Canada, 45% further in Australia, and 50% further in New Zealand."

Keeping these numbers in mind, Emling suggested that it is prudent to pursue the film industry as an import but also to create product and programming for export. He also feels it is time to look at the development of the film industry through funding, tax incentives and credits, grants and small business loans...whatever we can find that will help filmmakers create a better product.

Ward Emling, Director of the Mississippi Film Office and Past-President of the Association of Film Commissioners International, discussed the film industry's broad economic impact from a local, regional and global perspective at MSWTC's first quarter luncheon.

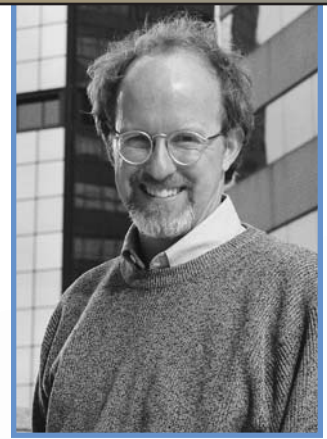


PHOTO GALLERY

Emad Al-Turk, Chief Operating Officer of Waggoner Engineering, Inc., recently addressed the Central Chapter of the International Trade Club of Mississippi discussing the history and culture of the Middle East as they relate to business development.

To find out how you can join the International Trade Club, contact Marguerite Wall at 601-857-3537.



World Trade Center Intern Program Initiated

Candace Goff, a senior International Business major at Mississippi State University, was recently selected as the MSWTC's first student intern. A DeSoto County native, Miss Goff will graduate in May 2003 with dual degrees, a BBA from the College of Business and Industry with a marketing emphasis and a BA from the College of Arts and Sciences with a Spanish emphasis. She has experienced practical application for her communication skills by studying abroad in Mexico and Costa Rica where she was immersed in the business and academic



Candace Goff, MSWTC's first student intern, assists staff in a wide range of activities from conference planning to research to hosting visiting dignitaries.

culture and lived for six weeks in a Latin family setting to sharpen her bi-lingual skills.

Assignments for the MSWTC intern include assistance with seminar and event preparation and implementation, participation in conference planning sessions, attending professional association meetings and receptions, clerical and research duties, interaction with clients and members, preparation of press releases and assistance with hosting visiting dignitaries. Barbara Travis, MSWTC Executive Director, said that "Candace has been a breath of fresh air in our office. Her knowledge of the Latin American culture, her ability to express herself well in written communication and her professional conduct have all been extremely helpful to us. She has set a strong precedent for future interns and even contributed an article for this newsletter."

The World Trade Center plans to take intern applications each academic semester. Interested students should contact the MSWTC office for more information.

Import Seminar a Success

The Mississippi Development Authority and Hinds Community College International Trade Center recently co-sponsored an educational seminar entitled "Importing Products from Overseas: Sourcing, Procedures, and Success Stories." Held in Jackson at the MSWTC, the program drew 75 attendees representing a diversity of companies interested in learning the basics of importing. Participants gained insight and advice from the first-hand knowledge and expertise of the panel of presenters who addressed such topics as locating suppliers overseas, understanding quotas from international companies, product documentation, U. S. Customs and the role of a customs broker. Each speaker provided specific information about different segments of the importing process and inspired the group with personal success stories. Panelists included Richard Oates of Page & Jones, Inc., Steve Holifield of Peavey Electronics, Marion Riley of U. S. Customs Service, and Rodney Barbour of Barbour International.

A primary lesson conveyed was the importance of hiring a customs broker. With their extensive knowledge of governmental rules and requirements, brokers can often prevent potential problems. Marion Riley's advice: "The rules are complex...do your homework...get yourself a broker!" Other speakers echoed Riley and further stressed the importance of hiring a customs broker in order to be prepared and avoid confusion. Additional seminar topics covered were transportation options, trading blocs, international sourcing, supplier selection, and logistics.

Local international trade specialists recommended to companies seeking more information or import assistance were Adam Murray with Hinds Community College at 601-857-3581 and Gena Lentz with the Mississippi Development Authority at 601-359-2903.

Book Review

The Sun Also Rises Over Toledo: A Guide to Global Brand Marketing

Sadaharu Honda: 1998, PHP Institute of America, Inc.

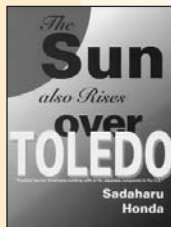
WTC Rating: ☆☆☆ (Useful, well-organized; layman's terminology)

Book jacket summary:

Written for Americans considering a new position with a Japanese company, or those already employed and wondering how to improve their situation, The Sun Also Rises Over Toledo will provide answers. The book is written to:

- Explain the fundamental thought processes of Japanese management
- Help American executives and managers understand the ABC's of prevailing Japanese wisdom
- Detail important benchmarks of working for Japanese from getting hired to obtaining a raise and a promotion
- Discuss the successful Japan of the future

Thomas J. Murrin, Dean of the A.J. Palumbo School of Business Administration at Duquesne University in Pittsburg, PA, says that "this book can help to transform our challenge into an opportunity by providing invaluable insights into our relations with the Japanese."



LETTER FROM THE Executive Director



It's hard for me to imagine that almost a year has past since the opening of the Mississippi World Trade Center. In ten months of operation we have organized or hosted 27 educational seminars and events with more than 750 attendees and garnered 125 members. We have received visits from numerous foreign dignitaries and co-sponsored trade conferences, participated in a statewide port symposium and accepted over 20 speaking engagements. We have had the good fortune to meet and partner with some of the most experienced trade consultants and international development educators in the business. The "international trade gods" have smiled on us. Now, what we must do is return the favor with a renewed commitment to making our strongest effort to deliver the best and most efficient of trade services to our members.

You, our members and clients, are the reason for our existence. It is you that we seek to serve and assist. Whether through core educational workshops, a leadership program, a one-on-one consultation or a referral to a public or private professional source, the WTC is here to answer your questions or fill your information gap. Providing powerful networking opportunities is perhaps one of our best services and one in which we take pride in excelling. Hearing "thank-you" from satisfied clients is the most rewarding part of our job. It feels good to know that we have helped a small businessperson learn something pertinent or meet someone that improves his or her bottom line.

Another reason for the MSWTC's early success is the efficiency of our staff and service partners. We have the best of both. Their experience and international trade expertise breed confidence among clients and members that translates into trust. Trust is the ultimate payback for the job they do and the service they provide.

As we grow and improve our existing programs, we continue to develop new ones. Our members are our customers and customer input is always welcome. Occasionally we solicit structured feedback, but you are encouraged to make programmatic suggestions or convey special service requests at any time. Our job is to deliver what you need to enter or expand in the global business arena.

Sincerely,

Barbara Travis
Executive Director

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The Mississippi World Trade Center is a 501 (c)6 non-profit with the charter held by the Partnership for Economic Development Services, Inc.

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MISSISSIPPI WORLD TRADE CENTER membership has many advantages!

For information on membership, partnership or sponsorship,
please call Ann Atkins at 601-353-0909.

To promote
international trade,
investment and tourism
through technology
and a global network
of business, government,
and educational partners.

Mission Statement

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