

Mississippi World Trade Center

Global Link



DEDICATED TO INTERNATIONAL TRADE & BUSINESS DEVELOPMENT

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2008 World Trade Conference a Success!

The 2008 World Trade Conference was a huge success with more than 125 participants in attendance from four states who heard more than 25 outstanding speakers on various topics supporting the overall theme, "From Mainstreet to Global Markets."

Held this year at the Beau Rivage Hotel and Conference Center in Biloxi, MS, the annual event is in its 12th year and is sponsored by a joint-partnership of the Mississippi Development Authority, Louisiana Economic Development, the Mobile Area Chamber of Commerce and the Pensacola Bay Area Chamber of Commerce with the venue rotating among the states each year. Mississippi served as the host and conference coordinator for 2008; Louisiana will have hosting honors in 2009.

Conference presentations included a panel discussion of the history and expansion of the Panama Canal with development opportunities created for private sector firms; a review of local, state and federal

international business development resources; unique international programs such as Sister Cities programs; the explosion of opportunities for service exporters in foreign markets; business outlooks from the Canadian and Australian Consuls General; overviews of investment opportunities in the MS Gulf Zone; and special sessions on logistics and compilation of service export statistics. Workshops featured pertinent data and technical information from governmental and educational sources punctuated with supporting testimonials from private sector companies.

Also included in the program was an awards luncheon featuring the presentation of the *Governor's Award for Exporter of the Year* presented by Gray Swoope, Executive Director of the Mississippi Development Authority, to the Viking Range Corporation in Greenwood, MS. Dale Persons, Viking's Vice President of Corporate Development, accepted the award and served as keynote speaker for the luncheon. Other Viking executives accompa-

nying Mr. Persons to receive the award were Cyndi Saia, Manager of International Marketing and member of the Mississippi World Trade Center Board of Directors; and Joe Sherman, President of the Viking Cooking School.

2008 Spring Quarter Luncheon "Global Business Strategies"

May 21, 2008 – 11:30 until 1:00
University Club- Jackson, MS
Keynote: Peter Bear, President
B2G Global Growth, LLC
Minneapolis, MN

Luncheon Reservations:
Ann Atkins at 601-353-0909
or aatkins@mswtc.org



Peter Bear

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INTERNATIONAL EVENTS SCHEDULE

- 04/18-19 International Museum of Muslim Culture's 7-Year Anniversary Celebration Jackson, MS
- 05/20-21 Regional China Airport Conference 2008 Chendu, Sichuan
- 05/20-22 Futurallia 2008 Quebec International Trade Event Quebec City, Canada
- 05/21 MSWTC Spring Luncheon Jackson, MS
- 05/27-6/4 South American Multi-Industry Trade Mission Panama, Colombia & Peru
- 06/5-7 Lumber Products & Furniture Components Trade Show & Mission Guadalajara, Mexico
- 06/15-17 SEUS Conference Savannah, GA
- 08/20 MSWTC Summer Luncheon Jackson, MS

Call 601-353-0909 for event details or go online at www.mswtc.org.

2008 China Seminar held at Mississippi World Trade Center



Left to right: Paul Swenson, MDA Representative in China, John Henry Jackson, MDA International Trade Specialist for Asia, and Richard Johnston, Jr., Senior Strategy Advisor at Baker Donnelson.

The Mississippi Development Authority (MDA) recently hosted twenty-five attendees for the “Doing Business in China Via Subsidiaries and Representative Offices” seminar on February 12, 2008, at the Mississippi World Trade Center (MSWTC). Speakers for the event were Paul Swenson, MDA Representative in China, and Richard Johnston, Jr., Senior Strategy Advisor at Baker Donnelson. The topics discussed during the half-day seminar included: Application Procedures, Tips on Navigating the Chinese Bureaucracy, Why Companies Choose to Operate via Direct Ownership, Hiring and Firing, and Compliance. The seminar concluded with a networking luncheon, followed by one-on-one company consultations.

An audio recording of the 2008 China Seminar is currently available on the MSWTC website.

MSWTC Pursuing WTCA Certification

The MSWTC International Business Development Committee (IBDC) is currently in the process of pursuing a World Trade Center Association (WTCA) certification. Robert Frueh, Chairman of the WTCA committee on Quality and Standards, attended the IBDC meeting on February 19, in which four service categories were chosen for assessment: Trade Information Services, Business Services, Trade Education Services, and Conference Facilities. The IBDC’s goal is to complete the certification this summer.

Welcome New Corporate Members!

Applied Geo Technologies, Inc.

Mississippi Manufacturers Association

University of Southern Mississippi - College of Business



Top: (Left to Right) Steve O’Farrell, General Manager for Peavey China; Jim Finley, President of MS District Export Council; Carol Moore, Director of MS Export Assistance Center; and Courtland Gray, Executive Vice President at Peavey.

Bottom: Attendees at China Seminar



B

ook Review

The Future of Management

Cover Review:

What really fuels long-term business success? Not operational excellence or new business models, but management innovation - new ways of mobilizing talent, allocating resources, and building strategies. Over the past century, breakthroughs in the “technology of management” have enabled a few companies - including General Electric, Procter & Gamble, Toyota, and Visa - to cross new performance thresholds and build long-term advantages. Yet most companies lack a disciplined process for radical management innovation.



In *The Future of Management*, world-renowned business sage Gary Hamel argues that organizations need bold management innovation now more than ever. The current management model - centered on control and efficiency - no longer suffices in a world where adaptability and creativity drive business success.

Practical and profound, *The Future of Management* features examples from an elite group of modern management pioneers - companies that have challenged management dogmas and are reaping the rewards.



The International Museum of Muslim Cultures (IMMC) in Jackson will celebrate its 7th anniversary with a national education and development seminar titled “Education: The Bridge to Engaging the African Diaspora in Development at Home and In Africa” scheduled for April 18 – 19. Presentations and workshops will be held in partnership with and on the campuses of Jackson State University, Tougaloo College and Millsaps College and are funded in part by the Mississippi Humanities Council.

Two special features of the celebration are the Mississippi Premier of the PBS award-winning documentary “PRINCE AMONG SLAVES” and the IMMC Fund-raising Banquet on Saturday night, April 19 at JSU’s Walter Payton Complex. All events are free to the public except the banquet. For details and a full schedule of events, contact IMMC’s office at 601-960-0440 or email Inmuseum@bellsouth.net or visit www.muslimmuseum.org.

University of Southern Mississippi Students Attend Exporting Seminar

The MS District Export Council (DEC) hosted twenty international business students from the University of Southern Mississippi (USM) for the second annual “Exporting: A World of Opportunities” seminar. USM students gained valuable insight into the different roles non-profits, governmental trade agencies, and private sector companies play in exporting Mississippi products. Presenters for the seminar included the Mississippi World Trade Center (MSWTC), Mississippi Development Authority, Mississippi Export Assistance Center, FedEx, and DEC. The seminar was held in the MSWTC conference room.



←
Liz Cleveland, Deputy Director of the Global Business Division at MDA, showing a six-year bar chart of Mississippi’s exports.

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USM students that attended the “Exporting: A World of Opportunities Seminar”.



2008 Gulf Coast Trade Alliance World Trade Conference

