



Global Link

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Letter from the Executive Director

Dear MSWTC Members:

Each of us is aware of the importance of technology in our lives and in our workplace. Technology changes and continuous advances shape our every decision and our every business strategy. With this in mind, I recently ventured cross country to San Jose, California, for the International Economic Development Council's "Tech-Led Economic Development Conference." What I saw and what I learned was nothing short of phenomenal. The value and impact of technology on Silicon Valley took on a whole new meaning to me as I listened to redevelopment success stories, witnessed the results of a downtown metropolitan makeover, and visited the corporate offices of worldwide companies such as ebay, the San Jose BioCenter and Hitachi Global Systems. The lessons learned from these experiences can be applied directly to the international scope and potential of our own Mississippi businesses and communities.

Conversations with and presentations from decision makers in these and other significant technology-driven companies led me to the awareness of the following current economic development truisms:

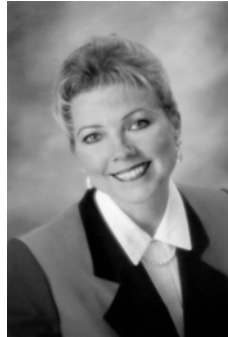
- Global trend and forces continue to shape our tomorrow.
- Innovation and entrepreneurship are vital development elements.
- Identification and support of fast-growth, high-value companies are crucial for community success.
- Regional marketing approaches are mandatory.
- The service sector continues to grow at an exponential rate.

Each of these truisms is underpinned with a technology base, and each of these truisms has an international component. Tech-driven development can diversify Mississippi's economy, help build wealth, and create long-term sustainable change. It is imperative that local developers seek and apply the inherent knowledge of what is going on around the world if they are to help their communities successfully compete. Technology provides that global knowledge.

The Mississippi World Trade Center can be your direct avenue to a winning international business proposition. Take full advantage of the educational opportunities, networking events, services and benefits of membership to grow your company to its greatest global extent. We're here to help; call us.

Sincerely,

Barbara Travis



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INTERNATIONAL EVENTS SCHEDULE

- 6/1-10/31 Membership Campaign Jackson, MS
- 6/12-15 Global Petroleum Show Calgary, Canada
- 6/14 WTCA Day
- 6/TBA Mexico Trade Mission Guadalajara, Monterrey & Mexico City
- 7/9-11 WTCA Member Seminar Beijing, China
- 8/2-4 MS Water Resources Annual Meeting Biloxi, MS
- 10/1-5 MS Transportation Institute Tunica, MS
- 10/17 Successful Trade Finance Jackson, MS
- 10/28-11/2 WTCA General Assembly Istanbul, Turkey
- 11/16 MSWTC Annual Meeting Jackson, MS

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

Strong Turnout for Import Seminar



“Import Essentials” Seminar held in the Advanced Education Center in Tupelo.

The Mississippi Development Authority in partnership with the Mississippi World Trade Center, Tupelo’s Community Development Foundation, and Itawamba Community College recently conducted an international business educational event designed for North Mississippi firms. The half-day seminar, “Import Essentials: Understanding Customs Procedures, Banking & Logistics,” was held on April 6, 2006, at the Advanced Education Center in Tupelo and covered a diversity of topics that included an introduction to importing, customs compliance, dealing with documentation, the role of customs brokers, and targeted international banking information.

Registration closed at almost 80 participants representing a wide range of manufacturing and service sector companies. Attendees received detailed presentations and materials provided by an excel-

lent array of speakers from the public sector and private industry. They included Frances Gutt, Vice President of Import Operations, V. Alexander & Co.; John Gurney, Vice President of International Department, First Tennessee Bank; Vivian Collins, Import Specialist, U.S. Customs and Border Protection; and Allen Bennett, Director of Materials Management, Sanderson Plumbing Products Inc. Adam Murray, Mississippi Development Authority trade specialist for Europe and the Middle East, served as session moderator.

Seminar attendees and business associates of the sponsoring organizations were also invited to a sumptuous cocktail reception at the Tupelo Country Club on the evening prior to the program as special guests of BancorpSouth and the Mississippi World Trade Center.

BancorpSouth Co-Sponsors 2006 Membership Campaign Kick-Off



BancorpSouth executives, Randy Burchfield and Chuck McIntosh, enjoy reception festivities.

BancorpSouth joined forces with the Mississippi World Trade Center’s Membership Development and Tourism Committees on April 5, 2006, to sponsor a reception formally announcing the kick-off of MSWTC’s 2006 Membership Campaign. The Tupelo Country Club served as the venue for the spectacular event coordinated by Randy Burchfield, Senior Vice President of Marketing for BancorpSouth; Barbara Travis, MSWTC Executive Director; and Cyndi Saia, Manager of International Sales for Viking Range Corporation and Chairman of MSWTC’s Tourism Committee.

Attendees were treated to a spectacular array of international appetizers and beverages showcased in the club’s main ballroom. Terry Morgan, a popular local musician in the Tupelo area, provided piano music performed on a classical piano positioned on an elevated platform placed in the center of the food table and surrounded with an oversized floral arrangement. Mrs. Travis welcomed attendees, recognized BancorpSouth senior executives, elected officials and special guests.



Popular Tupelo musician, Terry Morgan, provided music for the event

Mrs. Saia highlighted benefits of MSWTC membership and announced plans for the 2006 membership campaign to include a “Member-Get-A-Member” contest. Points will be awarded for recruitment of new members by current members. Prizes include a special-issue, custom painted, autographed Peavey guitar; a Viking cookware set, and a Viking blender. Contest runs May 1 – October 31, 2006. Contest rules may be obtained by calling the MSWTC office at 601-353-0909 or on the website at www.mswtc.org.

CAFTA Seminar a Success



Featured Speaker, James McCarthy, presenting during CAFTA Seminar.

The U.S. Commercial Service, MS District Export Council, and the MS Development Authority recently partnered to present an educational seminar entitled "Making CAFTA Work for You." Featured speakers included James McCarthy, Senior Commercial Officer, U.S. Commercial Service; San Jose, Costa Rica; Scott Ainsworth, Trade Finance Specialist with Regions Financial Corporation; Rose Boxx, Latin American Trade Specialist with the MS Development Authority; and Paul Shanafelt, Sales Manager of the Panalpina Group. Following presentations highlighting the background and business opportunities presented by the Central America-Dominican Republic – US Free Trade Agreement, attendees were afforded the opportunity to schedule one-on-one meetings with the speakers during the afternoon for assistance with market entry strategies and related details.

Member Spotlight



Richard G. Hickson

Trustmark Opens Biloxi Office

Richard G. Hickson, Chairman and CEO of Trustmark Corporation, announced the opening of Trustmark National Bank's first permanent, full-service office on the Mississippi Gulf Coast on April 24. Located in the Lakeview Shopping Center at the I-10/I-110 exchange, the office follows Trustmark's opening of temporary offices in Ocean Springs and Gulfport to serve loan customers after Hurricane Katrina.

Hickson, current Board President of the Mississippi World Trade Center, said in a recent *Mississippi Business Journal* article that "Trustmark has a 116-year history of providing banking and financial services, and we look forward to providing residents of the Gulf Coast with a diverse array of solutions to meet their financial objectives. We will also continue our history of community involvement and will continue to support Gulf Coast organizations as they rebuild after Hurricane Katrina."

Vietnamese Ambassador Visits Mississippi



From Left: Ambassador Nguyen; Earl Jones, ELF President; Stanley Shows from Congressman Pickering's office; and Guy Hovis from Senator Lott's office.

The Ambassador of the Socialist Republic of Vietnam, Nguyen Tam Chien, recently visited Mississippi to promote trade relations. A luncheon at the University Club honored the Ambassador on June 1, 2006, and provided him an excellent opportunity to meet several of Mississippi's top business and government leaders. Ambassador Nguyen stressed the importance of continuing to strengthen trust between our countries in order to increase healthy trade agreements. Following the luncheon, the Ambassador was accompanied by Marsha Hamilton of Mississippi Development Authority to the Mississippi World Trade Center where the delegation toured the facilities.

Ambassador Nguyen's trip to Mississippi also included a meeting with Governor Barbour, other officials, and a visit to the University of Mississippi, in Oxford.

MSWTC Members Awarded for “Business Integrity”

Congratulations to two MSWTC member companies, Mississippi Power Company and The Cirlot Agency, for their recent selection by the *Better Business Bureau* as recipients of the “Circle of Honor

2006 – Business Integrity Award.” With support from the *Mississippi Business Journal*, the BBB of Mississippi uses the Integrity Awards program to recognize the strong ethical business practices of the winners and showcase the examples they set for others in the corporate community to follow.

We are proud to claim these two companies as members of our organization and applaud them for *doing the right thing* in a business world that presents so many difficult choices and challenges.

Quarterly Book Report

★ ★ NEW YORK TIMES BESTSELLER ★ ★

Review from the Cover:

“A must-read for American business people who operate in, buy from, or compete with China.”
—CHICAGO SUN-TIMES



CHINA ★ INC.

HOW THE RISE OF
THE NEXT
SUPERPOWER CHALLENGES
AMERICA
AND THE WORLD

TED C. FISHMAN

★ ★ ★ ★ UPDATED WITH A NEW AFTERWORD ★ ★ ★ ★

“China today is visible everywhere- in the news, in the economic pressures battering the globe, in our workplace, and in every trip to the store. Provocative, timely, and essential – and updated with new statistics and information- this dramatic account of China’s growing dominance as an industrial superpower by journalist Ted C. Fishman explains how the profound shift in the world economic order has occurred- and why it already affects us.

How has an enormous country once hobbled by poverty and Communist ideology come to be the supercharged center of global capitalism? What does it mean that China now grows three times faster than the United States? Why do nearly all of the world’s biggest companies have large operations in China? What does the corporate march into China mean for workers left behind in America, Europe, and the rest of the world?

Meanwhile, what makes China’s emerging corporations so dangerously competitive? What will happen when China manufactures nearly everything – computers, cars, jumbo jets, and pharmaceuticals- that the United States and Europe can, at perhaps half the cost? How do these developments reach around the world and straight into our lives?

These are ground-shaking questions, and *China, Inc.* provides answers. Veteran journalist Ted C. Fishman shows how China will force all of us to make big changes in how we think about ourselves as consumers, workers, citizens, and even as parents. The result is a richly engaging work of penetrating, up-to-the minute reportage and brilliant analysis that will forever change how readers think about America’s future.

MSWTC Rating: **** Excellent read; absorbing content.

Welcome New Corporate Member!

BancorpSouth