

# Mississippi World Trade Center

## Global Link



PROMOTING INTERNATIONAL TRADE, INVESTMENT AND TOURISM

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### Letter from the Executive Director

From the Director:

ARE YOU GETTING THE MOST FROM YOUR MEMBERSHIP? That is a key question everyone should ask when evaluating the investment of time, energy and money in any business organization or association. The Mississippi World Trade Center offers an extensive menu of international business services, databases and information as well as special membership amenities that can make a positive and tangible difference in the way your company operates. But remember...just like the services of your health & fitness club, you must use them regularly to reap their benefits.

I urge you to visit two websites ([www.mswtc.org](http://www.mswtc.org) and [www.wtca.org](http://www.wtca.org)) on a regular basis to enhance your international business fitness with trade information and articles, events calendars, and WTCA On-Line trade opportunities. I also urge members to follow through on contacts made at networking events, read our newsletter, use the in-house international business resource library, or take advantage of reciprocal services with other world trade centers around the nation and the world. Reciprocity is the foundation upon which all world trade centers are established and operate.

Simply stated, reciprocity means that as a member of the Mississippi World Trade Center you can access and enjoy services provided by all other WTC's around the world. As you travel abroad this summer for business or pleasure, take the time to visit or use the services of a world trade center in the host country; but please remember that pre-coordination, planning and proper protocol are of utmost importance. Contact our office to request a letter of introduction to the WTC in the city you plan to visit, and let us know what type of services you will need. We will act as your point of contact and make your business introduction so that you can make the most of your trip with the least effort.

To help us do a better job, you will soon receive a brief e-survey regarding MSWTC membership services. Please take the five minutes required to respond and let us know how well we are serving your needs. As always, we welcome your suggestions, comments, and suggestions for improving current programs and services or creating new ones.

Have a safe and happy summer!

Sincerely,



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### INTERNATIONAL EVENTS SCHEDULE

- 8/21-22 2007 Women's Conference Meridian, MS
- 10/26-31 Caribbean Building and Wood Products Trade Show and Sales Mission Bahamas & Dominican Republic
- 10/21-24 WTCA General Assembly New Orleans, LA
- 11/12-20 "Down Under" Horizontal Mission Australia & New Zealand
- 11/14 MSWTC Annual Meeting Jackson, MS

## Staplcotn Hosts Banquet for Chinese Delegation

On May 14, Staplcotn, the largest cotton cooperative in the United States, hosted a banquet for a Chinese delegation visiting Mississippi. The banquet was held in a private room at the upscale Schimmels restaurant in Jackson. Meredith Allen, Vice President of Marketing at Staplcotn, opened the banquet with a toast to the growing relationship between Staplcotn and China. Following Mr. Allen's toast, Wang Shenyang, Chairman of the China Chamber of Commerce for Import and Export of Textiles, thanked Staplcotn for the hospitality shown during the delegation's visit. The Mississippi World Trade Center (MSWTC) and Mississippi Development Authority were also invited to attend the banquet.

The delegation's trip to Mississippi included a meeting with Gov. Haley Barbour, a tour of the State Capitol, and a visit to a cotton farm and gin in Cary. The Chinese delegation is responsible for the purchase of an estimated \$400 million of U.S. cotton, with \$58.73 million coming directly from the Mississippi Delta.

### State Exports Near \$1.5 Billion

The most recent 2007 trade statistics reported by the U.S. Department of Commerce show that Mississippi's exports total \$1.49 billion. This figure reflects a slight decrease over the same period last year. Leading industries are: Tanning/Dye/Paint/Putty (+\$80 million), Cotton+Yarn/Fabric (+\$48 million) and Machinery (+\$42 million). The overall decrease primarily resulted from a dip in exported Vehicles/Not Railway.

Top exports for the year as of April 30 are Electrical Machinery (14.72%), Cotton+Yarn/Fabric (12.62%), Machinery (11.77%), Tanning/Dye/Paint/Putty (11.07%), and Vehicles/Not Railway (7.96%). Top export partners are Canada (24.92%), Mexico (13.78%), China (6.5%), Belgium (5.46%), and United Kingdom (4.23%).

### MSWTC Intern Heading to Japan



Trevor Acy, International Business Major at Mississippi State University (MSU), is completing a summer internship at the MSWTC. On June 29, Acy is leaving to participate in a one month, intensive language course at the Sendagaya Japanese Institute in Tokyo, Japan.

Acy has spent the last six semesters studying Japanese at MSU and is anxious to immerse himself in the culture.

**Top:** (left to right) Hank Reichle, Senior Director of Export Sales at Staplcotn, Barbara Travis, Executive Director of the MSWTC, and Terence Yu of Sunrise Resources, Ltd. - Hong Kong.



**Bottom:** (left to right) Josh Bower of the MSWTC, David Camp, Vice President of Sales Operations at Staplcotn, and two Chinese delegates



## Import Essentials Seminar Held in Gulfport



The Mississippi Development Authority in partnership with the Mississippi World Trade Center, Mississippi Gulf Coast Community College and Mississippi Gulf Coast Chamber of Commerce recently conducted an international business educational event designed for South Mississippi firms. The half-day seminar, "Import Essentials: Understanding Customs Procedures, Banking & Logistics," was held on June 14, 2007, at the Mississippi Gulf Coast Community College in Gulfport and covered a diversity of topics that included import shipping and documentation, methods of payments, the role of U.S. Customs and updates on the Port of Gulfport and Gulfport-Biloxi International Airport.

Attendees received detailed presentations and materials provided by speakers from the public sector and private industry. They included Glenn Sigler, Vice President of the International Department, Regions Bank; Julie Gilsdorf, Import Specialist, U.S. Customs and Border Protection; Enrique Hurtado, Deputy Director of Trade Development, Port of Gulfport; and Kristi Bennett, Marketing Representative, Gulfport-Biloxi International Airport. Adam Murray, Mississippi Development Authority trade specialist for Europe, Africa and the Middle East, served as session moderator.

### New Corporate Member!

**Staplcotn**

### New Standard Members!

**Tom Williams**

**Meridian Airport Authority**

**Sat Vasireddy**

**APPHARMACY LLC**

**Right:**  
(left to right)  
Jennifer Phillips and Joyce Sullivan from Resinall Corporation and Adam Murray, MDA International Trade Specialist.



**Below:** (left to right) Mary Brown from MSU Industrial Outreach Service, Carolyn Turner of Page & Jones, Inc. and Enrique Hurtado from the MS State Port Authority at Gulfport.



**Left:**  
(left to right)  
Sue Wright of George County Economic Development Foundation and Kristi Bennett from Gulfport-Biloxi International Airport.



# Making the Global Connection

## 2007 International Trade & Small Business Conference for Women



**MARK YOUR CALENDAR TODAY!**  
August 21-22, 2007 • Riley Center • Meridian, MS

This exciting and informative conference will teach women in business to expand their markets beyond our borders. The program features how-to presentations and testimonials from a diverse group of business-women who have successfully taken their products and services abroad. In addition, one of Mississippi's largest employers will review the process of how to successfully take advantage of small business procurement opportunities.

Presented by



and

**NORTHROP GRUMMAN**

For more information, call the  
MS World Trade Center at 601-353-0909.



## Book Review

### Toyota Talent: Developing Your People the Toyota Way

#### Review from Inside Cover:

Toyota doesn't just produce cars; it produces talented people. In the international bestseller, *The Toyota Way*, Jeffrey Liker explained Toyota's remarkable success through a 4P model for excellence - Philosophy, People, Problem Solving, and Process. Liker, with coauthor David Meier, provided deeper insight into the practical application of the principles in *The Toyota Way Fieldbook*. Now, these authorities on Toyota reveal how you can develop talented people and achieve incredible results in your company.

*Toyota Talent* walks you through the rigorous methodology used by this global powerhouse to grow high-performing individuals from within. Beginning with a review of Toyota's landmark approach to developing people, the authors illustrate the critical importance of creating a learning and teaching culture in your organization. They provide specific examples necessary to train employees in all areas-from the shop floor to engineering to staff members in service organizations-and show you how to support and encourage every individual to reach his or her top potential.

