

MISSISSIPPI WORLD TRADE CENTER

News



PROMOTING INTERNATIONAL TRADE, INVESTMENT AND TOURISM

VOLUME 10 • NUMBER 3 • SUMMER 2011

Global Perspective • Marketing Your Product • Money Matters • Legal Requirements • Shipping & Export Documentation • Success Story • Roundtable

INDUSTRY SUMMIT EXPORT NOW

Mississippi Power Company and several regional, state and federal economic development agencies spoke directly to companies about expanding their trade in the international market on August 30, 2011 at the Lake Terrace Convention Center in Hattiesburg, MS.

This Industry Summit focused on educating and encouraging manufacturers to export while connecting them with the local export resources that can assist them.

Positioning products from a global perspective, marketing, legal and money matters were just a few of the topics discussed. MSWTC member, Justin Barnard, President of Barnard Equipment Company, gave the luncheon keynote presentation highlighting his company's export success story and delighting the audience with humorous anecdotes along the way.

"One of the main benefits of a company that exports is diversity of customer base and markets. Having diversity is one of the key components to weathering the storms of a volatile economy," said Mississippi Power Company's Economic Development Director Arnie Williams.

The Summit was presented by Mississippi Power Company, the Mississippi Development Authority, U.S. Department of Commerce, Mississippi World Trade Center, Mississippi State Port Authority at Gulfport, Mississippi Manufacturer's Association, Electric Power Associations of Mississippi, Balch & Bingham and Hancock/Whitney Bank.

Representatives from law firms, logistics providers and the Export Import Bank of the United States joined in the groups hosting the event to provide participants with a broad array of real-world advice. Photos from this event are on page 4.

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

2011 INTERNATIONAL EVENTS SCHEDULE

- 10/12-15 Vietnamwood 2011 (in partnership with the Hardwood States Export Group) Hardwood Supply Ho Chi Minh City, Vietnam
- 11/8-10 Intermodal Transportation Conference Natchez, MS
- 11/14-15 International Food & Beverage Show Miami, FL
- 11/16 Young Artists Showcase Deadline for Entries Jackson, MS
- 12/5-9 Mississippi Wood Buyers Inbound Trade Mission Various Cities in MS
- 12/8 International Business Leadership Awards Jackson, MS

Annual Meeting & International Business Awards

DECEMBER 8, 2011

11:30AM - 1:00PM

JACKSON HILTON

1001 East County Line Rd. Jackson, MS

LUNCH RESERVATIONS:

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



CALL 601-353-0909 FOR EVENT DETAILS OR GO ONLINE AT WWW.MSWTC.ORG



INTERMODAL, INTERCONNECTED - THE WORLD BECKONS

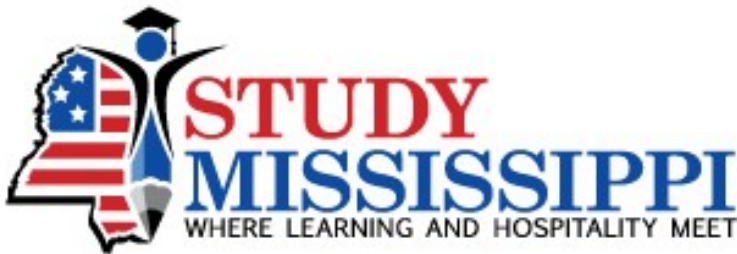
2011 Intermodal Transportation Conference

The Mississippi World Trade Center and the Mississippi Water Resources Association proudly present "Intermodal, Interconnected - The World Beckons" 2011 Intermodal Transportation Conference on November 8-10, 2011 at the Grand Hotel & Conference Center in Natchez, MS.

Companies from across the state are invited to participate in this exciting and informative program with a dynamic line-up of speakers spanning five states. Please join us as they discuss pertinent trade and transportation issues that directly impact companies and communities across the state, the region and the nation.

This three-day conference will kick-off with a golf tournament at Beau Pre Country Club and an opening welcome reception and will provide networking opportunities, a tour of the Port of Natchez and a grand door prize drawing. For details, contact Regina Todd at rregan@mswtc.org or 601-353-0909 or visit www.mswtc.org.

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and become a *Fan of the MSWTC on Facebook***



StudyMississippi is a consortium of accredited educational institutions in the U.S. State of Mississippi which connects international students and professionals with quality Mississippi education and training. Members include high schools, community colleges, public and private colleges and universities, and professional English language schools. StudyMississippi institutions offer a variety of degrees from which to choose, and are found in rural, suburban and urban settings. StudyMississippi is supported by the Mississippi Development Authority, U.S. Commercial Services, and the Mississippi World Trade Center.

The sixteen official member organizations are: *Alcorn State University, Belhaven University, Blue Mountain College, Delta State University, Jackson State University, Meridian Community College, Millsaps College, Mississippi College, Mississippi State University, Mississippi Valley State University, The Piney Woods School, St. Andrew's Episcopal School, Tougaloo College, The University of Mississippi, The University of Southern Mississippi and William Carey University.*

Institutions interested in joining, as well as partnering with StudyMississippi consortium or institutions, please contact studymississippi@gmail.com and follow them on twitter.com/studyMS

MISSISSIPPI

Inbound Wood Buyers Mission

The Mississippi Development Authority will host a second inbound mission for wood buyers December 5-9, 2011. Mississippi companies are encouraged to participate by **hosting a tour of their mill and products.**

There is NO COST for this activity. MDA will coordinate all logistics, transportation and itinerary. We encourage the interested mills to register as soon as possible to save your spot on the schedule.

For more information, contact Rose Boxx at rboxx@mississippi.org or 601-359-3045.

The first inbound wood buyers mission in 2009 was a success. The 2011 mission will showcase a new set of buyers from Mexico.

MSWTC REMEMBERS 9/11



2996 Lives Were Lost
But they are Not Forgotten
2996 Reasons to Remember
2996 Reasons to Hope
For A Better Tomorrow

MESSAGE FROM THE



John Hendrix

It has been an honor to serve as the President of the Mississippi World Trade Center during our 10th Anniversary. The MSWTC was granted its charter on April 23, 2001 by the World Trade Centers Association tasked with the mission to improve world trade in Mississippi. While this is our year to celebrate a milestone, we should pause to remember the tragic events that also occurred 10 years ago on September 11, 2001. This day is forever etched in our memories, and most of us will recall exactly where we were and what we were doing when we learned that the World Trade Towers had collapsed. While we honor the memories of those who lost their lives, we celebrate the fact that the global benefits of the WTCA have continued, and even strengthened, over the past 10 years. It is a privilege for Mississippi to help continue this legacy through the efforts of the MSWTC.

The MSWTC Board of Directors and our outstanding staff have been working hard to successfully complete our agenda for 2011. Although the holidays are just around the corner, we still have significant events planned throughout the state. We will co-host the *Intermodal Transportation and Logistics Conference* November 8-10 in Natchez, MS. This topic is of vital importance to the long term success of Mississippi's economic development efforts. The event will include first-class educational and networking opportunities for attendees. Mrs. Barbara Travis and Dr. Deirdre McGowan have recruited a terrific line-up of speakers that are well-versed in all aspects of intermodal transportation. I encourage you to attend and actively participate in this event.

Also, our *Annual Meeting and International Leadership Awards Luncheon* is scheduled for December 8th in Jackson, MS. For those of you who were able to attend our 10th Anniversary Celebration in July, you are aware that Mr. Herb Ouida was scheduled to be the keynote speaker. Mr. Ouida was the World Trade Center representative that hosted our inaugural event in 2001. Unfortunately, he was not able to attend our July celebration. However, he has graciously agreed to speak at our December event. Please mark your calendars to help us celebrate the businesses and individuals that have helped to make our first decade a tremendous success.

This marks my final newsletter article as President of the Mississippi World Trade Center. It has been an honor to serve as President of this organization since 2010. MSWTC is governed by a world class Board of Directors that represent the broad diversity of international business interests throughout the State. It has also been a pleasure to work with Barbara Travis, Regina Todd and Ann Atkins. They are an outstanding team that works hard to accomplish great things for Mississippi. I appreciate everyone's commitment and support during my tenure. I look forward to watching this organization continue to flourish for years-to-come!

Sincerely,

Industry Summit Photo Gallery



Arnie Williams, MS Power Company, kicked off the Summit as chairman of the event.



Enrique Hurtado and Cole Bernstein speak at the breakout session focused on Logistics.



Gulfport-Biloxi Int'l Airport Representative AJ Hughes speaks to Summit attendees.



Rose Boxx and Liz Cleveland with MDA speak in the breakout session for Preparing to Export.



This Industry Summit was presented by the above representatives from several organizations.



Chuck Bryant, Carol Moore, Justin Barnard & Barbara Travis pictured during a break.

YOUNG ARTISTS SHOWCASE

The Mississippi World Trade Center announces the 4th Annual Young Artists Showcase competition for high school students. The 2011 competition theme is "Shaping Our World for a **Greener** Future", an opportunity for young artists to illustrate the global impact of supporting sustainable development and why these efforts are important in today's world. The Showcase provides an opportunity for students to interpret an international theme through a variety of artistic mediums including painting, drawing, photography, and computer graphics, etc. All entries must be framed, mounted on foam-core or matted, so they are firm enough to hang on gallery walls. Judges will evaluate entries on the basis of theme interpretation, composition and originality.

This art competition is for high school students throughout Mississippi. The First prize winner will receive a \$200 award, Second Prize winner will receive a \$100 award and Third Prize winner will receive a \$50 award. All entrant's artwork will be on gallery display at the Mississippi Arts Center thru December 2011. Judging and an awards reception will take place in early December.

The primary goals for this project are to educate Mississippi youth about the importance and value of doing business abroad, to learn about other cultures and to involve their talent in the process. All entries are due in the MSWTC office in Jackson by 5:00 p.m. on Wednesday, November 16, 2011. For more information please contact Regina Todd at regan@mswtc.org or 601-353-0909 or visit www.mswtc.org.

