

Mississippi Development Authority

International Representation Overview

August 24, 2005

MDA Representatives and Locations

- ★ Orlando Diaz, State of Mississippi South American, Trade Representative: Santiago, Chile
- ★ Paul Mullins, State of Mississippi Asian Office Investment Representative: Yokohama, Japan
- ★ Paul Swenson, China Representative: Shanghai, China
- ★ Chris Bowler, JC Bowler & Company-European Investment Representative

State of Mississippi Foreign Offices



- **Objective:**
 - Provide support for the Business Development and Trade Division through the delivery of services and activities that support the trade and foreign direct investment goals of the BD&T division in Europe, Asia and South America.

Representatives Responsibilities

- **Responsibilities:**
 - Promote Mississippi as an investment location to companies interested in expanding to the U.S.
 - Research current economic trends that impact investment location decisions.
 - Promote the export of Mississippi products and services.
 - Serve as liaison for the State of Mississippi to foreign governments and associations.
 - Provide assistance to local economic development organizations and Mississippi companies.

International Representatives Structure

- **European Representative**
 - 3 office
 - Rep.Type: Investment Promotion
 - Target Markets: United Kingdom, Germany, France and Italy
- **South American Office**
 - Staff : 2 (Director & Trade Assistant)
 - Office Type : Trade
 - Target Markets: Brazil, Argentina, Chile and Peru

International Representative Structure

- **Asian Office of Investment Promotion**
 - **Staff : 1 (Director)**
 - **Office Type: Investment Promotion**
 - **Target Markets: Japan, Korea and Taiwan**
- **China Representative**
 - **Staff : 1**
 - **Rep.Type: Trade Promotion**
 - **Targets: Greater China and Hong Kong**
 - **Contractor is a shared rep. with Wisconsin, Ohio, Pennsylvania and Minnesota**

MDA Foreign Office Trade Promotion Services

- ★ Organize trade activities in international markets:
 - Trade Exhibitions
 - Catalogs Shows
 - Trade Missions
- ★ Conduct Agent/Distributor Searches.
- ★ Arrange appointments with prospective agents, distributors, importers, end-user in international markets on behalf of MS companies.
- ★ Provide market research and international business assistance to exporters and importers.
- ★ Develop Trade Leads.

MDA International Representatives Investment Promotion Services

- **Identify and recruit qualified investment prospects in targeted industry sectors.**
- **Organize business development missions to target markets.**
- **Conduct seminars on investing in MS in target markets to target industries.**
- **Serve as an advisor to MDA on investment strategies to attract potential investor companies to MS.**
- **Monitor industry trade shows.**
- **Network with consultants and other multiplier organizations to promote MS as an investment location within North America.**

Mississippi Development Authority

Office of International Protocol

Overview

Purpose:

- The Office of International Protocol (OIP) is responsible for coordinating the visit of foreign dignitaries and government representatives and business executives that visit Mississippi on a routine basis.
- The OIP at MDA also serves as the Governor's Office of Protocol Services by coordinating and facilitating international visitors that request a meeting with the Governor and coordinates protocol issues for the Governor's overseas travel.

- The OIP serves as the state's point of contact for the Consular Corps.
- The OIP arranges briefings for local communities when making presentation for international investment prospects.
- The OIP will support and arranges briefings, introductory meetings and programs for all international visitors that come to the state through various avenues.