



A Perspective on
The South-East's Transportation and the
Impact on International Business

Why Cooperative Planning is Essential

- Our region moves a tremendous amount of product across the highways, bi-ways, bayous, rails and waterways.
- The region moves over \$428 billion of goods either inbound from other countries or destined for foreign markets – doesn't count domestic production for our own population
- The region accounts for 25% of the USA population

Why Cooperative Planning is Essential

- What kind of stuff are we talking about?
 - Aircraft parts (e/i)
 - Metals (i)
 - Medical equipment (i)
 - Computer chips (i)
 - Food/Grain (e)
 - Aircraft (e)
- All critical to the security and well being of the USA and our allies
 - Top 5 of 25 Customs districts – this is just for New Orleans’ – and we have 7 customs reporting districts in our region!

Why Cooperative Planning is Essential

- Foreign Direct Investment
 - Employs 1,324,000 workers in our states
 - Amounts to \$277,612,000,000 in just the 12 states

Louisiana Economic Development Overview

- Established to grow and attract businesses within and to Louisiana
- Smallest of 20 State Departments
 - 130 employees
 - Budget = 1/5 of 1% of state budget
- Other States are Comparable
- International activities represent an even smaller percentage of budget allocation

Philosophy

- International Business is a 2 way street
- Develop long-lasting relationships
- Focus on strengths and targets
- Work together with allies around the world
- Committed business community & state officials

Economic Development Tools

(what and how)

- Tax Incentives
 - Enterprise Zone
 - Quality Jobs Program
 - Industrial Tax Exemption
 - Restoration Tax Abatement
 - R & D Credit
 - Tax Equalization
- Training programs
- Infrastructure/mega fund/

International Business Awareness

- Critical to any entity – biz/gov't/education
- Affects every aspect of our lives and biz environment
- World is shrinking – competitors/suppliers not just around the corner
- Know resources are available
- Assist companies in overcoming obstacles
- Integrate an int'l biz component into your model
- Otherwise, jobs will be lost to more efficient markets

The Approach

- Depends on your perspective
- Is critical to the long term success/survival of companies
- Should be carefully thought out
- Must be adaptable to changing market conditions
- Management must be on board
- Multi-state planning is essential on transportation issues

Services Provided

- Business development missions
- Hosting incoming delegations
- Matchmaking for Louisiana entities
- Company counseling
- International industry exhibitions
- Catalog shows
- Education seminars
- Access to financing
- International offices/representation

- Thank You!