

Connecting the Delta Region to the International Marketplace

When: THURSDAY, AUGUST 27, 2015 | 8:30 am – 3:45 pm

Where: Greater New Orleans, Inc. | 1100 Poydras Street, Suite 3475, New Orleans

The Delta Regional Authority and partners invite you to participate in a special two-part program in coordination with the 10-year Hurricane Katrina anniversary event series. A discussion on international trade and the economic resiliency of New Orleans and the Delta region will provide a framework for a technical workshop to help local businesses go global. This event is free and lunch will be provided for workshop participants.

Space is limited. Please **REGISTER HERE:** www.regonline.com/k10-exports for both events.

Panel Discussion on International Trade in Greater New Orleans: Fueling Economic Growth and Resilience

8:30 – 11:00 am

- 8:30 am Networking Breakfast
- 9:00 am Press Conference
- 9:30 am Regional Conversation on International Trade and Economic Development

Confirmed Speakers Include:

- Mitch Landrieu, Mayor of New Orleans
- Chris Masingill, Federal Co-Chairman, Delta Regional Authority
- Ken Hyatt, Deputy Under Secretary of Commerce for International Trade, U.S. Department of Commerce
- Matt Erskine, Deputy Assistant Secretary of Commerce for Economic Development, U.S. Department of Commerce
- Kathe Falls, Executive Director, International Commerce, Louisiana Economic Development
- Belinda Constant, Mayor of Gretna, Louisiana
- Brandy Christian, Chief Operating Officer, Port of New Orleans
- Donna Lemm, The Mallory Group
- Hank L. Torbert, Founding Principal and Partner, RLMcCall Capital Partners
- Michael Hecht, CEO, Greater New Orleans, Inc.

Following the conversation, the workshop
(described on the right) will begin.

Lunch will be included for workshop participants.

Workshop for Delta Businesses Reaching International Markets: How to Increase Sales and Boost Profits

11:00 am – 3:45 pm

Workshop content is designed especially for companies that have begun exporting and are looking to expand into new markets, but the event will also be relevant and informative for companies seeking information on how to begin exporting. Each session will begin with a real world case study from a local company, leading to a conversation with industry experts.

Workshop #1 - Turning Your Company into an International Powerhouse: moving from single to multiple markets, due diligence, and vetting

Workshop #2 - Do it once, Do it right, Stay Protected, Save Money: intellectual property and contract considerations

Workshop #3 - Dotting Your I's and Crossing Your T's, and Getting Paid: pricing, shipping, compliance and getting paid

Confirmed Speakers Include:

- Greg Thompson, New Orleans U.S. Export Assistance Center
- Reginald Harley, U.S. Small Business Administration
- Kristi App, J.W. Allen & Co
- Nellie Smith, Whitney Bank
- Saul Newsome, Breazeale, Sachse & Wilson, LLP
- Margaret Swetman, Leake & Andersson
- Brenda Stelly, Oil Center Research International, LLC
- Dhriti Pandhi, International Trade Administration