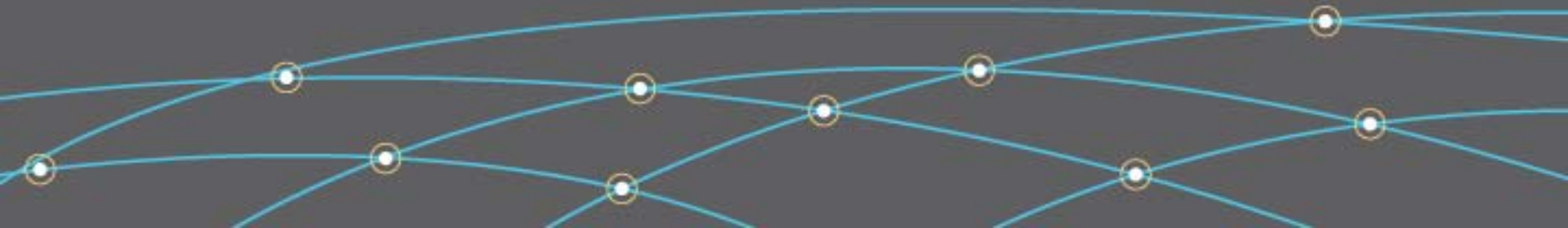


WORLD TRADE CENTERS  
ASSOCIATION



PEACE AND STABILITY THROUGH TRADE





# MISSISSIPPI WORLD TRADE CENTER



**UNLOCKING THE BARRIERS  
TO INTERNATIONAL DEVELOPMENT**



# MSWTC Background

- 501 c(6) non-profit, non-political association
- Initiated by the Governor's Office and MS Development Authority
- Public – private partnership
- Chartered in April, 2001, in Seoul, Korea, by the World Trade Center Association



# World Trade Center Association

- Established in 1970
- Headquartered in New York City
- More than 319 licensed WTC's in 90 countries
- Promotes and facilitates world trade
- Key to success: mutual assistance





# What is a World Trade Center?

- An economic development platform
- A gateway to the world
- A signature real estate project





# What does a WTC do?

- Connects its business community to the people, the companies, the data, and the government agencies that make up the fabric of global commerce
- Provides tools for conducting more efficient global business
- Serves as a one-stop shop for international trade information and assistance





# Why did Mississippi establish a World Trade Center?

- Enhance existing business
- Capitalize on trade opportunities
- Support foreign investment
- Further internationalize our state
- Serve as a marketing umbrella





# Mississippi's Trade Summary

- More than \$5.18 billion in goods & services exported last year – (15% increase over 2006)  
(Source: TradeStat Express – State Export Data)
- 102 foreign-owned firms in MS
- 803 MS manufacturers exported goods in 2007
- 436 MS firms imported goods in 2007  
(Source: MS Development Authority/Existing Business Division)







# MSWTC Mission Statement

To promote international trade, investment, and tourism through technology and a global network of business, governmental, and educational partners





# What are MSWTC's services?

- Trade Information
- Research & trade leads
- WTCA On-Line connecting 750,000 companies worldwide
- Referrals to public and private service providers
- Trade show support & training
- Educational seminars, workshops & conferences
- One-on-one consultation
- Networking Events



# More MSWTC services

- Trade library, videotapes & trade publications
- Conference & meeting rooms
- On-Site Guest Executive Office with complimentary clerical assistance
- Language training and translation
- Access to private clubs
- Hotel Discounts



# How does the MSWTC effect the state's economic development efforts?

- Enhances existing business programs
- Supports regional tourism efforts
- Facilitates internationalization
- Promotes Sister Cities
- Supports continued development of integrated, multi-modal transportation



# Where is the MSWTC located?

- Downtown Jackson on Capitol Street
- 2<sup>nd</sup> Floor of the Landmark Building
- Central accessibility for all Mississippi businesses





# Who staffs the MSWTC?

- MSWTC Executive Director & Staff
  - Administrative Assistant
  - Information Specialist
  - Student Intern
- U.S. Export Assistance Manager & Staff
  - International Trade Research Assistant
  - International Trade Analyst
- MDA Trade Specialists by Appointment
- MEDC Administrator & Staff



# How is the MSWTC funded?

- Memberships
  - Small Business Members
  - Corporate Members
  - Special Members (retirees, academics, students, clergy)
- Grants
- Fundraising events
- Seminar & conference fees



# Can I use MSWTC services if I'm not a member?

Yes! Educational workshops, seminars, conferences, publications and counseling are available to all at a fee. A member's cost is reduced.







# What if I'm a member somewhere else?

Great! Reciprocal services are available to all members at all WTC's with a letter of introduction from your home organization.





# Why is international trade so important?

Economic stability & well-being act as a potential passport to peace.





“We are not so adolescent that we think world trade will rid the world of evil. It will not – by itself – stop wars. But if the world is ever to achieve understanding among peoples, if war is to be relegated to history books, novels and movies, it will not be done without trade. That we are sure of.”

*Guy Tozzoli, WTCA President*

