

# MISSISSIPPI DEVELOPMENT AUTHORITY

---

---

---

---

# FRIDAY FACTS

Volume 5, Number 13

April 6, 2001

---

## NISSAN BREAKS NEW GROUND IN MISSISSIPPI

In ceremonies held today, Governor Ronnie Musgrove along with officials from Nissan Motor Co., Ltd. took part in a ceremony to start construction for the new \$930 million vehicle assembly plant.

"This start of construction brings us one step closer to providing new jobs and better opportunities for Mississippians," said Governor Musgrove.

"Building the right products in the right markets is a basic ingredient to building a foundation for lasting, profitable growth," said Nissan Motor Co., Ltd. President Carlos Ghosn. "This investment here in Mississippi allows us to expand our lineup in North America and grow our business by entering in markets where we do not currently compete."

"Nissan's decision to locate their new plant in Mississippi is further recognition that we have the quality workforce, workforce training programs and commitment to business growth that it takes to be competitive and successful," said J.C. Burns, Executive Director, Mississippi Development Authority.

The plant will produce about 250,000 vehicles a year and employ 4,000 people. The 2.6 million square-foot Canton plant, located about 15 miles north of Jackson, Mississippi will produce an all-new full-size pickup truck, a full-size sport-utility vehicle and the next generation Nissan minivan. Production begins in mid-2003.

## INTERNATIONAL FINANCE SEMINAR COMING TO GRENADA

The Mississippi Development Authority (MDA) and the Grenada Chamber of Commerce will present an International Business Finance Seminar, Profiting from Exports on Thursday, April 19<sup>th</sup>,

2001, from 11:30 a.m. to 1:00 p.m., at the Country Inn & Suites in Grenada.

"This seminar represents a partnership with the Mississippi Development Authority and the Grenada Chamber of Commerce to assist businesses working with the international market," said Bill Scaggs of MDA. "We believe this opportunity will greatly enhance the efforts of businesses in promoting the economic growth of our state."

The ninety-minute seminar will cover topics related to trade finance, understanding letters of credit, export credit insurance, and government finance assistance. Speakers scheduled are Bill Scaggs, Mississippi Development Authority; C.J. Tennant, Union Planters Bank; and Gail Wilson, Export Insurance Services.

Registration is required and cost is \$20.00 which includes a box lunch and handout materials. For more information, contact Bill Scaggs at the Mississippi Development Authority at 601.484.2592, or e-mail [bscaggs@mississippi.org](mailto:bscaggs@mississippi.org).

---

*"The final test of a leader is that he leaves behind him in other men the conviction and the will to carry on."*

*-Walter Lippmann*



## **MISSISSIPPI MARKET SPARKING INTEREST THROUGHOUT BUSINESS COMMUNITY**

The Sixth Annual Mississippi Market, hosted by the Mississippi Development Authority (MDA), will be held on June 8 and 9 in Jackson. The event is a wholesale show that allows Mississippi manufacturers, craftsmen, wholesalers and service providers to showcase their products to retail establishments. It provides retailers the convenient opportunity to see a very large selection of products from Mississippi businesses in one location.

Mississippi Market is unique because it is one event that is suitable for all types of manufacturers, wholesalers and artisans – new and old, large and small. All Mississippi-based companies with products for re-sale in stores can exhibit, as well as companies with products or services to be used by exhibitors or retailers. An added bonus this year is an optional in-depth training session on exhibiting and selling being offered to all registered exhibitors several weeks before the show.

Country Originals of Jackson will be returning this year. Also, many new companies will be present, including fresh, new faces like Pleasant Grove Soaps of Sardis, Stewart Pottery of Taylor and Brintons U.S. Axminster of Greenville. Over 130 exhibitors are expected to participate.

Mississippi Market has nearly tripled in size since its inception in 1996. The number of buyers registered to attend this year is up by 20%; scheduled exhibitors are up by 40%. “The numbers are showing a dramatic increase in participation and there are nearly two months remaining before the event. We continue to have such a positive response because retailers across the Southeast know this is ‘The Place’ to find products that are fresh and exciting,” commented Jenny Wilkinson, Manager of Mississippi Market.

As Wilkinson mentioned, there is still time to register. The early registration deadline is April 16. If exhibitors register on or before this date, the fee is \$200 for a booth. After April 16, the fee will increase to \$300. Retailers are invited to attend the Market free of charge. However, they are encouraged to pre-register.

For additional information, contact Jenny Wilkinson at 888-886-3323. Also, you may visit Mississippi Market on the World Wide Web at [www.mississippimarket.org](http://www.mississippimarket.org).

## **RURAL HEALTH CONFERENCE SCHEDULED FOR APRIL 24**

The Mississippi Rural Health Association and the Mississippi Hospital Association will present a Rural Health Conference titled, “Keep it Local – A Rational Approach to Keeping Health Care Services and Money in your Local Community.” The conference will be held Tuesday, April 24 in the University Medical Center Conference Center Auditorium at the Jackson Medical Mall, 350 West Woodrow Wilson, Jackson.

Government officials, hospital administrators, medical providers, economic developers, health care advocate and other interested in the availability of local health care services will benefit from attending. The conference will address the economic importance of health care services to local economies and assist health care and community leaders assess the type and size of services that best fit their community.

The deadline to submit your registration fee of \$60 is April 16. Registration forms may be obtained by contacting Neal Jones at the Mississippi Rural Health Association, 602-898-3001, or Judith Forshee at the Mississippi Hospital Association, 800-289-8884.