

Mississippi Development Authority
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FOR IMMEDIATE RELEASE

**MINORITY BUSINESS ENTERPRISE DIVISION TEAMS WITH NISSAN FOR
COMMUNITY TRAINING PROGRAM**

JACKSON, MS – The Minority Business Enterprise Division (MBED) of the Mississippi Development Authority (MDA) announced today the MDA/Nissan Community and Business Development Training Program. The program will contain several training and development workshops, geared toward the state's business community and their potential participation in the automotive industry.

A press conference to announce the program will be held on April 2, 2002, at 10:00 a.m., at the Nissan Training Center, 152 Watford Parkway Drive, Canton, Mississippi. Special guests will include: Governor Ronnie Musgrove, Robert J. Rohrlack, Jr., Executive Director of MDA, Gennie Lacy Jones, MBED Director, and Jim Morton, Senior Vice President of Nissan North America.

"The partnership between Nissan and the business community is vital," said Governor Musgrove. "Mississippi is committed to providing opportunities in the automotive industry."

The workshops are designed to promote a better understanding of the automotive industry and its benefits to the community, to increase business participation with the industry and enhance the skills of its participants. The workshops will focus on topics involving business development with an emphasis on the automotive industry. Information on the preparation, skills and strategies needed to compete in the automotive industry will be discussed. Programs will be developed to help ensure successful business relationships with the industry.

"Nissan wants to provide opportunities for as many Mississippi companies as possible to take advantage of the economic benefits that our new manufacturing plant will provide," said Jim Morton. "These workshops will give businesses the knowledge they need to successfully compete for business in the automotive industry."

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Beginning in April, MDA will sponsor the bi-monthly workshops at the Nissan Training Facility. Established in collaboration with the Mississippi Minority Contractors Association, Jackson State University, Mississippi Economic Council and the Mississippi Minority Business Alliance, the workshops are open to the public. There is no attendance fee, but seating is limited and advance registration is required.

For more information, or to register for the MDA/Nissan Community and Business Development Training Workshops, contact Carol Harris at (601) 359-3448.

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