

Governor's Conference on International Trade
Wednesday, March 14, 2001
12:30 p.m.
Crowne Plaza Hotel

(Message: 15 minutes, the involvement and importance of Governor, MDA and organizations like MEC in letting the world know that Mississippi has the people and resources that make us right to do business with [nationally and internationally]; then introduce Ambassador Donald Ensenat)

Talking Points

- Good Afternoon

- On behalf of the State of Mississippi, I would like to welcome you to Jackson and to the Governor's Conference on International Trade.

- In today's global market place, many opportunities are available to anyone in the world.

- Never before has a company been able to access so much information at the stroke of a computer key.
 - Mississippi is not isolated from the rest of the world.
 - Mississippi is located in "the Center of the Americas"

- An attractive geographic location providing strategic positioning to expand our role as the gateway for international trade.
- Obtaining the status of World Trade Center in Mississippi will open those doors even wider to companies and individuals in our state.
 - It will serve as a hub for education, trade and economic development outreach to international markets.
 - It will promote awareness of international trade, enhance existing trade programs and sends a strong signal to national and international prospects that MS has ready capabilities to meet their global market needs.
 - Mississippi is open for business!
- It will generate new business for our state, provide a place to showcase Mississippi's products and services & contribute to the state's overall economic development.
 - The World Trade Center is an investment in our people,
 - An investment in our existing business and industries – helping them expand their markets and improve their business.

- Our investments in Mississippi are paying off.
 - Nissan is proof of that.
 - But we want more for Mississippi.
- With World Trade Center status, Mississippi will be more active in a greater business community – an international community.
- We will be able to focus more on innovative techniques to increase our networking capabilities.
- “Selling Mississippi”, promoting Mississippi – this is the opportunity.
- Today, we are fortunate and honored to have Ambassador Donald Ensenat with us.
- His career began as the Legislative Assistant for both Congressman Hale Boggs and Congresswoman Lindy Boggs in Louisiana.
- After serving as Assistant Attorney General of Louisiana, in 1989 President George Bush appointed him to the Board of Directors of the Overseas Private Investment Corporation, the

sister federal financial institution of the Export-Import Bank.

- Then in 1992 he was appointed Ambassador to Brunei in South East Asia
- He has been involved with the World Trade Center organization since 1988, where he has served on the Board of Directors and the Executive Committee.
- Ambassador Ensenat is the past President and Chairman of the 2,200-member World Trade Center of New Orleans.
- Most recently, he served on President George W. Bush's Transition Team and Inaugural Committee.
- Mr. Ensenat is married to the former Taylor Harding of Greenville, MS, and they are the proud parents of two children, Farish and Will.
- Ladies and Gentlemen, our keynote speaker: Ambassador Donald Ensenat.