

King & Queen of Spain's Visit to Mississippi  
Official Announcement Press Conference  
Saturday, March 17, 2001  
10:00 a.m.  
Mississippi Arts Pavilion

### **Talking Points**

- Mississippi is dedicated to promoting international understanding and international trade.
- The royal visit from the King and Queen of Spain is proof that Mississippi is having an impact worldwide.
- This historic event will once again put us in the national and international spotlight.
- The King and Queen will visit the Majesty of Spain exhibit and see (first hand) the world-class exhibit we are presenting in Mississippi.
- Their presence at this exhibit is a “royal” stamp of approval to their decision to showcase their personal treasures in our state.
- Spain realizes the significance, importance and the impact this exhibit will have on Mississippi.

- We are excited to be the only stop for the Majesty of Spain exhibit.
- We are excited to host the King and Queen in Jackson, Mississippi.
- Mississippi has a lot to offer our neighboring states and the rest of the nation, but Mississippi can and will have an influence in the global marketplace.
- We are establishing World Trade Center status for Mississippi.
- Mississippi is strategically located in the “center of the Americas,” which makes our state an ideal candidate for national and international business.
- During the King and Queen’s visit to Mississippi, several other governors will join us for their visit.
- This gives Mississippi another opportunity to set up partnerships with other states.