



TradeView

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World Trade Day 2003 Highlights International Trade in Kentucky

U.A.E. Princess, Sheikha Lubna Al Qasimi, Gives Keynote Address

More than 36 international dignitaries representing 19 nations joined government and business leaders from throughout the Commonwealth to celebrate World Trade Day 2003 on June 11th at the Seelbach Hilton Hotel in downtown Louisville.

A special highlight of the event was the informative and motivational keynote address, given by Sheikha (Princess) Lubna Al-Qasimi, a member of the ruling family in Sharjah, United Arab Emirates (U.A.E.), and the CEO of Tejari (www.tejari.com) in Dubai, the Middle East's premier electronic business-to-business marketplace. Sheikha Lubna also heads Dubai's e-government team and is one of the driving forces behind Dubai's push for e-government initiatives.

The Sheikha shared her knowledge of technological advancements and business opportunities in Dubai, as well as developments in female entrepre-

neurship in the Arab World. She promoted Dubai as a hub for companies doing business in the Middle East and Asia, pointing out the region's strategic location, thriving business, unique multi-cultural environment, forward-looking government, and business opportunities for women. She noted that the number of women in business is growing dramatically, with a five-fold increase in the last decade, and that 72% of students enrolling for higher education in the U.A.E are women.

In addition to the Sheikha's visit, a delegation of dignitaries from foreign Embassies, Consulates and Trade Commissions throughout the United States traveled to Kentucky to promote trade and investment opportunities with their countries. A 'Tour the World' Trade Fair allowed international businesses in Kentucky to discuss trade issues specific to their company with each of the foreign officials.

Among the countries represented at World Trade Day 2003 were Austria, Belgium, Canada, China, Czech Republic, France, Hong Kong, Hungary, Indonesia, Israel, Japan, Malaysia, Saudi Arabia,



(L to R) Louisville Metro Mayor Jerry Abramson, special guest and keynote speaker Sheikha Lubna Al-Qasimi, and KWTC Chairman Jay Tannon

Singapore, Spain, Taiwan, Thailand, Turkey and the United Kingdom.

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WTCA Book of Honor Inductee: UPS

This year's World Trade Day program was held on WTCA Day. After the terrorist attacks of September 11, 2001, the New York-based World Trade Centers Association (WTCA), which promotes international trade through 302 World Trade Centers (WTCs) spanning 91 countries, established WTCA Day as an annual event to celebrate the resolve of all WTCs to enhance peace and stability through trade.



Bob Lekites, Vice President of Airline and International Operations with UPS, accepts the World Trade Centers Association's Book of Honor award on behalf of UPS, honoring the company for their contribution to world peace through trade.

An important part of every WTCA Day program is the selection by each World Trade Center of a "Book of Honor" inductee, an individual or organization that best represents the goal of all World Trade Centers - the promotion of peace and stability through international trade and business.

At the KWTC's inaugural WTCA Day event in 2002, the KWTC paid tribute to the achievements of Kentucky's first "Book of Honor" inductee, former Governor Martha Layne Collins. This year the KWTC is proud to pay tribute to UPS.

UPS believes in the power of free markets to raise the tide of economic liberty for everyone, from the poorest of the poor to the wealthy. "No development in the history of mankind has brought greater opportunity...greater prosperity...greater understanding...and greater hope for peace in the world...than democratic market trade."

-- Mike Eskew, Chairman and CEO of UPS

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World Trade Success Award Winners

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For eleven consecutive years, the Kentucky World Trade Center (KWTC) has recognized firms for their outstanding successes and contributions to international trade in the state during the World Trade Success awards luncheon. As the central event of World Trade Day, the awards luncheon has become Kentucky's largest annual gathering of international trade professionals, with over 450 executives and government officials in attendance this year.

This year the KWTC is proud to congratulate the following six winners of the World Trade Success awards competition, selected from a pool of nominations and entries by a panel of business professionals:



John Niehoff accepts the KWTC's 2003 World Trade Success Award on behalf of Bluegrass Cooperage from Lt. Governor Steve Henry (L) and KWTC Chairman Jay Tannon (R).

Blue Grass Cooperage (www.bluegrasscooperage.com), a subsidiary of Brown-Forman, Inc., who provides over 400,000 used Kentucky bourbon barrels annually for the distilled spirits and wine industries in the United States and around the world;



Mark Klein accepts the KWTC's 2003 World Trade Success Award on behalf of 5th/3rd Bank from Lt. Governor Steve Henry (L) and KWTC Chairman Jay Tannon (R).

Fifth Third Bank (www.53.com), for their outstanding commitment to helping Kentucky businesses manage their financial goals and mitigate risk in the global marketplace;



Susie Givens accepts the KWTC's 2003 World Trade Success Award on behalf of Givens International Drilling Supplies from Lt. Governor Steve Henry (L) and KWTC Chairman Jay Tannon (R).

Givens International Drilling Supplies (www.givensinternational.com), a small distributor of drilling, mining, oil, gas, and utility supplies whose success in coordinating worldwide operations in more than 60 countries provides a model for others;



Hugh Murphy, Vice President of Human Resources, accepts the KWTC's 2003 World Trade Success Award on behalf of Tempur World, Inc. from Lt. Governor Steve Henry (L) and KWTC Chairman Jay Tannon (R).

Tempur World, Inc. (www.tempurpedic.com), whose discovery, development and marketing of a Swedish product demonstrates how international business encourages a free exchange of ideas, and whose company has ballooned from 0 to 900 employees in just 3 years, now distributing in more than 40 global markets;



Tim Brown, Chairman, President & CEO of Thomas Industries accepts the KWTC's 2003 World Trade Success Award on behalf of Thomas Industries, Inc. from Lt. Governor Steve Henry (L) and KWTC Chairman Jay Tannon (R).

Thomas Industries Inc. (www.thomasind.com), a manufacturer of electric paint sprayers, for their effective merger with a German counterpart and expansion into over 70 overseas markets; and



Randy Acton, President, accepts the KWTC's 2003 World Trade Success Award on behalf of U.S. Cavalry, Inc. from Lt. Governor Steve Henry (L) and KWTC Chairman Jay Tannon (R).

U.S. Cavalry, Inc. (www.uscav.com), a leading exporter of military equipment and homeland security products to dozens of overseas markets.

World Trade Day

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Lt. Governor Steve Henry (L) and KWTC Chairman Jay Tannon (R) present a gift to Sheikha Lubna Al Qasimi to thank her for traveling to Kentucky to make the keynote presentation at the KWTC's World Trade Success Awards luncheon.



Representatives from the Royal Thai Consulate General speak to interested companies at the 'Tour the World' Dignitary Trade Fair.



Representatives from the French Embassy and the Invest in France Agency, as well as John Lina (R), Kentucky's Honorary Consul for France, speak to interested companies at the 'Tour the World' Dignitary Trade Fair.



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HRH The Princess Royal Princess Anne Visits Lexington

In April 2003, Her Royal Highness the Princess Royal Princess Anne of the United Kingdom visited Lexington to officially open the art exhibit 'All the Queen's Horses: Role of the Horse in British History' at the Kentucky Horse Park.

During her stay in the Bluegrass, she attended several events, including a speaking engagement at a United Kingdom Trade, Investment, and Tourism Briefing and Luncheon organized by the Kentucky World Trade Center (KWTC). More than 200 people attended the morning trade briefing and luncheon at the Radisson Plaza Hotel Conference Center in Lexington. The program was co-hosted by the Kentucky Trade and Tourism Cabinet and the Kentucky Cabinet for Economic Development.

Other distinguished luncheon guests included Sir Thomas Harris, Director General of Trade and Investment with the British Consulate General in New York, and Governor Paul Patton, whose attendance under-

ter of equine breeding and sales in the U.K.

Sir Thomas Harris and Governor Paul Patton also spoke during the luncheon about the important trade relationship between Kentucky and the U.K., emphasizing cooperation and increased investment and tourism as keys to future growth. Governor Patton noted that Kentucky companies sold more than \$824 million worth of goods last year in the U.K., making it Kentucky's third largest trading partner. Exports to the U.K. support over 10,250 jobs in our state, and about 30 British firms have operations in Kentucky, employing more than 4,500 people.

During the briefing program, which took place before the luncheon, Sir Thomas Harris addressed the audience about

the current situation of the economy in the United Kingdom, pointing out that the deregulation of industries in the U.K. is revitalizing and strengthening the British economy. He pointed out that the British economy, the world's fourth largest with a per capita GDP of \$23,000, has grown twice as fast as those of Germany and France over the past few years, and its unemployment rate is half the rate of those two countries.

He also highlighted the importance of exchange and investment between the U.S. and the U.K., who are each other's largest trading and foreign investment partners. U.S. investments total over \$200 billion in the U.K., while U.K. investments total \$180 billion in the U.S. The U.K. is now focusing on technology and service investments.



Princess Anne, a prominent member of the British royal family, gave the keynote address at the KWTC's United Kingdom Trade & Tourism Program.

Panelists also emphasized the importance of tourism. Alisa Bailey, Chairwoman of Travel South USA stated that about 110,000 tourists from the U.K. visit Kentucky every year, and they spend about \$93 million in the state.

Panelists of the briefing program also included: Linda M. Conlin, Assistant Secretary for Trade Development, U.S. Department of Commerce; J.R. Wilhite, Commissioner, Dept. of Community Development, KY Cabinet for Economic Development; David Switzer, Executive Director, Kentucky Thoroughbred Association; and Teresa Ann Isaac, Mayor, Lexington-Fayette Urban County Government.



Before the luncheon program, companies engaged in a United Kingdom Trade & Investment briefing which brought together a panel of experts from government agencies and international corporations.

lined the important trade links between Kentucky and the United Kingdom.

Her Royal Highness the Princess Royal Princess Anne was the keynote speaker at the luncheon program. She discussed the cultural, economic, and historical importance of the horse in both Kentucky and the U.K., saying the horse exhibit "reflects some of the oldest trade relations. Next to the dog, the horse is man's oldest friend and working partner." She also stressed the need to continue strengthening trade ties between the U.K. and Kentucky. Before the luncheon, the princess signed a letter of intent to make Lexington the sister city of Newmarket, the cen-



KWTC Trade Specialist Ying Juan Roger's children present flowers to Princess Anne

Donna Covington, V.P. of Customer Services with Lexmark International, spoke about the importance of the British market, the second largest market for inkjet products. She noted that Lexmark has 2,000 employees in the U.K., where the economy is aggressively growing, and that Lexmark sees Europe as the key to growing market share and sales.

Stephen Camisa, V.P. of International Operations with Buffalo Trace Distillery / Sazerac Company, said his company is interested in the U.K. because of its size and wealth, stating it is "a market we look at because of the disposable income" people have to spend on luxuries like bourbon. Camisa said that in 1997, Kentucky's beverage and tobacco industries invested \$26 million in the U.K. By 2001, that figure had grown to \$60 million. "The U.K. offers tremendous opportunities as a market and as a gateway to the EU."



Gary Convis, President of Toyota Motor Manufacturing Kentucky, greets Princess Anne at a private reception prior to the luncheon.



(L to R) Linda M. Conlin, Assistant Secretary for Trade Development, U.S. Department of Commerce, and Sir Thomas Harris, Director General Trade and Investment, British Consulate General New York, were panelists at a morning trade briefing.

KWTC Members Receive Discount at Four Points Sheraton in Lexington

Members of the Kentucky World Trade Center and their guests are now entitled to a guestroom rate of \$79 per night at the Four Points Sheraton in Lexington. This rate represents a discount over the hotel's standard rate of \$99 - \$159 per night, and includes breakfast in the hotel's Café and 1-800 credit card calling.

To make reservations for yourself or your guests at the Four Points Sheraton, simply call the hotel at 800-325-3535 and request the Kentucky World Trade Center special rate. All guest room rates are subject to state and local taxes. You may also contact the Kentucky World Trade Center

MARK YOUR CALENDAR!

E-Mail Your Upcoming Events to Susan Cook at susan.cook@loukymetro.org!

DATE	LOCATION	EVENT	ORGANIZED/SPONSORED BY	VENUE	CONTACT
August 26-27	Louisville	Seminar: Complying with U.S. Export Controls: Making the Export License Determination Presented By: U.S. Department of Commerce Bureau of Industry & Security	Kentucky District Export Council Cost: \$275 per person		Terra Rogers at 502-582-5066 or terra.rogers@mail.doc.gov
August 27 - 29	Guadalajara, Jalisco, Mexico	Trade Show: Auto Parts Expo RUJAC, U.S. Product Literature Center	Kentucky Agricultural and Commercial Trade Office in Guadalajara		Stephanie Wheeler at 800-626-2930
September (date to be determined)	Louisville & Lexington	Emerging Business Opportunities in Iraq	Kentucky World Trade Center		Ying Juan Rogers at 800-233-5982 or yingjuan@kwtc.org
September 9-11	Mexico City	Trade Show: Enviro - Pro 2003 Environmental Goods and Services, U.S. Pavilion	Kentucky Agricultural and Commercial Trade Office in Guadalajara		Carmen Lancho at 800-626-2930 or visit www.enviropro.com.mx
September 18-25	Louisville	Asian Film Festival	Crane House, the Asia Institute	Baxter Theaters	Karen Herold at 502-635-2240 or adm@cranehouse.org
September 21 - 25	Aguascalientes & Silao, Mexico	Trade Mission to Central Mexico's Automotive Cluster	U.S. Commercial Service		Eric Nielsen at the Tucson Export Assistance Center at (520) 670-5540 or enielsen@mail.doc.gov
October 3	Louisville	Taste of Asia & Asian Music Festival	Crane House, the Asia Institute		Karen Herold at 502-635-2240 or adm@cranehouse.org
October 7	Louisville	Lecture: Asia Rising Speaker: Nicholas Kristoff, Columnist with the New York Times	Crane House, the Asia Institute		Karen Herold at 502-635-2240 or adm@cranehouse.org
October 10 - November 2	Tlaquepaque, Jalisco, Mexico	Trade Show: Expoganadera Jalisco 2003 Livestock, Livestock Genetics, Instruments	Kentucky Agricultural and Commercial Trade Office in Guadalajara		Stephanie Wheeler at 800-626-2930
October (date to be determined)	Mexico City, Mexico	Trade Show: ExpoChiac Construction & Equipment Show	U.S. Commercial Service		Stephanie Wheeler at 800-626-2930
October or November	Louisville	NAFTA Procedures & Documentation Seminar	Kentucky World Trade Center Co-Sponsored By: U.S. Export Assistance Center		Susan Cook at 502-574-2400 or susan.cook@Loukymetro.org
November 9-16	Louisville	Festival of Faiths: A Celebration of Religious Diversity Guests Include: Robert F. Kennedy Jr. and Arun Gandhi	Cathedral Heritage Foundation		502-583-3100 or visit www.cathedral-heritage.org
November 10-17	China	Trade Mission to China: Beijing, Shanghai, Hong Kong Anne Northup has been Invited to Lead Mission	Kentucky World Trade Center		Ying Juan Rogers at 800-233-5982 or yingjuan@kwtc.org

KWTC Member News

ACORDIA

Acordia of Kentucky moved its offices from 10400 Linn Station Road to the Springs office building in April. The company plans to hire additional employees and is interested in expanding by acquiring smaller agencies. Acordia is owned by San Francisco-based Wells Fargo and is the area's 5th largest insurance agency with \$172 in premium volume in 2002.

BROWN-FORMAN

Brown-Forman Corporation has selected Bacardi Y Cia to distribute its alcohol and spirits in Mexico, replacing Tequila Orendain de Jalisco who had distributed products since 1999. Bacardi Y Cia is a division of privately held Bacardi Limited, a Bermuda-based company that makes Bacardi rum, Martini & Rossi brands, Dewar's Scotch and other distilled spirits and alcohol.

CRANE HOUSE

Crane House, The Asia Institute, Inc. has hired a new Executive Director, Ms. Lisa Work. After graduating from U of L, Ms. Work spent several years in New York City where she worked at China Seas textiles, the New York/New Jersey Minority Purchasing Council, The Nelson Rockefeller Collection and Excalibur Bronze Sculpture Foundry. Ms. Work returned to Louisville in 1990 to join the staff of the Louisville Visual Art Association, where she was recently administrative director.



Lisa Work

A 1991 graduate of Focus Louisville, Work has volunteered for several community organizations

including March of Dimes, Louisville Ballet, LOOK at Louisville Art (formerly Visual Arts Network), and the Clifton Community Council. She is past president of Friends of the Waterfront, and currently serves on their board and executive committee.

Crane House, an Asian cultural center, actively promotes cultural understanding among the peoples of the United States and Asia through education. For additional information, visit www.cranehouse.org. Ms. Work may be reached at lw@cranehouse.org or (502) 635-2240.

FROST BROWN TODD

Jay Tannon, member of the Executive Committee of Frost Brown Todd LLC and Chairman of the KWTC, has been selected by the Chambers & Partners publication "America's Leading Business Lawyers." The London-based publication also designated Frost Brown Todd as the top ranking law firm in Kentucky. Earlier this year, Jay was included in the Woodward White publication "Best Lawyers in America."

ORR SAFETY

Orr Safety Corporation has named Bryan B. Slade as president of its ORR Safety division. He replaces Jerry Nichter, who left the position for health reasons. Slade joined the company in June 2002 as head of ORR Corporation's e-business division. Prior to joining ORR, he served as chairman and CEO of Environmental Site Assessments LLC. He also worked for seven years as chief operating officer and vice president of sales and operations for Industrial Disposal. ORR Safety's primary business is the wholesale distribution of industrial safety, occupational health, industrial hygiene and fire-related equipment and supplies.

PAPA JOHN'S

Papa John's International has expanded its international markets to include locations in Aruba, Greece and the Bahamas. The company opened its first international restaurant in Mexico City in 1998 and now has more than 2,900 stores in 11 international markets.

STEEL TECHNOLOGIES

Steel Technologies has acquired Cold Metal Products Co.'s steel-processing facility in Ottawa, Ohio for \$10 million in cash. The deal includes all the land, building and steel processing equipment at the facility, as well as selected inventory, finished good and accounts receivable. The plant was closed last year when the company filed for protection under Chapter 11 of the U.S. Bankruptcy Code.

WYATT, TARRANT & COMBS

Mark C. Blackwell, a partner and member of the executive committee with Wyatt, Tarrant & Combs law firm, has been appointed as the Honorary Consul of the Federal Republic of Germany for the Commonwealth of Kentucky, under the jurisdiction of the Consulate General in Chicago. Kevin Hable, Managing Partner of the firm, expressed his enthusiasm for the appointment noting that it will establish an important tie between Kentucky and Germany. Honorary Consuls serve locations where there are no Diplomatic Missions. They provide information and emergency assistance as well as authenticate signatures on official documents.