



TradeView

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Inaugural 'WTCA Day' Honors Martha Layne Collins World Trade Centers Pass Torch of Peace and Stability Around the Globe

On June 12th, the Kentucky World Trade Center (KWTC) joined hundreds of other World Trade Centers around the world in the inaugural World Trade Centers Association (WTCA) Day, a unique global celebration of peace and stability through trade.

After the September 11th terrorist attacks, the WTCA in New York, which promotes international trade through 302 World Trade Centers in 91 countries, established WTCA Day as a celebration of the shared spirit and renewed resolve of all WTCs to build bridges and relationships through global commerce.

Guy Tozzoli, President of the WTCA, stated "WTCA Day is a day where regions of the world can embrace their unique cultures while celebrating and creating opportunities for trade without borders through a series of cultural and ethnic celebrations. The best answer to the intolerance and hatred of the attackers is to help create a world where all cultures are respected and diversity is celebrated."

The WTCA and Mr. Tozzoli, have been nominated for six consecutive years for the Nobel Peace prize in recognition of their work in bringing people together through their "One World" philosophy.

The KWTC celebrated WTCA Day with a cocktail reception held at the dynamic new Glassworks facility in downtown Louisville. Sponsored by Toyota's Kentucky and North Ameri-

can divisions, the event was attended by over 180 people covering the spectrum of international interests in Kentucky, with representation from the business, government, cultural and educational sectors. Guests were treated to a special glassblowing demonstration by Glassworks artists, Italian Bolla wine and Woodford Reserve bourbon donated by Brown-Forman, hors d'oeuvres provided by local ethnic restaurants, and world music entertainment by Riviera.

The highlight of the event was a special tribute to this year's Book of Honor inductee, Former Governor Martha Layne Collins. The Book of Honor gives special recognition to individuals and organizations that best exemplify the World Trade Centers' goal of advancing peace and stability through trade. The book will be published through the WTCA and distributed to all honorees and World Trade Centers worldwide.

Lt. Governor Steve Henry and KWTC Chairman Jay Tannon presented the award to Governor Collins, who was chosen for her outstanding contribution and commitment to advancing global peace, stability and understanding through her tireless efforts, as governor and educator, to strengthen international commerce and education in Kentucky.

As Governor of Kentucky (1983-1987), Governor Collins created record jobs and investment, including the establishment of the Toyota automobile plant in Georgetown. As the Executive Scholar-in-Residence at Georgetown College, Governor Collins helped create the Center for Commerce, Language & Culture, which prepares under-

graduates to succeed in the global business world. In addition, Governor Collins has served as the Honorary Consul General of Japan in Kentucky since 1999.

During the opening remarks, Lt. Governor Henry issued a proclamation recognizing the contribution of the KWTC in Kentucky, while Mr. Tannon recognized the key founders and supporters of the KWTC. Founded in Lexington in 1988, the organiza-



(L to R) Lt. Governor Steve Henry, Former Governor Martha Layne Collins, KWTC Chairman Jay Tannon



Lt. Governor Henry (L) issues a proclamation recognizing the contribution of the KWTC in Kentucky, with KWTC Chairman Jay Tannon (R)



Former Governor Martha Layne Collins gives an acceptance speech as the inaugural Book of Honor inductee



KWTC Louisville Office Director, Ian deClive-Lowe (R) presents Former Governor Martha Layne Collins (L) a globe made of glass as a tribute to her efforts to expand international trade in Kentucky

tion added a Louisville office in 1995, and now serves close to 400 members throughout Kentucky. The KWTC helps Kentucky companies become more globally competitive by providing world-class trade services, educational programs and networking connections that facilitate and expand global business opportunities.

Other WTCs sponsored a variety of celebratory and recognition events. For example, the WTC Sao Paulo, Brazil hosted a major public ceremony highlighted by speeches and a performance by young dancers. A huge white ribbon was tied around the building to honor the occasion, and others working in the building joined hands and physically surrounded the building in an embrace. At the conclusion, hundreds of white balloons symbolizing peace were released.

WTCA Day will be held on the second Wednesday in June in future years, when World Trade Centers will once again pass

the torch of global peace and stability through commerce around the world from one time zone to the next.



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Trade Mission to Cuba Renews Hope for Trade

A delegation of Kentucky leaders traveled to Havana in late February to learn more about economic and cultural opportunities with Cuba. The trip was organized by the Center for International Policy, a Washington-based non-profit think tank that supports closer U.S.-Cuban ties.

Former U.S. Representative Scotty Baesler, KWTC Executive Director Holley Groshek, Frost Brown Todd attorney Djenita Pasic and about 8 other Kentuckians met with Cuban educators, government officials and business leaders during the mission.

OUTDATED EMBARGO

The U.S. remains the only developed country that prohibits its corporations from trading with and investing in Cuba. Trade mission participants expressed a common hope that the U.S. trade embargo with Cuba, resulting from the countries' political conflict, will be lifted in the near future. They also expressed a common

belief that shifting from an embargo to a policy of engagement and trade is a valid alternative that seeks to achieve the same goal of democratic transition in Cuba.

The trip to Cuba was an attempt to make contacts and open doors for trade with Kentucky when the embargo is finally lifted. If trade were allowed, Kentucky's burley tobacco and other agricultural products could be sold to the island, providing a needed boost to state farmers. The U.S. government prohibits commercial food shipments to Cuba, however, U.S. businesses



Trade mission to Cuba with the Cuban Deputy Minister of Foreign Trade



Trade mission touring an elementary school in Havana, Cuba

were allowed to sell agricultural products to the island for humanitarian reasons shortly after Hurricane Michelle. Corn from Kentucky and eight other states arrived in Cuba on December 16, 2001.

In addition to export opportunities, Cuba also offers a myriad of foreign investment opportunities. In 1995, the Cuban Foreign Investment Act established a legal framework allowing foreign corporations to invest in a wide segment of the Cuban economy.

Since Cuba's loss of support from the former Soviet Union and its opening to foreign investment in the mid-90's, Cuba has entered into agreements for promotion and reciprocal protection of investments with approximately 50 countries.

Foreign competitors of U.S. corporations have already made significant investments in Cuba. Spanish, Canadian, Italian, French, English, Mexican and Latin American investors have formed approximately 400 joint ventures with the Cuban government, mostly in the tourism, construction, oil prospecting, energy and financial sectors.

WINDS OF CHANGE

Influential members of the U.S. Congress and anti-embargo lobby groups in the U.S. continue to hit the headlines with calls to lift the embargo, including former President Jimmy Carter, who recently visited Cuba. However, in mid-May, the Bush administration rejected former President Carter's call for lifting a trade embargo against Cuba, saying it would "prop up an oppressive regime." President Bush believes that the trade embargo is a vital part of American foreign policy and human rights policy toward Cuba.

U.S. businesses continue to visit the island on fact-finding missions, and the number of U.S. visitors grows by the day. Cuban government officials have welcomed the interest of U.S. businesses, while wishing to maintain the political status quo.

A special thank you to Djenita Pasic with Frost Brown Todd for her contribution to the content of this article.

Business Referral Service Update: Cultural Organizations

Service providers can benefit from KWTC membership by participating in the organization's Business Referral Service (BRS) program, through which services are promoted to KWTC members. The BRS Update, which profiles different categories of service providers in each issue, is just one aspect of the BRS program.

Crane House The Asia Institute, Inc.

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Crane House is a non-profit organization with resources and cultural programs regarding Asia. Services include educational workshops, business seminars, sessions on protocol in Asia, orientations for travelers to Asia, access to our library, and translation services for Chinese and Japanese.

Japan/America Society of Kentucky (JASK)

167 West Main Street, Suite 1200
P.O. Box 333
Lexington, KY 40588
Contact: Julie Quinn Blyth, Executive Director
Phone: (859) 231-7533
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Web Page: www.jask.org
E-Mail: info@jask.org

The Japan/America Society of Kentucky (JASK) was established in 1987 as a non-profit, non-political organization with the primary goal of promoting cultural and economic understanding between Kentucky and Japan. JASK provides member events throughout the state that explore a range of interests and serve as a bridge between the two deeply rooted, unique cultures. Membership is open to businesses, organizations, individuals and students.



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Culture Brief: Thailand

This series is designed to assist the business traveler by highlighting the differences in culture and business etiquette around the world.

MEETING AND GREETING

Thais greet each other with a gesture known as the wai (why). A wai can mean "hello," "thank you," "I am sorry" or "goodbye." A Thai businessperson will often shake hands with a foreigner rather than offering a wai. If a wai is not offered, simply shake hands with men and smile and nod to women. To execute the wai, place the palms of your hands together, with your fingers together and extended upward, close to your body at chest level-and bow slightly. The higher the hands are placed for a wai, the more respect is shown, however the tips of the fingers should never be above eye level. When being introduced or when greeting someone, men say Sawatdee-krap (sawt-dee-krahp) and women say Sawatdee-kah (sawt-dee-kahk). These words simply mean "hello." Thais often say pai mai (pie my), which means "Where are you going?" rather than "hello." A polite response is pai theo (pie tay-oh), which means "Just down the street." The person of lower rank or status is always introduced first. For example, a child is introduced before his or her parents are introduced, and a subordinate is introduced before his or her boss. If introducing a business partner to an important Thai, mention your partner's name first.

NAMES AND TITLES

When making introductions, simply use the person's title and their given name. Family names are reserved for very formal occasions and written communications. Thai given names come first, before the family name, as in Western countries. Thai given names are preceded by the courtesy title Khun (meaning Mr., Mrs. or Miss), unless the person has a military, professional or academic title. Khun is used for men and women, married or single. If you do not know a person's name, simply address them as Khun. Titles and ranks are very important in addressing Thais. When possible, use a person's title or rank plus his or her given name. If Anuwat Wattapongsiri is a physician, he should be addressed as "Doctor Anuwat." Your business cards should be printed in Thai on one side and English on the other. When meeting business colleagues, hand your business card to the most senior person first, with the Thai side facing the recipient.

BODY LANGUAGE

A smile may express many different emotions. It may be an apology, a thank-you, a greeting, or a reaction to show embarrassment. Be aware that a Thai's smiling assurance does not mean you will in fact get what you want, when you want it. It simply reflects the Thai appreciation of harmony and their philosophy of accepting whatever comes their way in life. To beckon someone, extend your arm and hand, palm down, and flutter your fingers up and down, since the American way of beckoning may be considered impolite. Other gestures which should be avoided include: putting your hands in your pockets while speaking to someone, putting your arm over the back of a chair in which someone is sitting, passing anything with your left hand, pointing with one finger, waving your hands as you talk (which connotes anger), and using your feet to point, move anything or touch anyone, since feet are regarded as unclean. It is also impolite to cross your legs in the presence of the elderly or monks.

GIFTS

Small business gifts may be exchanged during business meetings. Suggested gifts include: brandy, liquors, American crafts, books and desk accessories. You will also want to bring a small gift for anyone who works with you regularly. Items such as books, special food items and pens are appropriate.

It is appropriate to give fruit, flowers, cakes, brandy or liquors, and candy to a hostess. However, do not give carnations or marigolds, as they are flowers associated with death, or Lotus flowers, which are reserved for offerings at temples.

It is proper to give and receive gifts with your right hand, followed by a wai. Do not open a gift you've been given unless invited to do so, since Thais generally do not open a gift in front of the giver.

Each country has its own unique way of doing business, which calls for an open mind, flexibility and patience. Knowing about your business partner's culture and how they interact will go a long way towards ensuring a successful international business venture.

Source: 2Know, Inc., service for strategic business intelligence for 19 countries in Asia. (website: www.2knowinc.com)

KWTC Member Services: Cross-Cultural Training

There are major differences in the way people conduct business around the world. A lack of understanding of foreign cultures and business practices can result in a failure to develop long-term business relationships and enjoy the full potential of a foreign market. In most cases, common sense is not enough to prevent misunderstandings that can cost a company millions of dollars in lost sales and productivity.

Cross cultural experts say that it is not a coincidence that twice as many Americans fail to complete goals set for overseas assignments as compared to Europeans and Japanese executives, who regularly receive cultural training. Many American behaviors are not only ineffective in other countries, but can be detrimental.

For example, unlike the American norm of fast-paced business deals and reliance on contracts, in most cultures, a business deal is a complex process that begins with a relationship built on trust. To an American, a contract is a binding legal obligation. However, the Chinese and Koreans regard a contract as merely a starting point to be modified as circumstances change, while South Americans see a contract as something to help avoid arguments, but unlikely to be fulfilled as stated.

The Kentucky World Trade Center (KWTC) can help businesses prevent costly overseas mistakes by educating them about the culture of their foreign business partners.

The KWTC offers customized in-house cross-cultural training programs designed to meet the needs of individual firms and their employees. Speakers with native or first-hand experience in the countries of interest cover topics such as international business etiquette, cross-cultural communications and negotiations, hosting international visitors, hiring foreign nationals, and expatriate issues. Seminars are specifically designed to provide participants with the knowledge, understanding and skills they need to communicate and cooperate effectively across cultural barriers.

If you work with people of different cultures, or want to buy or sell in foreign countries, developing a deeper understanding of your counterparts' needs and ways of thinking can produce positive results for your company. The Kentucky World Trade Center's highly qualified team specializes in customized training to meet your specific requirements.

To learn more about this service, please contact the Kentucky World Trade Center at 800-233-5982.



Holley Groshek, Executive Director of the KWTC with Antonio Carricarte Corona, President of the Cuban Chamber of Commerce, and Djenita Pasic with Frost Brown Todd, during a recent Kentucky Trade Mission to Cuba.



MARK YOUR CALENDAR!

E-Mail Your Upcoming Events to Susan Cook at scook@louky.org!

DATE	LOCATION	EVENT	SPONSORED BY	VENUE	CONTACT
July 18-19	Lexington	Visit by U.S. Commercial Specialist from Colombia Soledad de Salguero will be available for one-on-one company meetings	U.S. Department of Commerce Export Assistance Center, Kentucky District Export Council		Sara Moreno at 859-225-7001
July 26	Louisville & Lexington	International Update Series: Transfer Pricing	Frost Brown Todd	Frost Brown Todd Offices in Louisville & Lexington 12:00pm - 1:30pm	Julie Tutt at 502-589-5400
September 25-27	Mexico City, Mexico	Enviro-Pro 2002 Trade Fair: Environmental Products	Ky Delegation Organized By: Kentucky Agricultural & Commercial Trade Office in Guadalajara, Mexico		Marcos Castillo or Blanca Ramirez at 011-52-33-3122-8105 or by e-mail at kymexico@infosel.net.mx
October 4-28	Guadalajara, Mexico	Jalisco Livestock Expo 2002	Ky Delegation Organized By: Kentucky Agricultural & Commercial Trade Office in Guadalajara, Mexico		Marcos Castillo or Denise Sepulveda at 011-52-33-3122-8105 or via e-mail at kymexico@infosel.net.mx
November 14	Louisville	Seminar: Doing Business with Hong Kong & China	Kentucky World Trade Center, Hong Kong Trade Development Council		Kentucky World Trade Center at 502-574-2400
December 2-6	Mexico City and Monterrey, Mexico	Appalachian Region Trade Mission to Mexico	Ky Delegation Organized By: Kentucky Cabinet for Economic Development International Trade Division		Stephanie Wheeler at 800-626-2930

Member News

ALLTECH

Alltech, a multinational biotechnology company, is creating employment opportunities in Springfield, Kentucky by opening its latest production and research facility there. Located about 50 miles from Alltech's worldwide headquarters in Nicholasville, the company's new 85,000-square-foot facility sits on a fully developed 50-acre site. Plans for the facility include a research and development center and a biorefinery, allowing different crops and by-products from the agricultural and forestry industries to be processed into higher value products.

In addition, for the fourth consecutive year, Alltech has been presented with the American Feed Industry Association's Environmental Award in recognition of the company's waste reduction and recycling program. Specifically, Alltech has developed a method that converts nutrient-rich byproducts from its yeast fermentation system into a product that helps crops grow better.

BROWN-FORMAN

Brown-Forman, a KWTC member since 1995, has signed an agreement to have a different company distribute several of its brands of alcohol in Turkey. Allied Domecq will replace Yilmal Mumessillik ve Ticaret A.S., which had served as distributor of Brown-Forman's brands in Turkey since 1997.

Allied Domecq already distributes Brown-Forman brands in much of Central and Eastern Europe. Under the new agreement, the company will begin overseeing distribution of Southern Comfort, Finlandia Vodka and Jack Daniel's brands in Turkey. Brown-Forman feels that Allied Domecq is better positioned to accelerate growth of the Jack Daniel's brand in Turkey.

WESTERN KENTUCKY UNIVERSITY

On March 5th, the Board of Governors of the North American Small Business International Trade Educators (NASBITE) issued its 2002 Program of Excellence Award to Western's own Global Automotive Conference. NASBITE is the leading association of international business educators for top business schools in the United States and internationally.

"We are very pleased to receive this award," said William Parsons, Director of the Office of Global Business and Entrepreneurship and Chair of the Global Automotive Conference. "It's an honor to be recognized by our peers in competition such as Duke, Michigan, Southern California, and other fine universities." WKU has been a member of the KWTC since 1999.

**E-mail Your Member News
to Susan Cook at scook@louky.org!**

KWTC NEW & RENEWING MEMBERS

— NEW MEMBERS —

Regular Memberships
Indigo, Inc.

— RENEWING MEMBERS —

Regular Memberships
Halo Distribution, LLC
Hubert Company

Join the State's Trade Mission to Mexico!

The Kentucky Cabinet for Economic Development is currently organizing a delegation of Kentucky business representatives to join a thirteen-state Appalachian-region trade mission to Mexico City and Monterrey, Mexico from December 2-6, 2002, called the 'Appalachia Meets Mexico' program. Throughout the trip, meetings and events are planned for the delegation, including individual business meetings based upon the objectives of each participant.

The itinerary for the Mexico mission is as follows:

- December 2** Business Appointments in Mexico City
- December 3** NAFTA Anniversary Summit (RepCom); 'Selling to Mexico' Seminar; Networking Reception
- December 4** Travel to Monterrey or Business Appointments
- December 5** Business Appointments in Monterrey; Networking Reception at U.S. Consulate General
- December 6** Tour of Laredo Border

Contact Stephanie Wheeler with the Kentucky Cabinet for Economic Development at 502-564-7140 to sign up today!