



WORLD TRADE CENTER®
ARKANSAS
UNIVERSITY OF ARKANSAS.

**Senate and House Committees on
City, County and Local Affairs
of the
Arkansas General Assembly
December 2, 2015**



A Vision

U.S. Senator John Boozman



World Trade Center Arkansas
Rogers, AR
Open For Business: Jan 15, 2007



Mission and Objectives

- Connect Arkansas to the world by providing international trade services to companies and individuals and educating students in global commerce.
- Increase Arkansas exports and create jobs
- Expand global initiatives – work with AEDC, DEC, DOC, SBA WTCs
- Work with Arkansas universities to expand programs globally
- Provide businesses and agri-producers with market research, B2B match-making, and global procurement
- Inbound/ outbound trade missions to promote trade and investment



Trade Missions

WTC AR Outbound Trade Missions 2015

- ❖ January, Vietnam Trade Mission – Boon Tan
- ❖ March 6 - 9, IWA Trade Show in Nuremberg, Germany – Herbert Morales
- ❖ March, Africa Trade Mission – Denise Thomas
- ❖ April 15 – 18, AERO 2015, Friedrichshafen, Germany – Boon Tan
- ❖ April 26 – 29, WTCA General Assembly Manila, Philippines – Boon Tan
- ❖ May, World Food Exhibition, Milan, Italy – Boon Tan
- ❖ June 15 – 21, 51st International Paris Air Show – Dan Hendrix and Boon Tan
- ❖ Date TBD, Brazil with Galley Support Innovations – Herbert Morales

WTC AR Inbound Trade Missions 2015

- ❖ January 27 – 28, Pro-Colombia meet with Walmart – Herbert Morales
- ❖ February 18 – 19, Netherlands Trade Minister Lilianne Ploumen
- ❖ February TBD, Tanzania – Denise Thomas
- ❖ March 26 – 26, Czech Republic/Walmart Buyer Presentation
- ❖ September 14 - 19, Cuba – Herbert Morales



Arkansas Benefits from Exports

- **Manufactured goods exports support 14.1 % of Arkansas manufacturing jobs**
- **78% of Arkansas exporters are small businesses (2011)**
- **Arkansas exported 3.0 billion of manufactured goods to FTA partner countries in 2013-45.3% of Arkansas' total**

Arkansas Trade Statistics

- **Manufactured goods exported in 2013: 6.7 Billion**
- **Total jobs in all sectors supported by manufactured goods exports 50,200**
- **Export share of manufacturing Jobs: 14.1%**
- **2009-2013 growth of manufactured goods exported: 35.4%**



Success Stories and Progress

- Arkansas poultry producer with projected contracts to China \$28 million dollars annually
- \$6,000,000 pending contract for Arkansas company in Europe and Japan
- Engineering technology company in Farmington, AR with over \$500,000 in export services to China
- Poultry vaccine company in Bentonville, AR - \$20,000 in increased export revenue from Brazil and Colombia
- Hosted incoming delegations from Malaysia, Vietnam, Thailand, Marshall Islands, United Kingdom, Canada, Brazil, Panama and Africa.
- Foreign trips with Arkansas companies include Trade Mission trips to: Colombia, China, Mexico and Panama.
- El Dorado, AR company promoting their products in Brazil, Mexico, and Colombia
- Arkansas brewery attended the Craft Beer Trade Show in Mexico City, Mexico - first export shipment sent to Mexico
- Educational Initiatives including Walton College of Business MBA Program in Panama generating over \$300,000 in program revenue
- Manufacturing company in Conway, AR expanding exports to South America
- Facilitated an MBA program with Panama and the Sam M. Walton College of Business; twenty two Panamanian students graduated in May 2014. Another sixty students received certification in Entrepreneurship and Supply Chain. Currently, one hundred and seventy Panamanians are tuition paying students at the University of Arkansas.



Agriculture Top Exports

Arkansas rankings in U.S Exports

- Number 1 in rice, total sales \$1.2 billion
- Number 2 in soybeans, represents 20% of Arkansas total value in crops
- Number 4 in broilers, total sales \$2.9 billion
- Number 5 in cotton, total sales \$658 million
- Number 7 in chicken eggs, total sales \$439 million





Farnborough International Air Show, July 2014



- Governor Mike Beebe
- CAVU Aerospace
- Galley Support Innovations
- Atronix, Inc.
- Arkansas Aeroplex
- (XNA) Northwest Arkansas Regional Airport
- (LIT) Bill & Hilary Clinton National Airport



International Paris Airshow, June 2015



Dan Hendrix, President & CEO
Boon Tan, Senior Director, Global Trade Strategy



Aerospace Industry





Aerospace Industry Initiatives: Malaysian Investment Development Authority (MIDA)

MIDA HOUSTON DIRECTOR: NURUL SHAMS RUSLI

- Arkansas Economic Development Commission
- Arkansas Aerospace Alliance
- C&M Machine Holding, Inc
- TruTrak
- ORC Products, Inc

ACTION PLANS

- 1) Host Arkansas aviation companies in Malaysia
- 2) Invite the Malaysian Minister of International Trade to visit Arkansas
- 3) Exchange programs between the universities in Malaysia and in Arkansas





Aerospace Industry Successes

GALLEY SUPPORT INNOVATIONS

- GSI Promise Guarantee
 - <https://www.youtube.com/watch?v=NrwV1hsYh9I>
- Attended trade shows in Germany and Switzerland
- Attended the Farnborough Aerospace Show in Farnborough, England
- Booth fees for these events were provided by the World Trade Center Arkansas using EDA grant funds
- As a direct result of attending these trade shows
 - GSI has grown from 3 employees to **26 employees**
 - GSI revenues have risen **80%**





Aerospace Industry Initiative

TruTrak CEO: Andrew Barker

- Working with WTC Arkansas
- AERO Friedrichshafen
 - April 15-18, 2015
 - Friedrichshafen, Germany



TRUTRAK
— LIVE TO FLY TRUE —



Future Aerospace Industry Events

- Asian Business Aviation Conference & Exhibition – February 2016 - Shanghai
- European Business Aviation Convention & Exhibition – May 2015 - Geneva
- Hannover Fair – Hannover Germany- April 2016



Agriculture/Poultry Cluster





Agriculture/Poultry Cluster

ACTIVITIES

1. Asia Pacific Aquaculture, 2013 Vietnam
2. VICTAM Asia (animal, aquatic, feed, & pet food show), 2014
3. Aquaculture America 2014, Seattle
4. Development of a Natural non-GMO Grain Industry in Arkansas, Little Rock
5. Cochran Fellows from China Program in E-Commerce Exchange on Agricultural Products
6. AquaSur, Chile
7. UA partnership with Panyapiwat Institute of Management, Thailand

COMPANIES & ORGANIZATIONS

- Arkansas Farm Bureau
- Tyson
- Cobb Vantress
- PVG
- Affinitech
- SafeFoods
- Natural Soybean & Grain Alliance
- Arkansas Soybean Promotion Board
- UA – Pine Bluff and Fayetteville



Africa Trade Business Sectors

- Agriculture
- Education
- Infrastructure
- Energy
- Health





U.S. Africa Leaders Summit August 4-6



- With approximately 45 Heads of State and more than 100 Ministers in attendance

“I do not see the countries and people of Africa as a world apart; I see Africa as a fundamental part of our interconnected world-partners with America on behalf of the future we want for all our children. That partnership must be grounded in mutual responsibility and mutual respect. “

President, Barak Obama



Latin America Trade



- Arkansas growing relations in Latin America 2014
 - Mexico
 - Central America and Panama
 - La Alianza del Pacifico
- Present and Upcoming Opportunities



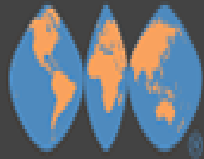
Organization of Women in International Trade



Laura James, Program Manager, Client Services, & Communications



Bella Heule, EVP of WTCA



WORLD TRADE CENTERS
ASSOCIATION

<https://www.wtca.org/>



Laura James, Program Manager, Client Services, & Communications



Trade Diplomacy

Ms. Madeleine Albright



Ms. Lillianne Ploumen



