

LaBIC Meeting Minutes
August 19, 2019
LaSalle Building
617 North 3rd St.
Baton Rouge, Louisiana
1:00pm-2:30pm

The following Committee Members were in attendance.

1. Paul Aucoin
2. Kate MacArthur
3. Wylly Gilfoil
4. Brenda Stelly
5. Brandy Christian
6. Richert Self
7. Jay Hardman
8. Greg Rusovich
9. Keith Guidroz
10. Michael Olivier
11. Doug Bourgeois

Additional Attendees included:

1. Ed Webb- New Orleans World Trade Center
2. Michael Hecht
3. Steven Holliday- DOTD
4. Ben Fontenot
5. Jessica Steverson
6. Rebecca Normand
7. Abigail DePino
8. Courtney Maciasz
9. Larry Collins

Call to Order

Chairman Rusovich

Roll Call

Rebecca Normand

Declaration of Quorum

Chairman Rusovich

Approval of Minutes from January board meeting

Chairman Rusovich

Introductory Remarks

Chairman Rusovich

Chairman Rusovich discusses the lack of international efforts historically in Louisiana, despite other states taking initiative to bring in global business. Our civic leaders have stepped up to cultivate some international representation. Commends LED and the International Commerce team. International Board and Commerce Department has given the State a singular focus on Global Trade and Foreign Direct Investment with extensive global outreach.

Introductory Remarks

Larry Collins

Recognizes guests in attendance. Recognizes Mr. Webb, new Executive Director of World Trade Center in New Orleans. Acknowledged the budget and speaks about the budget implementation for the LED. Discussed the effect of ITEP on local parishes and the efforts to work to educate the locals on the new ITEP rules and regulations. Mr. Collins recognized some big wins since 2014, a combined 3152 new jobs and \$8.8 billion dollars. Some wins include; Globis America, LOTTE, CGI Technologies Lafayette, Shintec, LM Windpower- Division of GE, Exxon and Methanex expansions.

New Board Members Introductions

Chairman Rusovich

Ed Webb of WTC invited board members to WTC Trade Week November 5-8, 2019. Michael Hecht of GNO, Inc. announced that Anthony Bodin, former LED employee, has joined his staff to help focus on lead development and International Commerce. Discussed upcoming Colombia Trip as well as Global FDI Forum in the Spring that will include Port site visits.

Project Pipeline Wins and Prospects

Larry Collins

Mr. Collins spoke on prospect opportunities that continue to come about and the constant interest in Louisiana from companies, in addition to Japan, China, South Korea. Discussed The LIGO program in Livingston for winning the Nobel Prize for their discovery on gravitational waves, and UK Government quietly announcing a 12 million dollar grant to the facility as a collaborative effort with network connections at MIT and LSU. Briefly spoke about Select USA initiative calling on companies around the world.

Introduction of new OIC Staff

Larry Collins

Abigail DePino and Courtney Maciasz introduce themselves, give their bio and explain their current roles within the LED.

Larry Collins discussed other key topics:

Secretary Pierson was recently confirmed and appointed to the Foreign Direct Investment Advisory Committee with the Department of Commerce, marking a prestigious achievement.

State Trade Expansion Program & Global Petroleum Show

Jessica Steverson

Ms. Steverson discussed her work with STEP programs and the funding has progressively grown, as the amount of companies linger at right above 30 now. Ms. Steverson provided a summary of STEP participation and results, including a report on participation by region. Ms.

Steverson explains how the program makes sure the participating companies utilize the funds. Companies qualify based on number of jobs and amount of sales. Ms. Steverson also discussed some shows that LED has attended and will attend; European Trip in Aberdeen along with ADIPEC show in Abu Dhabi and OTC in Houston.

Asia Mission and PRIMO Grant

Benjamin Fontenot

Mr. Fontenot explained the purpose of PRIMO Grant, denoting Predictive Investment Model. It aims to predict foreign investment into the U.S. allowing LED to target firms at the highest probability of investment and expansion, giving credit to Anthony Bodin for developing concept. Identified countries such as Canada, Germany, South Korea, Australia, Japan, China, France and implemented plans for target countries over 9 projects totaling 911 jobs and 2.1 billion in investments. Mr. Fontenot discussed that he, along with Secretary Pierson and Larry Collins embarked on the Asia Mission trip, visiting 4 countries and 6 cities all within 9 days, including Japan, South Korea, China, and Taiwan. He also indicated that there is one active project stemming from the involvement in Select USA, where 1200 business investors from 79 countries attended.

Recent and Upcoming Trips/Shows

Larry Collins

Mr. Collins discussed recent and upcoming trips and shows. OTC in Houston, Workboat in New Orleans the state, especially our Ports, Shreveport and Lafayette International Center. Trip to Aberdeen and Abu Dhabi show, with Abu Dhabi hosting a staggering 130,000 attendees aiding with penetration of Middle Eastern market.

Board Member Insights

Public Comments
N/A

Chairman Rusovich

Closing Remarks & Adjourn
The meeting was adjourned.

Chairman Rusovich